

Marketing Your
Contact Lens Practice

Branding, Internal & External Marketing Strategies

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DISCLOSURES

Dr. Compton

- TheRightContact.com
- Alcon
- Johnson & Johnson
- Cornealtec
- Calvinette Contact Lens Symposium
- Calvinette Optometry Times

Dr. Avinashi

- XXXXXX
- XXXXXXXX
- XXXXXXXX
- XXXXXX
- XXXXXXXX
- XXXXXX

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WHY MARKETING MATTERS?

Health Systems Market Size

Year	Market Size (\$B)
2016	100
2017	110
2018	120
2019	130
2020	140
2021	150
2022	160
2023	170
2024	180

5.9% CAGR

- Contact lens services are growing as patients seek freedom and specialized care.
- Marketing shapes perception and drives practice growth.
- Patient loyalty is at all time lows.

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Topics to Cover

Branding

Voice, visuals & value

01

Internal Marketing

Patient journey

02

External Marketing

SEO, PPC & Social

03

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BRANDING
OVERVIEW

- Branding goes beyond a logo or name - It encompasses the visual, emotional and experiential cues that define a business.
- A cohesive brand helps you stand out, command premium pricing and build trust and loyalty among patients.



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WHAT IS A BRAND?

- Brand identity comprises your name, logo, tagline, color palette, typography, imagery style, voice and tone.
- Brand identity is what you create; brand image is how the public perceives you.
- Consistent identity across channels builds familiarity and trust.



*Your brand already exists
whether you design it or not
Intentional branding lets you
control the narrative.*

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THE FOUR V'S OF
BRANDING



- Values – the beliefs and purpose that guide your practice and attract like-minded patients.
- Vision – the narrative and reason your practice exists; the story behind your services.
- Visuals – color palette, fonts and imagery that create your first impression.
- Voice – tone and style of communication that expresses your personality.

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VALUES

- Values set direction – they define what you stand for and connect you with patients who share similar beliefs.

Clearly articulated values and vision inspire loyalty and guide decision-making.

VISION

- Vision tells your story – it communicates why your practice exists and the future you aim to create for your patients.



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VISUALS

- Visuals create the first impression – choose colors and fonts that reflect your personality and resonate with your patients.

Consistency in voice builds familiarity and trust across marketing channels.

VOICE

- Voice expresses personality – use a tone that matches your brand: playful and casual like Slack or professional and serious like a bank.

Personality	Application	Tone	Style
Professional	Internal communications, patient education materials, clinical research papers	Clear, concise, authoritative	Formal, structured, professional
Empathetic	Patient support, community outreach, patient testimonials	Warm, understanding, supportive	Conversational, relatable, encouraging
Transparent	Financial statements, privacy policies, patient safety reports	Honest, straightforward, accountable	Clear, concise, professional
Responsible	Environmental sustainability, ethical sourcing, community engagement	Respectful, ethical, socially conscious	Informative, engaging, professional

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BENEFITS OF STRONG BRANDING

Intangible

- Recognition & differentiation – a cohesive identity helps patients remember you and distinguish you from competitors.
- Trust & credibility – consistent branding signals professionalism and reliability, encouraging patients to commit to care.
- Loyalty & advocacy – patients who feel connected to your brand become advocates, spreading the word about your services.

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BENEFITS OF
STRONG
BRANDING

Tangible

- Command premium pricing – patients are willing to pay more for a brand they trust and admire.
- Increase patient retention – satisfied lens wearers are less likely to drop out when they feel cared for and supported.
- Drive referrals – a positive reputation precedes your marketing, bringing new patients through word-of-mouth.
- Simplify marketing – a clear brand story makes it easier to craft consistent campaigns across channels.

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- Focus on outcomes, not lens types – convey the benefits patient's experience.
- Examples: 'Freedom from Glasses', 'Comfort in Every Blink', 'Keratoconus Care That Works'.
- Translate technical services like scleral or Ortho-K into patient-friendly stories.



BENEFIT-LED BRANDING

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- Myopia management – present as 'slowing vision change' rather than focusing on techniques.
- Scleral lenses – describe relief for irregular corneas and lasting comfort.
- Ortho-K – emphasize clear vision all day without lenses or surgery.
- Avoid overwhelming patients with technical jargon; speak to their lifestyle goals.



OUTCOME-LED BRANDING

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- Create dedicated sub-brands or programs for niche services.
- Example: "Northern Manhattan Keratoconus Institute" gives scleral care its own identity within a larger practice.
- Keep visuals and tone aligned with your core brand while tailoring the messaging to the niche.



SPECIALTY SERVICES – SUB-BRANDS

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- Refresh your logo and signage to reflect your benefit-led story.
- Place taglines or benefit statements at the front desk and in exam rooms.
- Use waiting area posters to highlight freedom, comfort and specialty care programs.
- Align physical touchpoints (packaging, brochures) with your colors and fonts.



MAKING YOUR STORY VISIBLE - PHYSICAL

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- Update your website homepage with benefit-driven headlines and patient stories.
- Optimize meta descriptions and page titles for vision benefits rather than lens names.
- Use consistent branding across social media profiles and bios.
- Incorporate benefit-led messaging into email signatures, newsletters and digital ads.



MAKING YOUR STORY VISIBLE – DIGITAL

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- Train staff to use consistent language that reflects your values, vision, visuals and voice.
- Create scripts for the front desk and technicians to introduce benefit-led services.
- Involve the entire team in developing taglines and elevator pitches to ensure ownership.
- Monitor alignment regularly – misaligned messages dilute the brand and can undermine credibility.



ALIGNING TEAM LANGUAGE

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- Use AI tools (e.g., ChatGPT) to brainstorm taglines, benefit statements and patient-friendly explanations.
- Generate website copy, blog posts and social captions quickly and personalize them for different audiences.
- Deploy chatbots or virtual assistants on your website to answer common contact lens questions and capture leads.
- Maintain human oversight – review AI content for accuracy, empathy and compliance.



LEVERAGING AI & AUTOMATION

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- Satisfied patients become ambassadors – when comfort, vision and convenience are high, loyalty increases dramatically.
- Two-year wearers rarely discontinue; early support prevents dropout due to discomfort, dryness or cost.
- A strong brand narrative inspires word-of-mouth referrals and repeat visits.




REFERRALS

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- Curate every touchpoint – high-quality materials, comfortable spaces and attentive service signal premium care.
- Use sophisticated visuals and a confident voice to justify advanced care fees.
- Deliver a cohesive experience from booking to diagnosing; the story and ambience should match the price point.
- Patient education materials should feel premium – printed on quality stock and designed consistently.



CREATING A PREMIUM EXPERIENCE

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COMMON MISTAKES IN BRANDING

- Focusing on products instead of patient outcomes.
- Using inconsistent visuals or tone across channels.
- Creating a generic brand that fails to differentiate the practice.
- Overwhelming patients with jargon or too many sub-brands.
- Neglecting staff training or relying solely on AI without human oversight.

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ACTIONABLE TAKEAWAY

- Use a generative AI tool to brainstorm at least three new benefit-led taglines for your contact-lens practice.
- Hold a team meeting to review the options and select one that resonates with your values, vision, visuals and voice.
- Update your homepage headline and front-desk signage with the chosen tagline this week.
- Track patient feedback and appointment conversions to measure impact.

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INTERNAL
MARKETING
OVERVIEW

- Internal marketing educates and engages staff so they become advocates for your services.
- Aligned employees deliver consistent messaging and help fulfil your brand promise, boosting revenue and retention.
- A strong internal brand fosters ownership and pride, motivating team members to go above and beyond for patients.

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MAPPING THE PATIENT JOURNEY

- Patient journey mapping tracks every touchpoint from awareness to ongoing care: interest → exam → dispense → reorders → reactivation.
- Identifying pain points at each stage helps you design interventions that improve satisfaction and loyalty.
- Use data from your recall system, CRM and staff feedback to continuously refine the journey.

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STAGE I: INTEREST



- Capture interest at first contact: website inquiries, phone calls and check-in forms can ask about contact-lens interest.
- Front-desk staff should script questions that invite curiosity ("Have you ever considered contact lenses for sports or convenience?").
- Document interest in the patient record to personalize recommendations during the exam.

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- Use posters and table tents to highlight benefits of contact lenses (freedom, comfort, specialty care).
- Install digital displays or tablets with short videos explaining Ortho-K, scleral lenses and myopia management.
- Create QR codes that link to patient education pages, financing options or online reordering portals.
- Ensure colours, fonts and voice match your overall brand aesthetic.

IN-OFFICE SIGNAGE & DISPLAYS

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- Ensure receptionists know when and how to ask about contact-lens interest during appointment scheduling and check-in.
- Provide scripts that explain benefits clearly and invite further discussion ("Our scleral lenses can relieve dry eyes and provide crisp vision").
- Train staff to use the same language across calls, emails and in-office conversations to reinforce the brand.

FRONT-DESK SCRIPTING & LANGUAGE

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- Leverage generative AI (e.g., ChatGPT) to create scripts, staff training materials and personalized patient communication.
- Use AI chatbots to answer post-fit questions and reduce phone calls to your office.
- Employ AI-driven analytics to identify which messages and incentives are most effective for different patient segments.
- Always review AI-generated content to ensure accuracy and compliance with healthcare regulations.

AI TOOLS FOR INTERNAL MARKETING

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STAGE 2: EXAM



- During the exam, discuss lifestyle goals and match them to appropriate lens options (daily, scleral, Ortho-K, myopia management).
- Technicians should provide comfort coaching and use visual aids to demonstrate insertion and removal techniques.
- Early support reduces dropout: discomfort, dryness and cost are top reasons patients discontinue lenses.

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- Technicians are contact-lens coaches – they demonstrate insertion and removal, troubleshoot comfort issues and reassure patients.
- Use visual aids such as diagrams, models and videos to explain lens care.
- Technicians should document patient concerns and relay them to doctors to ensure consistent care.

TECHNICIAN'S ROLE

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- Build a culture where everyone promotes contact lenses, even if they aren't in sales roles.
- Involve staff in role-playing exercises and training sessions to build confidence and consistency.
- Recognize and reward employees who actively educate patients and convert interest into fittings.
- Regularly reinforce the purpose and values behind contact-lens services to sustain engagement.

CULTURE & STAFF ENGAGEMENT

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STAGE 3: DISPENSE



- Provide clear wear and care instructions when dispensing lenses; include printed and digital resources.
- Schedule the first reorder or follow-up appointment before the patient leaves the practice.
- Use EHR reminders and automated emails or texts to prompt reorders and check-ups.
- Long-term contact-lens wearers report high satisfaction when they feel supported through this stage.

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- Common dropout reasons: discomfort, dryness, red eyes, cost and poor vision.
- Dropout rates range from ~16% in the U.S. to 31% in parts of Asia.
- Monitor patient feedback and clinical outcomes to identify early signs of dissatisfaction.
- Implement interventions (e.g., dry eye treatments, fit adjustments, financial counselling) before patients discontinue.

IDENTIFYING DROP-OFF POINTS

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- Use friendly competitions to motivate staff (e.g., who schedules the most contact-lens fits this month).
- Offer rewards such as gift cards, team lunches or time off for meeting targets.
- Structure incentives around behaviours that reflect your brand values (education, empathy, follow-through).
- Celebrate wins publicly in team meetings or newsletters to reinforce positive momentum.

INCENTIVES & CONTESTS

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STAGE 4: REACTIVATION



- Identify lapsed patients using your recall system or CRM and invite them back for lens checks or upgrades.
- Offer incentives such as trial packs or discount codes to encourage reactivation.
- Share success stories of patients who returned and benefited from new lens technologies.



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- Automate recall reminders for refills, annual exams and lens upgrades using your EHR or CRM.
- Segment messages by patient type (new wearer vs. long-term wearer) and personalise tips and offers.
- Use AI to draft follow-up emails that empathize with common concerns (dryness, handling, cost) and provide solutions.
- Monitor response rates and adjust cadence based on patient preferences.

RECALL & RETENTION SYSTEMS

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- Track how many patients ask about contact lenses, how many are fitted and the conversion rate to annual supply orders.
- Monitor reorder frequency and identify segments (new wearers vs. long-term wearers) that need additional support.
- Share metrics with the team regularly; celebrate successes and address drop-offs collaboratively.
- Use dashboards or simple spreadsheets to visualize progress over time.

LEAD TRACKING & METRICS

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COMMON MISTAKES IN INTERNAL MARKETING

- Failing to map the entire patient journey, focusing solely on the exam stage.
- Inconsistent scripts or misaligned messaging across team members.
- Neglecting staff training, leading to low confidence and inaccurate information delivery.
- Over-reliance on automation without personal follow-up, causing patients to feel ignored.

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ACTIONABLE TAKEAWAY

- Map your contact-lens patient journey on a whiteboard with your team this week.
- Identify one stage with significant drop-off (e.g., reorder) and brainstorm solutions (scripts, comfort kits, reminders).
- Assign ownership to team members and track progress over the next month.
- Use an AI tool to draft follow-up emails or texts tailored to that stage.

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EXTERNAL
MARKETING
OVERVIEW

- External marketing attracts new patients through search, social media, advertising and reputation management.
- Three channels to balance: intent-based (Google search), distraction-based (social media) and reputation-based (reviews).
- Understanding each channel's purpose helps you allocate budget and resources effectively.

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INTENT-BASED MARKETING

- Intent-based marketing targets people searching for solutions to a specific problem, like 'scleral lens specialist near me'.
- Use search data to identify warm leads and deliver personalized messages at the right time.
- Leverage both internal data (website interactions, forms) and external data (third-party intent signals) to focus your budget.



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- Claim and optimise your Google Business Profile with complete information, photos and regular updates.
- Create content around relevant keywords ('contacts for dry eyes NYC', 'child contact-lens doctor') to rank higher in search results.
- Ensure your website loads quickly, is mobile-friendly and includes clear calls-to-action.

SEO BASICS & LOCAL SEARCH

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- Use Google Ads to bid on high-intent keywords such as 'scleral lens specialist', 'myopia control near me' or 'daily contacts for teens'.
- Set budgets based on lifetime value and monitor cost-per-acquisition to ensure profitability.
- Combine paid search with remarketing to stay top of mind for visitors who didn't convert the first time.



PPC & KEYWORD ADVERTISING

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- Awareness campaigns build recognition and shape perceptions; they focus on storytelling rather than conversions.
- Action campaigns drive specific behaviors like booking an exam or purchasing lenses; they include clear calls-to-action and urgency.
- Use both campaign types strategically: awareness to stay top of mind, action to fill your schedule.



AWARENESS VS ACTION CAMPAIGNS

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- Keep your hours, address and contact details up to date to improve trust and search rankings.
- Add photos and videos showcasing your contact-lens services and specialty fitting rooms.
- Use Google Posts to share news about myopia management programs, Ortho-K clinics or promotions.



GOOGLE BUSINESS PROFILE & LOCAL LISTINGS

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DISTRACTION-BASED MARKETING

- Distraction-based marketing appears on social platforms where users are browsing for entertainment rather than actively seeking solutions.
- Content should educate, entertain or inspire; success is measured by engagement and brand awareness rather than immediate conversions.
- Pair social efforts with intent-based channels to convert interest into appointments.



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- Create short videos (reels, TikTok) showing a day in the life of a lens wearer or answering FAQs.
- Share before-and-after stories and testimonials to highlight life-changing results from Ortho-K or scleral lenses.
- Post quick tips on comfort, lens care and myths to engage followers and address common concerns.
- Use native platform features (polls, Q&A stickers) to spark interaction and gather content ideas.



SOCIAL MEDIA STRATEGIES

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- Plan marketing around patient mindsets: Back-to-School (myopia management), Summer Sports (daily disposables), New Year ("New Look").
- Sync campaigns with community events (school fairs, sports tournaments) to maximize relevance.
- Use cross-promotion with local partners (schools, gyms, influencers) to amplify reach.



CAMPAIGN CALENDARS & THEMES

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- Leverage YouTube and TikTok for cost-effective niche education (e.g., explaining astigmatism benefits in two minutes).
- Longer YouTube videos can feature patient testimonials, Q&A sessions or behind-the-scenes glimpses of fittings.
- Short TikTok clips should hook viewers quickly and encourage them to visit your profile or website.



VIDEO MARKETING

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- Generative AI tools can draft blog posts, ad copy, email sequences and social captions in minutes.
- AI can personalize campaigns based on patient data (age, interests, lens type) and test multiple variations automatically.



AI-DRIVEN CAMPAIGNS

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REPUTATION-BASED MARKETING

- Online reviews and testimonials influence decision-making: 89% of people read reviews before choosing a provider.
- Trust grows when patients see consistent 5-star ratings and positive stories from contact-lens wearers.
- Encourage satisfied patients to share their experiences and respond promptly to negative feedback.



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- Testimonials and case studies are among the most effective forms of content for influencing purchase decisions.
- 92% of consumers read reviews and 88% trust online testimonials as much as personal recommendations.
- Feature patient stories across channels (website, social, ads) to humanize specialty services and build trust.



PATIENT STORIES & TESTIMONIALS

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- Collaborate with local schools, gyms and influencers to promote contact-lens categories (e.g., myopia management for students or sports lenses for athletes).
- Joint social media campaigns, shared advertising budgets and loyalty programs expand reach and credibility.
- Host public events or webinars to educate communities about specialty contact-lens options.



CROSS-PROMOTION & PARTNERSHIPS

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- 89% of consumers read online reviews and 93% say reviews influence their buying decisions.
- Only 9% would consider a business with a 1- or 2-star rating; one negative review can cost 22% of potential customers.
- Ask happy patients for feedback right after they express satisfaction and make it easy to leave a review.
- Respond professionally to negative reviews; 95% of unhappy customers will return if issues are resolved.



REVIEWS & REPUTATION MANAGEMENT

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AI TOOLS FOR
EXTERNAL
MARKETING



- AI can generate ad copy, social captions, email sequences and even optimise images.
- Deploy chatbots on your website and social platforms to answer FAQs and guide visitors toward booking appointments.
- AI-driven analysis can test different ad creatives and audiences to discover what resonates best.
- Ensure transparency: disclose when AI is used and review content for accuracy and tone.

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COMMON MISTAKES IN EXTERNAL MARKETING

- Ignoring search intent – relying solely on social media misses patients ready to schedule appointments.
- Using the same content for awareness and action campaigns, diluting your message and call-to-action.
- Neglecting review generation and response; a few bad reviews can significantly reduce conversions.
- Unethical AI use – deceptive content or undisclosed generative imagery can damage credibility.

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ACTIONABLE
TAKEAWAY

- Claim or update your Google Business Profile this week: add photos, describe your specialty, contact lens services and list your sub-brands.
- Plan one campaign around an upcoming season or community event and draft at least two posts using an AI tool.
- Invite a satisfied patient to leave a review and share their story on your website or social media.
- Set KPIs (traffic, leads, conversion rate) and review performance after 30 days.

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SUMMARY & KEY TAKEAWAYS

- Branding: define values, vision, visuals & voice; focus on benefits and maintain consistency across all touchpoints.
- Internal marketing: map the patient journey, train and engage your entire team, automate recalls and measure metrics.
- External marketing: balance search, social and reviews; leverage SEO, PPC, campaigns, cross-promotion and AI tools ethically.
- Act now: select one internal and one external action item and implement them within the next week.

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Thank You

Questions?

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