



Q4 2024

Marketing Playbook

Marketing resources to attract and retain patients.



marketing support

Build
Your Business



Manage
Your Practice



Outfit
Your Patients

All Eyes on End-of-Year Success!

Whether you'd like to build your business by adding new patients, manage your practice with effective marketing and business tools, or outfit your patients by promoting quality eyewear and lenses, VSP Premier Edge™ Marketing Support is your partner to help you meet your goals.

Mark your calendars! November 30th is Small Business Saturday, an annual event created to encourage people to shop locally. In this quarter's Marketing Playbook, you'll find new resources to make it easier to promote your practice in your community. You can also download seasonal campaigns and the latest VSP® promotions to share with your patients.



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Build Your Business by Attracting New Patients

Here are our recommendations to attract new patients—and engage your current patients—to keep your practice growing.



Create Awareness about Diabetes and Eye Health

November is American Diabetes Month! Use social media to highlight your commitment to care for your patients living with, or at risk for, diabetes. Download a suite of new eye-catching GIFs and images with facts to help create awareness about diabetes and its connection to eye health. [Download here.](#)



Get Ready for Small Business Saturday on November 30th

Premier Edge Marketing Support has a library of ready-to-use content to help you promote your practice for Small Business Saturday! Get marketing tips, email, and social media content to promote your practice in your community [here.](#)



Manage Your Practice: Increase Patient Loyalty by Elevating Their Experience

Offering savings and recommending the best eyewear solutions for your patients are great ways to ensure patient satisfaction.



New Follow Your Heart Video Content is Here!

Discover the new Follow Your Heart patient-facing marketing video available for in-office or digital use. This video educates your VSP patients on how to easily identify frames that will help them maximize their benefits. The video can be used on screens in your office, on your website, social media, and in emails to patients. Access the video and all Follow Your Heart marketing resources [here](#).



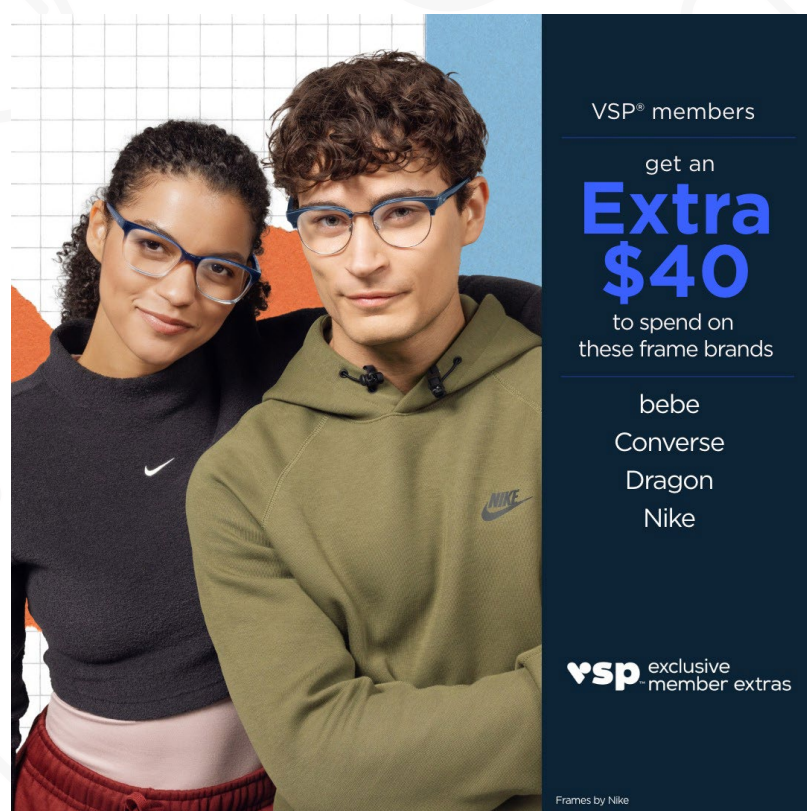
Resources to Help Support Your Lens Recommendation

Did you know there's a library of educational marketing materials to help you promote Unity®'s wide array of lens products? Regardless of prescription, lifestyle, or frame choice, Unity® Lenses has a solution for every vision need. Explore [resources](#) like education and staff training, and downloadable dispensing tools and FAQs.



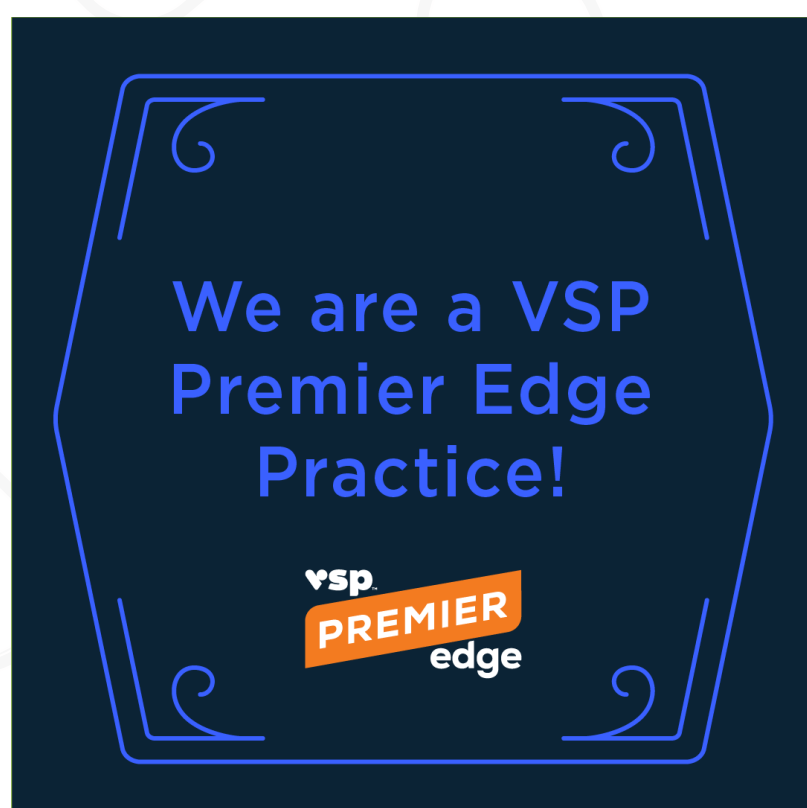
Outfit Your Patients

Looking to update your practice with the latest and greatest selections? Or ensure that your patients are getting the best value? Here are some resources to get you going.



New Extra \$40 Promotion Resources

In case you missed it, there's a new Extra \$40 promotion! Let your VSP patients know they can get an extra \$40 to spend by choosing select frame brands bebe, Converse, Dragon, and Nike. The new promotion runs through January 31, 2025. Get social media graphics, email templates, in-office marketing materials, and more on the [Extra \\$40 Marketing Resources page](#).



New Premier Edge Offers Flyer Available

Encourage your VSP patients to maximize their benefits at your practice! Display this new flyer to let your patients know how they can get the most out of their benefits and learn about the latest Premier Edge offers.

Download the new flyer [here](#), and use [these resources](#) to promote your Premier Edge practice.

Let's Recap



1 BUILD YOUR BUSINESS

Promote your business for Small Business Saturday with social media and email content **here**.

2 MANAGE YOUR PRACTICE

Help your VSP patients quickly identify the brands that will help them maximize their benefits with new **Follow Your Heart** marketing content.

3 OUTFIT YOUR PATIENTS

Share the latest **Extra \$40** promotions with your VSP patients.



Website:

premieredgemarketing.com



Email:

premieredgemarketing@vsp.com



Facebook:

Message us @VSPProviders

Looking for more in-depth marketing help? Complete the **Marketing Virtual Assessment** to receive personalized tools, resources, and eLearning courses based on your results.

—Your marketing partners at Premier Edge Marketing Support



Danae



Ruby



Alexis