

Targeted Direct Mail Program



Card #1: Polarizing Sun Lenses Postcard
(Suggested for patients 25 years old and up)

Dear John,

Glare from the sun makes driving difficult and unsafe. Tests have shown that a driver needs 23 feet of extra road to stop when driving into the sun. **Xperio polarized lenses** have a filtering system embedded inside the lens that eliminates dangerous glare for greater driving safety, something that standard tinted lenses or lenses that change color can't do.

They also provide 100% UVA/UVB protection. UV exposure has been shown to lead to macular degeneration and cataracts. **Xperio polarized lenses** let you see even the smallest things with greater detail, true color perception, and total comfort.

John, if you have not tried polarized lenses before **Ziegler Leffingwell Eyecare** will make a pair in your prescription and give you a **30 day trial period**. If you don't think they are the best sun lenses that you have ever had you can return them for a full refund. **No glare. No risk.**

Call us at **(414) 541-2100** to schedule an appointment and experience the outdoors like never before.

Ziegler Leffingwell Eyecare
2400 South 102nd Street
West Allis, WI 53227

John Linwood
1234 Our Street
Our Town, USA 54321

ZIEGLER • LEFFINGWELL
eyecare

2400 SOUTH 102ND ST. | WEST ALLIS, WI 53227 | 414 - 541 - 2100 | ZLEYE.CARE.COM

- Direct Mail Marketing to Existing Patients
- Market Your Solution to a Problem
- A Personalized Approach
- Essilor Edge Co-op Reimbursement

Targeted Direct Mail for Eyecare Professionals

Effective eye care marketing has three components that ensure its success:

The marketing is directed at your existing patients. It costs five times more to make a sale to a new customer than an existing one. Your patients are already familiar with your practice and trust you.

Your marketing is designed to solve a problem or meet a need. Sometimes patients aren't aware of their needs until you educate them. No one thought they needed cell phone apps until Apple showed us that it is difficult to live without them. Likewise with computer lenses for presbyopes or polarized lenses for any age group. **Sell them a solution to a problem.**

Your approach must be novel, engaging, and personalized. Through the use of digital variable printing, your patient's name is embedded in the photo to grab their attention. The vision problem is explained and a solution is given.

A personalized, targeted, direct mail program from Ziegler Visionary Marketing informs your patients about products that improve their quality of life. While traditional direct mail has a response rate of less than 1%, our practice has experienced a 22% response rate to these personalized messages. The opportunity for increased profit comes from products that patients need but rarely purchase, such as polarizing sun lenses, daily disposable contact lenses, and computer lenses. When these products are purchased in addition to their everyday glasses you have solved a problem for the patient and your profitability increases.

Ziegler Visionary Marketing Targeted Direct Mail orders qualify for Essilor Edge Co-op funding! Save up to 50% on postcards and postage. Contact your Essilor Representative for additional details.

For more information, contact Dave Ziegler, OD at dziegler@zieglervm.com.



Card #2: Daily Disposable Contacts Postcard
(Suggested for patients ages 18-39)

Dear John,

Are there times in your life when your glasses just don't meet your needs? Whether it be working out, going to the beach, or a special night out, you can experience the freedom of not wearing glasses with daily disposable soft contact lenses. **New day, new pair of lenses.**

John, daily disposable contact lenses offer the healthiest, most convenient way to wear contacts. You wear them once then toss them at the end of the day. No solutions, no lens cases, no hassles. They're perfect for those who want to wear them all the time or just occasionally. And if you have astigmatism or need bifocals, there are options for you too.

Call us at (414) 541-2100 for an appointment and Ziegler Leffingwell Eyecare will give you **free trial lenses** to experience the freedom of daily disposable contact lenses for those special times in your life.

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Targeted Direct Mail Program Standard Package Pricing

Setup Fee:

One-time setup fee of \$69.00 for artwork and proofs

Quantity of cards printed per month:

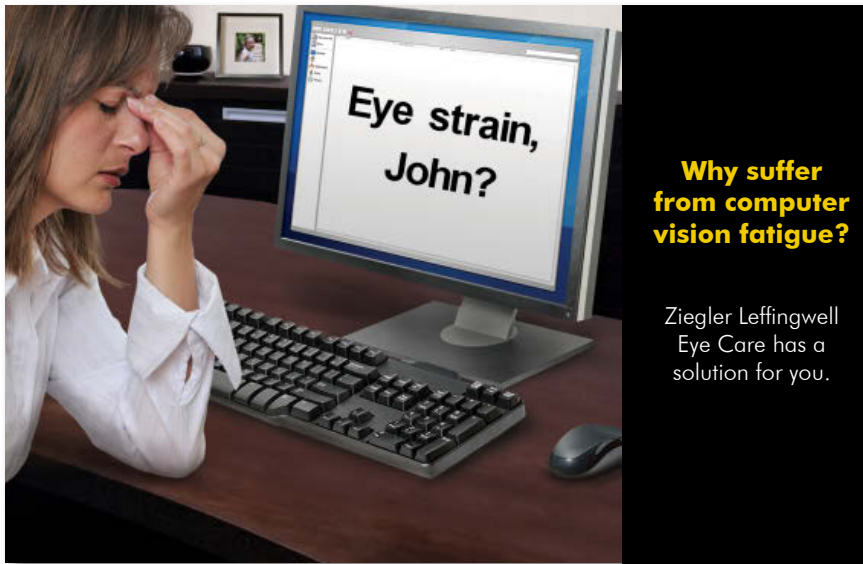
Less than 250 = \$240.00

251-500 = \$0.83/ea.

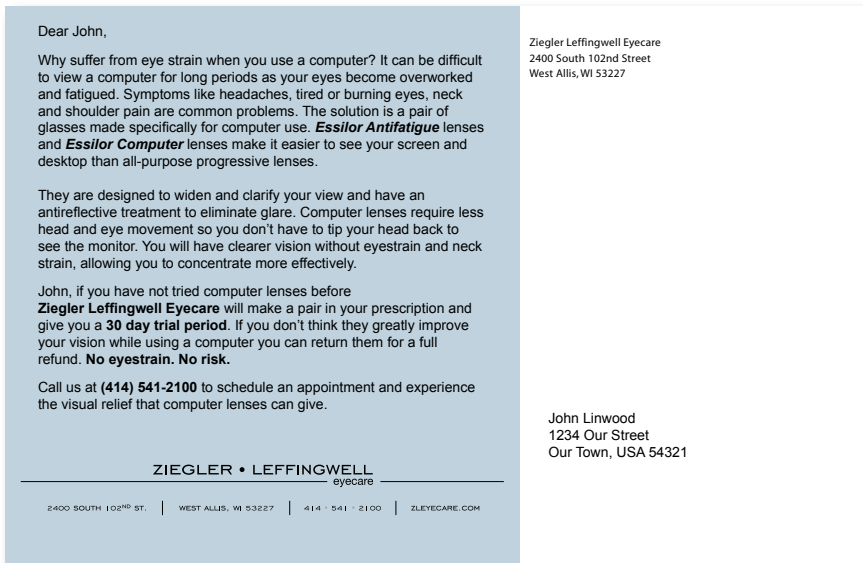
501-1000 = \$0.74/ea.

1001 or more = \$0.66/ea.

How Targeted Direct Mail Works



Card #3: Computer Lenses Postcard
(Suggested for patients 45 years old and up)



1. For the most efficient use of your staff, have them create a patient mailing list for a twelve month period. The list should include the patients name and address. Divide the list into three age categories: 25 years old and up, 45 years old and up, and 18 to 39 years old. We will print a one month supply of cards for you to mail, or if you decide, we can mail the cards for you. 500 patients per month is recommended for each doctor in your practice.
2. **The Standard Package** includes three Targeted Direct Mail postcards for polarizing sun lenses, daily disposable contact lenses, and computer lenses. The messages include a 30-day trial period for polarizing and computer lenses to motivate patients to try a new product.
3. **The Deluxe Package** offers more options, such as changing the branded lens products to meet your practice's prescribing preferences.
4. Submit your expenses for the Targeted Direct Mail Program postcards to Essilor Edge for co-op reimbursement. Contact support@essilorsupport.com and use pre-approval code #9057.
5. Decide to have cards delivered to your practice to apply postage or have Ziegler Visionary Marketing mail cards and be billed postage and handling costs.

Targeted Direct Mail Program Deluxe Package Pricing

Setup Fee:

One-time setup fee of \$169.00 for artwork and proofs

Quantity of cards printed per month:

Less than 250 = \$270.00

251-500 = \$0.95/ea.

501-1000 = \$0.86/ea.

1001 or more = \$0.78/ea.



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