

Q4  
2023



# End-of-Year Marketing Playbook

Marketing tips and  
tools to enhance your  
practice's success.



marketing  
support



# Introduction

## TURNKEY MARKETING CAMPAIGNS AND RESOURCES TO GROW YOUR PRACTICE

Attracting and retaining patients can be overwhelming—from planning social media content to delivering an exceptional patient experience and getting that five-star rating online.

That’s where **VSP Premier Edge™ Marketing Support** comes in. An exclusive benefit for practices participating in VSP Premier Edge, we’re here to support you with marketing tips and resources that will set you up for future success.

The end of the year is one of the best times to promote the importance of eye exams, find the right frames and lenses, and discover new ways to attract more patients and deliver the best patient experience. Let’s jump in!

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The clock is ticking on your patients' benefits! Remind them to use their benefits before they expire—the more they understand how they can use their benefits, the more proactive they will become. They may not know that Flexible Spending Account (FSA) funds can be used for eye care and eyewear, so it's important to educate your patients and increase awareness. Access the latest marketing campaign materials, promotions from top brands, and social media graphics!



Old Year.  
New You.

Use Your Benefits  
Before They Expire

\*Check your plan for more details  
about your vision benefits.

FREE END-OF-YEAR GRAPHICS  
AND EMAIL TEMPLATE

[DOWNLOAD HERE](#)



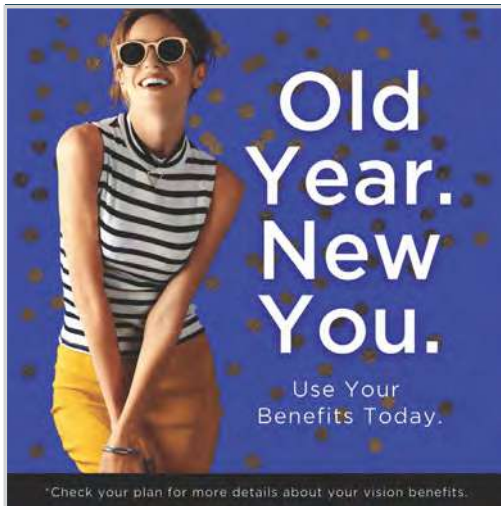
## EYEWEAR RESOURCES AND PROMOTIONS

Explore the latest styles from 30+ frame brands and view current brand promotions to save on eyewear!

Bookmark the Marchon and Altair Eyewear resources page [here](#).



## Free End-of-Year Social Media Graphics



### Recommended social media caption:

Need new glasses or a new pair of sunnies? Frames allowances don't carry over, and Flexible Spending Accounts (FSAs) don't either, so don't let time run out. Now is the time to schedule an appointment and use your vision benefits before the end of the year.

#visionbenefits #glasses #sunglasses #fashionableframes

[ACCESS SOCIAL GRAPHICS](#)



## WEBSITE

Start using messaging on your website about benefit and FSA expiration. Download this website graphic.



[DOWNLOAD HERE](#)

## EMAIL

Send an email to your patients communicating the importance of annual eye examinations, including a benefit expiration reminder and FSA optical awareness. Use the template below with these graphics. [View patient email template.](#)

**SUBJECT LINE: GET THE MOST FROM YOUR VISION BENEFITS**

Don't wait until next year to maximize your vision benefits. There is no better time than now.

- Understand Your Vision Benefits.** Review your plan details like copays, frame allowance, and lens enhancement coverage and within what time frame. You can also print or email yourself a copy of your membership card.
- Schedule an Eye Exam.** Comprehensive eye exams are beneficial because they can also help with early detection of eye conditions and diseases that can be better treated if caught early.
- Choose Your Best Eyeglass Frames.** You don't need to be a fashion expert to find eyeglass frames that look great on you. But our opticians can help you determine which frames enhance your look based on your face shape, skin tone, and lifestyle.

Now that you're equipped with the know-how, end 2023 with your clearest vision yet! Use your benefits before you lose them.

Schedule an appointment online today!

<Practice Phone Number><Practice Name>

[Send](#) ▼



## BEAT THE RUSH

Consistent messaging can encourage your patients to avoid the December rush and use their benefits sooner. Use these graphics to remind them to schedule a visit to your practice before time runs out!



SOCIAL COPY: *Schedule an eye exam today before your 2023 benefits expire!  
Put your eye health first and see us before the busy holiday season.  
#useitorloseit #visionbenefits #practicename #cityname*

[DOWNLOAD HERE](#)

### VIDEO SPOTLIGHT

Learn more about keeping your Google Business Profile listing updated so new or existing patients can find you before their benefits run out! Watch our latest My Marketing Minute video "The Beginner's Guide to Google Business Profile."



## IN-PRACTICE

Use window signage that calls out benefit expiration. Consider adding benefit and FSA messaging to patient forms on the clipboard or tablet welcome screen. Download this poster to use in your office!



[DOWNLOAD HERE](#)





Help your patients end the year strong by reminding them about the importance of an eye exam and of using their benefits before December 31! Here are some simple ideas to get you started:

### End-of-Year Marketing Checklist

- Send emails or text messages to your patients to remind them that their benefits are expiring. [Download here.](#)
- Share a photo of new frame arrivals on [Facebook](#) or [Instagram!](#)
- Share posts from VSP® Vision Care's Instagram or Facebook on your own social channels!
- Post a TikTok or Instagram reel about the importance of eye exams. [Watch this short video to learn how!](#)
- Share a limited-time promotion on frames.
- Stay consistent with eye health messaging on social media with a [call-to-action](#) encouraging followers to schedule their eye exam before time runs out!







Let's end the year with a full schedule! Check out these helpful tips to ensure your patients make the most of their benefits.

### FOLLOW YOUR HEART

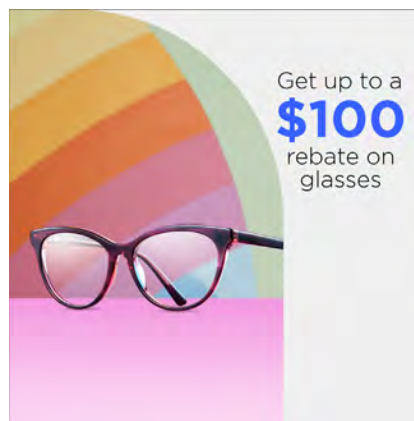
Marchon and Altair frames are now stamped with the VSP heart logo on the upper left lens, making it easier for VSP patients to follow their hearts and identify the brands that will maximize their benefits. You can also order "Follow Your Heart" educational signs to let your patients know which brands will give them the most value.



[ORDER MARKETING MATERIALS](#)

### PROMOTE THE PERFECT PAIR

As the year continues, it's the perfect time to remind your patients to maximize their VSP Vision Care benefits through the Perfect Pair Rebate, available exclusively to VSP members. The Perfect Pair Rebate\* encourages members to schedule an eye exam at a private practice location participating in Premier Edge at the Platinum or Gold level before the end of November 2023.



[DOWNLOAD NOW](#)

\*Perfect Pair up to a \$100 rebate expires 11/30/2023, rebate offer terms and conditions apply and are subject to change. Offer valid from 7/1/2023 through 11/30/2023, and must be redeemed by 12/31/2023. The Sponsor/Offeror of this rebate is Plexus Optix, Inc. All third-party marks, product names, logos, and brands are the property of their respective owners. Use of these marks, names, logos and/or brands does not imply endorsement. Members who participate in a Medicaid/state-funded plan are not eligible for the above offer.




## FEATURE NEW FRAME FASHION

Share new fall and winter eyewear that your patients will be excited to check out! Create a fun display at the front of your practice that changes with the seasons and highlights trending eyewear.



**MARCHON**  
a vsp vision company

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**RAKE UP FALL SAVINGS**



**Enjoy special discount offers to place participating brands!**

bebe Calvin Klein **CONVERSE** → DKNY DRAGON  
FERRAGAMO FLEXON  LACOSTE  pure  
**MARCHON NYC** NAUTICA LONGCHAMP skaga | DESIGNED BY MARCHON

Term: 09/01/2023-12/31/2023


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Provide greater value to your patients and more opportunity for your practice with brands participating in the VSP Extra \$40 Promotion.

July 1, 2023 - October 31, 2023      November 1, 2023 - February 29, 2024

- bebe
- Longchamp
- Dragon
- Nautica
- Anne Klein
- Flexon
- Ferragamo
- Dragon
- Nike

Get an **Extra \$40** to spend

 exclusive member extras

**CONTACT YOUR MARCHON SALES REPRESENTATIVE TO LEARN MORE!**

**Contact your Marchon or Altair sales representative to place your order today!**



## OPEN UP ABOUT OPEN ENROLLMENT

Don't forget to talk to your patients about open enrollment this quarter! Open enrollment is the perfect time to remind your patients to select vision insurance, so they can continue their eye care with you and come back for their next annual eye exam.

The Federal Employee Dental and Vision Insurance Program (FEDVIP) Open Enrollment season will be here soon! When discussing Open Season with your FEDVIP patients, encourage them to select VSP to maintain their relationship with your practice and take advantage of enhanced benefits.






DOWNLOAD INDIVIDUAL  
PLAN GRAPHICS HERE

DOWNLOAD FEDVIP  
GRAPHICS HERE

## NEW YEAR, NEW PATIENTS

Is your practice fully booked through the end of the year? Here are tips to fill up your schedule for the new year.

### Here are a few things you can do now:

-  **Set up a referral program.** Get the program running before the end of the year so you can start handing out referral cards when your practice is busiest. [Learn how here.](#)
-  **Reach new family members.** If a patient mentions their family members, ask them if they've visited your practice yet and if not, encourage them to schedule an exam in the new year.
-  **Unbox new eyewear styles.** Schedule a Facebook or Instagram Live session to unbox new arrivals and attract new patients. Create fun style categories to help showcase all the eyewear you currently have and some of the best sellers.

DOWNLOAD GRAPHICS HERE



## Here's What to Do Next:

1. Download all the content provided and try out these ideas. Missed the last playbook? **Check it out** for even more marketing resources.
2. Catch up on the latest **My Marketing Minute videos**. A few minutes can save valuable time when it comes to marketing your practice. And you might even enjoy it!
3. Let us know what is most helpful! **Reach out** if you have any questions or need help using these materials, or to ask about additional marketing tools available through Premier Edge Marketing Support.



EXPLORE THE LATEST MARKETING CAMPAIGNS



Danae



Ruby

Thanks for reading! Keep in touch and partner with us by emailing [premieredgemarketing@vsp.com](mailto:premieredgemarketing@vsp.com).

*—Your marketing partners at Premier Edge Marketing Support*



# GET ON-DEMAND MARKETING SUPPORT

Looking for more personalized and convenient marketing help? Complete the **Premier Edge Marketing Virtual Assessment** to receive tools, resources, and eLearning courses based on your responses.



**Website:**

[premieredgemarketing.com](https://premieredgemarketing.com)



**Email:**

[premieredgemarketing@vsp.com](mailto:premieredgemarketing@vsp.com)



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