

**Q1**  
2024



# Marketing Playbook

Marketing tips and tools to  
enhance your practice success.



marketing  
support



**BUILD YOUR  
BUSINESS**

**MANAGE  
YOUR  
PRACTICE**



**OUTFIT  
YOUR  
PATIENTS**



How to Get Your Edge  
in 2024

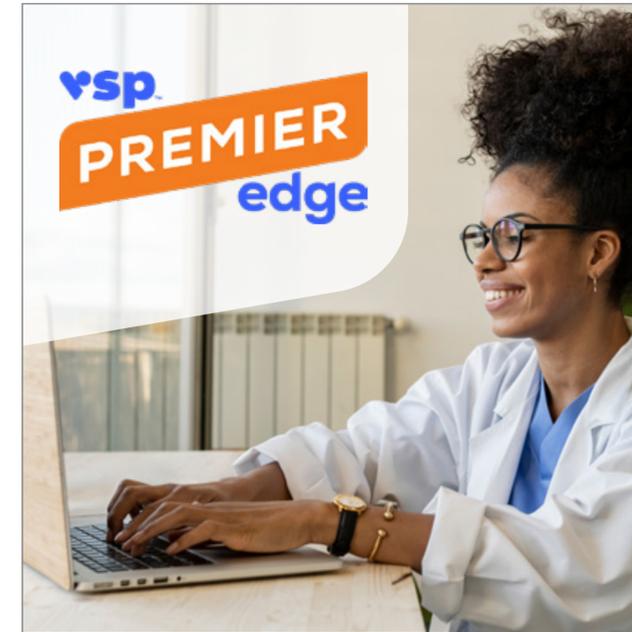
Get a healthy start! Whether you'd like to add new patients, engage and retain your current patients, or promote quality eyewear in your practice, VSP Premier Edge™ Marketing Support can help.

Find the resources you need for a healthy new year in this new, streamlined Quarterly Marketing Playbook!

# BUILD YOUR BUSINESS

by attracting new patients

There are many ways to reach prospective patients. Let's start with a couple top recommendations to help grow your practice in 2024.



## New Year, Newly Updated Website

### Update your website with new VSP logos.

Your potential patients visit your website to schedule an appointment or get basic details like insurance information. Attract VSP® members by making sure you have the latest VSP logo on your website. In addition, your VSP patients get more value by visiting a Premier Edge location like yours. Show off your status with the Premier Edge logo on your website as well.

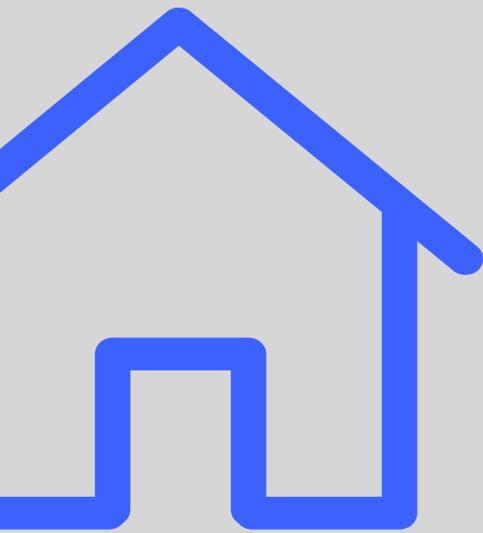
You can find downloadable logos and logo guidelines on the [Logo Resources](#) page.



## Get the 2024 Social Media Content Calendar

Gone are the days when using social media to market your private practice was optional! An estimated 77% of businesses use social media to connect with customers.\*

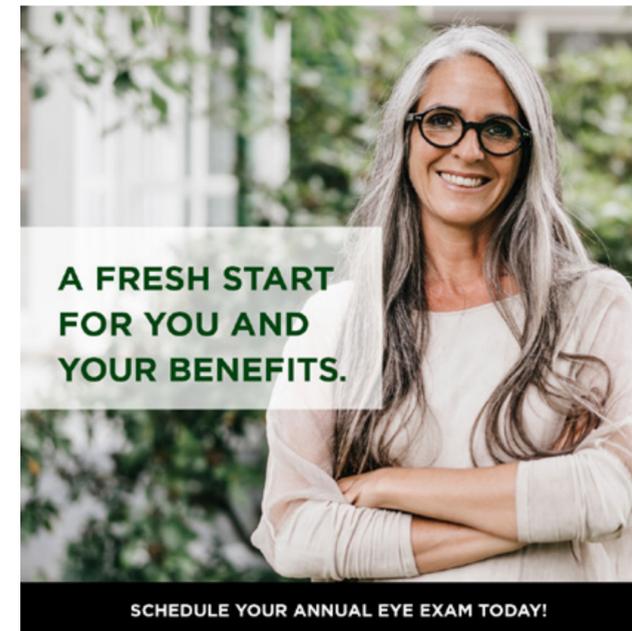
Use the new [Social Media Support](#) page on VSP Provider Hub to keep your social pages fresh all year. Complete with a robust content calendar, the page features easy-to-follow tutorials, a variety of pre-made posts, and many other on-demand resources!



# MANAGE YOUR PRACTICE

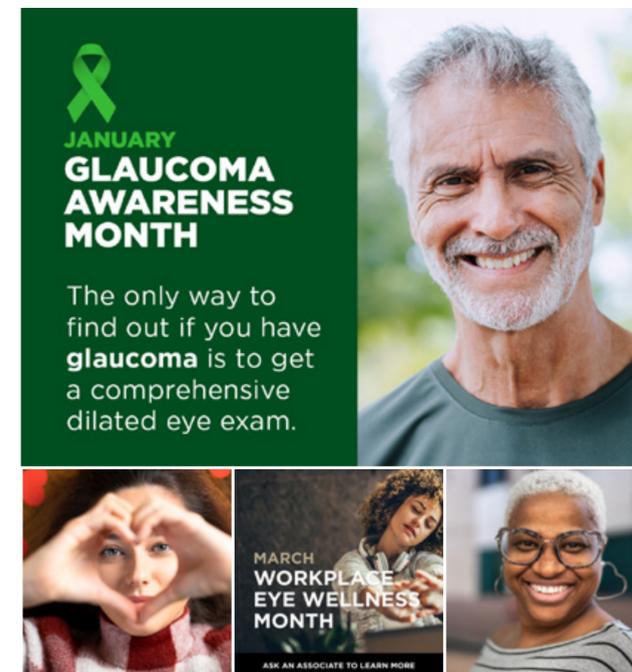
and retain patients by elevating  
their experience

**T**he start of a new year is a great chance to check in with your current patients and ensure their experience is top-notch in 2024. Here are a few recommendations to get you going, as well as marketing materials that are ready to use.



## New Year, New Benefits Campaign

Did you know that one in four people in the US have vision coverage through VSP? Remind your patients to start the year off right with their newly renewed vision benefits. Check out the [New Year, New Benefits campaign](#) for downloadable graphics, email templates, and more.



## Highlight Your Commitment to Health in 2024

While talk of health abounds at the start of a new year, a commitment to health isn't just for January. Did you know that Premier Edge Marketing Support offers all you need to promote holistic wellness all year long?

Here are month-by-month topic suggestions, complete with sample email templates, social media posts, and signs that can be printed and used in-office.

View all the [wellness campaigns here](#).



# OUTFIT YOUR PATIENTS

by providing the value and selection your patients want

**W**ant to update your practice with the latest and greatest frame and lens selections? Or perhaps you want to ensure that your patients are getting the best value by shopping at your practice? If materials top your to-do list for the new year, here are some resources to help.



## Don't Forget about the Extra \$40

Remind your VSP patients they can get an extra \$40 to spend on select Featured Frame Brands through the end of February. Current featured brands include Anne Klein, Ferragamo, Dragon, Flexon, and Nike—which are all sure to be crowd pleasers!

Make sure you have these brands and **marketing materials** available and visible in your practice and be sure to share the benefits with your patients.



## Even More Eyewear Savings

Member offers like the Extra \$40 and the year-round Extra \$20 provide an extra reason for a VSP member to fill their eyewear prescription in your practice. To help you stock up on the brands your VSP patients ask for, take advantage of all the cost-saving offers available to you on the **Eyewear Offers** page of VSP Provider Hub.

# Here's What to Do Next

## 1 BUILD YOUR BUSINESS

Update the **vision coverage logos** on your website! Then promote your refreshed website by linking to it on your social media.

## 2 MANAGE YOUR PRACTICE

Engage current patients with timely **marketing campaigns** that are ready to use.

## 3 OUTFIT YOUR PATIENTS

Keep your patients looking sharp without breaking the bank using the **Eyewear Offers** page.



**Website:**

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



**Email:**

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



**Facebook:**

[Message us @VSPProviders](https://www.facebook.com/VSPProviders)

Thanks for reading! Request your complimentary practice marketing consultation by emailing [premieredgemarketing@vsp.com](mailto:premieredgemarketing@vsp.com).

*—Your marketing partners at Premier Edge Marketing Support*



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