

# B2B MARKETING GUIDE

# 2021



TOTAL VISION™

# Why should you do business-to-business marketing?

- It works! It's a sustainable way to generate patient flow due to the longevity of businesses in your community.
- It's a simple and relatively low-cost way to let surrounding businesses know about your practice, location, and services.
- It creates top-of-mind awareness. Local businesses and their employees will remember you when they have a need for eye care.
- It helps with referral marketing. Their employees will tell others about your practice.

# Tips for successful business-to-business marketing:

- Pick the right people:  
Make sure the team members that are representing the practice are relational and can engage with the businesses.
- Spend wisely:  
Invest time and money in your promotional leave-behind materials, such as cleaning kits, flyers, etc.
- Commit to it:  
Business-to-business marketing is a long-term investment in money, time, and resources, and it requires repeat visits.
- Track your successes:  
Know which businesses are driving people to your practice and thank them for their referrals.

# How do you identify who to target for business-to-business marketing?

- Research the businesses around you. Use Google to find out where surrounding businesses are located and plan your route for efficiency.
- Keep up-to-date on what is happening in your local communities.
- Leverage your chamber of commerce and city relationships.
- Use your current patient database. If a current patient carries great insurance, identify his/her place of work.

# How do you approach businesses?

## Schools

- Contact the Communications Director or Community Engagement Representative at the school district:
  - Advertise district-specific discounts on their employee internal website.

## Healthcare

- Target the office manager and see if you can cross-market. Be sure to bring a bag of cleaning kits and business cards with you. If your doctor is available, have them visit these locations with you. If care providers can meet each other, it creates a clinician-to-clinician relationship, then that doctor will now be more likely to refer to your practice directly, and the referrals will be more likely to trust the recommendation.

# How do you approach businesses? (continued)

Small Retailers (small shops and restaurants in your center)

- Ask for the manager when you arrive. Discuss the opportunity to promote their services at your practice and if they can promote yours at the store. Be sure to leave behind a bag or basket of cleaning kits for the staff and a flyer with a special promotion just for the businesses in your center.

Large Corporations

- Call ahead and schedule an appointment with the HR manager. If you cannot get an appointment, then drop in, ask for the HR manager and inform them that you have cleaning kits for the employees (never go empty-handed). Ask if they would be willing to put up a flyer in the break room.

# How do you approach businesses? (continued)

No matter what type of business you visit, come prepared with these talking points about the office:

- Convenience: location, extended hours/weekends, and emergencies
- Clinical Excellence and Comprehensive Care: present information on the Optometrists and team members
- Insurance & Payment Options: let them know the office accepts most insurances

When you do go out, be specific and targeted about your goals for the day. One day you may decide to visit most or all of the businesses in your shopping center. On your next outing, you may extend your reach to local urgent cares, medical facilities, libraries, schools, etc. On another visit, you may be focused on large companies/corporations.

# Think outside the box! (And be prepared!)

Keep a few pre-assembled quality gift bags with cleaning kits on hand at all times. When a patient visits the office around lunchtime, and you notice they work for a larger corporation, ask if you can give them a gift bag to take into their place of employment to share with fellow employees.

Many times you will find it's difficult to get "in" with larger corporations, but if you have a loyal patient who can get your foot in the door, use that opportunity!



# How often do you need to follow up?

You should be executing business-to-business marketing on a regular basis. Each business should be visited again about every 2-3 months to keep top-of-mind awareness depending on the relationship you have with the business and the success of your visits.

Track every place visited, whom you spoke to, the date you visited, the insurance that they offer, and when you plan to follow up. Keeping track is a critical way to know which locations are providing a return on your efforts and gives you an opportunity to specifically thank those businesses for their referrals.

**GOOD LUCK!**