



# Marketing Playbook

Marketing resources to attract and retain patients.



marketing support

**Build**  
Your Business



**Manage**  
Your Practice



**Outfit**  
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 practice support made simple.

According to a recent survey, 46% of VSP® members are more likely to purchase from private practices over other insured patients (27%) and non-insured patients (19%).\* In this playbook, you'll find marketing resources to communicate the value VSP members get by visiting a Premier Edge practice like yours.





## 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.



### Videos to Share with Your Patients

Research from **The Vision Council** showed a significant increase in patients booking an eye exam to “maintain vision health,” compared to two years ago, when the main reason was to get new glasses. Educating patients on the importance of healthy vision can help you attract patients and increase sales.

Share **these educational videos** with patients in your practice, by email, social media, or on your website.



### Step Up Your 2025 Social Media Plan

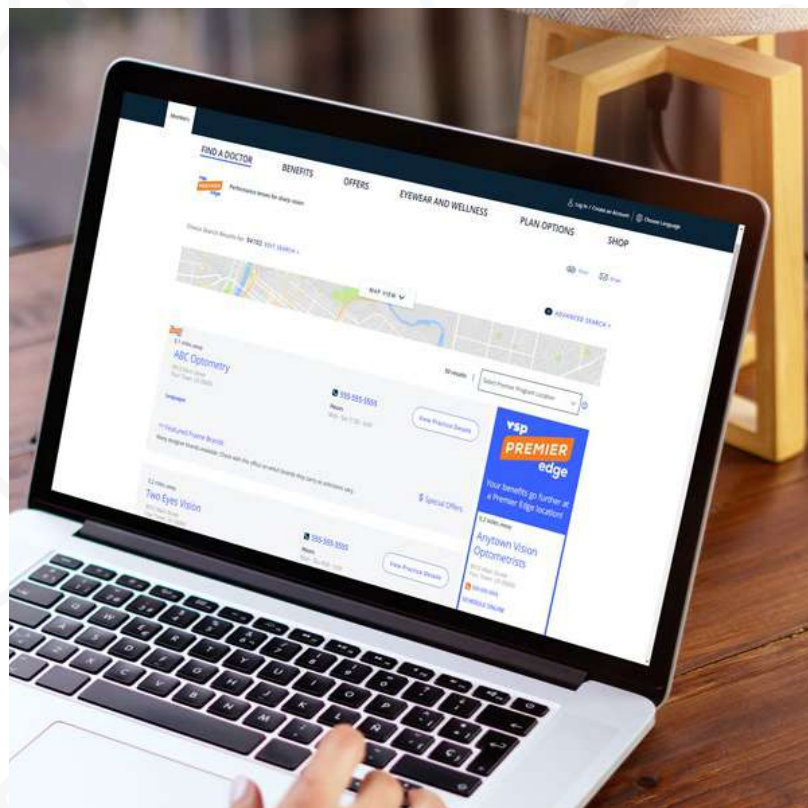
Premier Edge Marketing Support makes sharing social media content simple! Download new 2025 social media content and calendars **here** to freshen up your social media accounts.

We offer a full year’s worth of content arranged by month with health and wellness themes, holidays, and more.



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

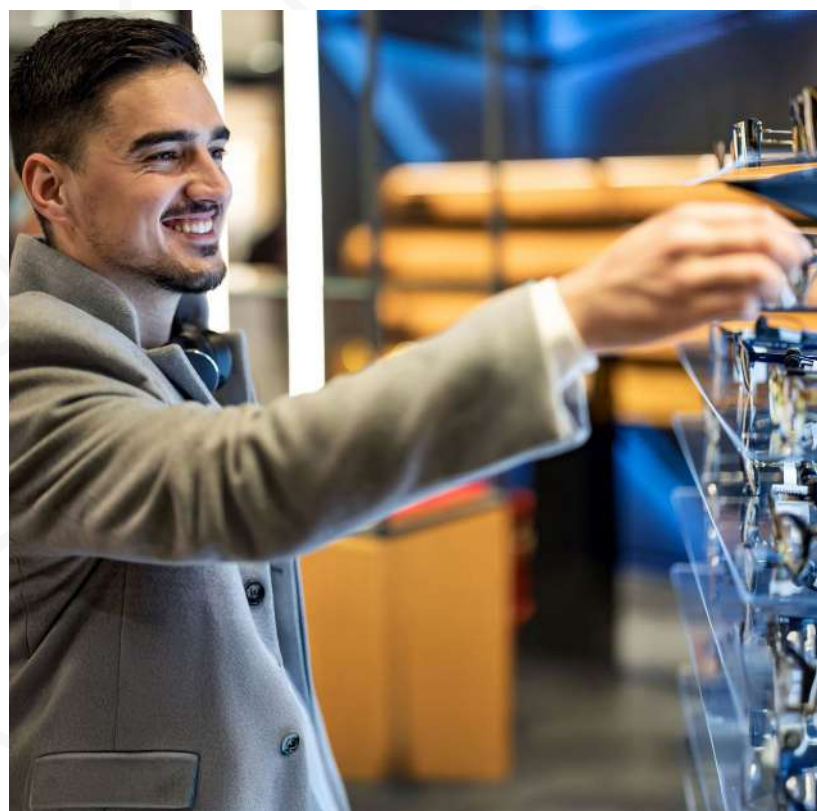
Retain patients by providing an excellent experience during their visit. Offering savings and recommending the best eyewear solutions for your patients based on their lifestyle and needs are a great way to ensure patient satisfaction.



### Resources to Promote Your Practice as a Premier Edge Location

Are you letting your patients know that their VSP benefits go further at a Premier Edge practice like yours?

Get **tips to market your practice** as a Premier Edge location. Make sure to display this **new flyer** in your practice to show patients how they can maximize their benefits at your practice. And learn how you can enhance your listing on the VSP *Find a Doctor Directory* **here**.



### New! VSP Vision Benefit Marketing Templates for Your Practice

Encourage your VSP patients to check their benefits! Save time with these email and SMS templates to send out to your patients before their visit.

The templates provide your patients with key information to access their vsp.com account and get familiar with their vision coverage. Get the templates **here**.



## Outfit Your Patients

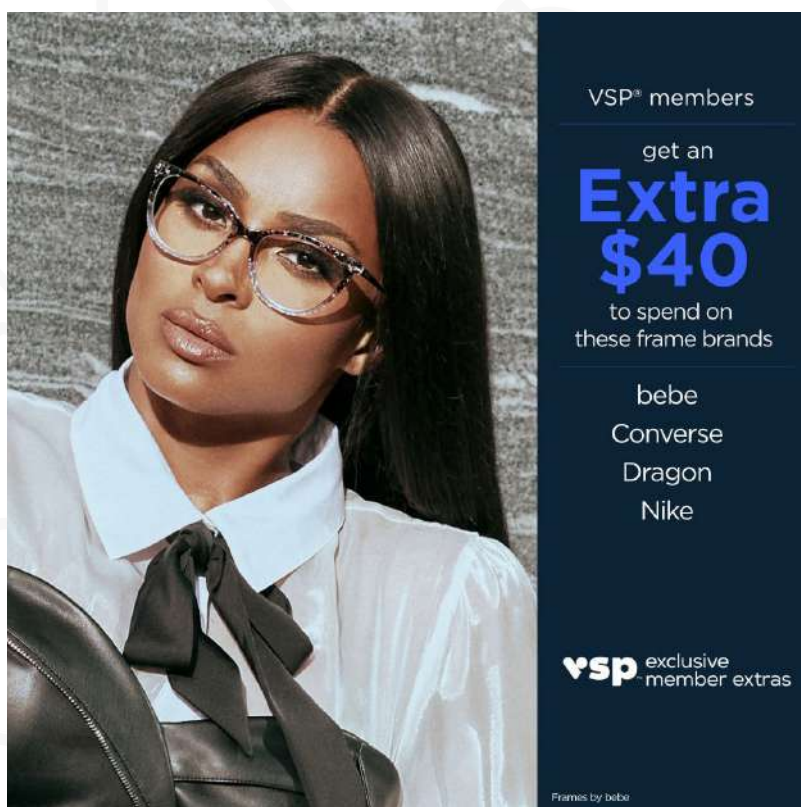
Looking to update your practice with the latest and greatest product selections? Or perhaps you want to ensure that your patients are getting the best value? Here are some resources to get you moving in the right direction.



### Encourage Your Patients to “Follow Their Hearts” to Savings

Help your VSP patients get more value and maximize their benefits when they select frames stamped with the VSP heart logo on the lens.

Use Follow Your Heart marketing resources to educate them on which brands will make the most of their frame allowance. Access the Follow Your Heart marketing materials available for in-office and digital use [here](#).



### Extra \$40 Member Offer Extended

Good news! The Extra \$40\* promotion has been extended through February 28, 2025. Your VSP patients get an extra \$40 to spend by choosing select frame brands bebe, Converse, Dragon, and Nike.

Get social media graphics, email templates, in-office marketing materials, and more on the [Extra \\$40 Marketing page](#).

\*Available only to VSP members with applicable plan benefits.

# 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 April from our marketing support community has to say about how their practice has benefited from using Premier Edge Marketing Support’s resources:

“The social media content provided by Premier Edge Marketing Support is fantastic! The suggested calendar is a lifesaver—it makes it easier to stay organized, plan ahead, and save time.”

-April Crain, Social Media Specialist, Elk Grove Optometry



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**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