



Featured frame Lacoste L6056S

# Marketing Playbook

Marketing resources to attract  
and retain patients.



marketing  
support



**Build** + **Manage** + **Outfit**  
Your Business Your Practice Your Patients

## Providing the Best Experience for Your Patients

Whether you'd like to build your business by attracting 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.

With sunnier days ahead, help your patients step out in style with the latest eyewear, and use National Sunglasses Day to promote eye health and eye protection with the resources in this Marketing Playbook.





## Build Your Business by Attracting New Patients

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



### Order In-Office Marketing Materials

Engage your patients and promote your practice with complimentary marketing materials and branded merchandise exclusively for practices participating in Premier Edge.

Learn more about the [Online Store](#) and get started by ordering a Premier Edge [window decal](#) or a Follow Your Heart [counter card](#) for your practice to help your patients get more to spend on frames!



### Resources to Educate Patients on the Importance of Protecting Their Eyes

In the spirit of National Sunglasses Day on June 27th, start encouraging your patients to protect their eyes while enjoying the bright days ahead.

Download these [social media posts](#) and check out these [tips to boost sunglass sales](#) in your practice.





## Manage Your Practice: Increase Patient Loyalty by Elevating Their Experience

Retain patients by providing an excellent experience during their visit. Offering savings and recommending the best eyewear solutions for your patients based on their lifestyle and needs are a great way to ensure patient satisfaction.



### Help Patients Without Vision Insurance Save up to \$350 on Eyewear

Your patients can enjoy affordable vision coverage AND save on eye exams and glasses with a VSP® Individual Vision Plan.

Share the benefits of this plan with your patients as a member of the [VSP Individual Vision Plans Doctor Program](#), and both you and your patients win—you receive an advertising payment, and your patients can get instant coverage. Request [flyers](#) to display in your office here.



### Refresh Your Social Media With New Eyewear Content

Showcase the latest eyewear styles on your social media accounts to highlight the variety of frames available at your practice!

[Download ready-to-use](#) social media images and videos from top brands and start engaging your patients today!





## Outfit Your Patients

Update your practice with the latest product selection and ensure that your patients are getting the best value and great quality with these resources.



## New! Assets to Promote Converse Eyewear to Your Patients

Looking for frame assortments for your younger patients? The new Converse collection is designed for ages 6-24, with sizes and styles to match. The collection features iconic branding with the All-Star logo and offers quality eyewear at an accessible price point.

Reach your younger patients online and share [images](#) and [videos](#) on social media to capture their attention.



## Continue Marketing the Maui Jim Rebate to Your Patients

Great news! The Maui Jim Prescription Sunglasses rebate has been extended to June 30, 2025. As a Premier Edge practice, that means your VSP patients who purchase a complete pair of Maui Jim Prescription Sunglasses qualify for up to a \$50 rebate\*, at no cost to your practice!

Market this offer to your VSP patients with email and social media graphics you can [download here](#).

\*This rebate offer is valid on the purchase of Maui Jim prescription frame and lens purchases from a VSP Premier Edge location from February 1, 2025, through June 30, 2025, and redeemed by August 15, 2025. This program cannot be combined with any other Maui Jim commercial account programs outside of VSP.



# Hear from a Peer



We believe that with a little support, you can level up your practice's marketing efforts. But don't just take it from us—see what Dr. Ung from our marketing support community has to say about the Premier Edge Marketing Support practice marketing consultations:

**“Thank you Premier Edge Marketing Support for a very helpful meeting. You made me feel confident that I can do this! I am committed to invest in marketing for the health and success of the practice!”**

- Dr. Ung, Geneva Eye Care Optometry Inc., San Francisco, CA



**Website:**

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



**Email:**

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



**Facebook:**

Message us @VSPProviders

## PRACTICE MARKETING CONSULTATIONS

Get a complimentary, personalized marketing consultation from our team of marketing experts.  
Complete the 5-minute **Virtual Marketing Assessment** to get started.



Danae



Ruby



Alexis