



Your Optometry Marketing

Guide to Instagram



This e-Book is a thorough guide geared towards both beginners and more advanced Instagram users. If you're just starting out, we recommend starting at the beginning and working your way through the whole thing; if you are just looking for specific tips, jump to the section that best solves your need. We're always available to answer any questions you may have. Just [click here to book a call](#) with an optometry marketing expert. If you're an existing client, ask your Marketing Manager to help you implement these Instagram strategies.



Instagram 101

Table of Contents

| | |
|---|----|
| <u>What is Instagram and Why Should I Use It?</u> | 5 |
| <u>Need a video Tutorial?Getting Started on Instagram</u> | 7 |
| <u>It's time to create your account! Head over to the Instagram app</u> | 8 |
| <u>Navigating Instagram: The Basics</u> | 9 |
| <u>Instagram and how it works</u> | 10 |
| <u>Instagram's New Interface: Update Your Instagram Profile</u> | 12 |
| <u>Instagrams Bio: Best Practices</u> | 14 |
| <u>How to Use Links on Instagram</u> | 15 |
| <u>Creating Your First Set of Posts</u> | 16 |
| <u>Best Practices: Content Creation</u> | 18 |
| <u>Content:OD's on the Gram</u> | 19 |
| <u>Creating Your First Story: Instagram Stories</u> | 23 |
| <u>Bonus: Using Instagram Reels</u> | 24 |
| <u>Building An Audience on Instagram</u> | 25 |
| <u>Building An Audience on Instagram: For Patient Acquisition</u> | 26 |
| <u>Audience Building Best Practices</u> | 27 |
| <u>Audiences: OD's on the Gram</u> | 28 |
| <u>Engaging with Your Instagram Audience</u> | 31 |
| <u>Return on Investment (ROI) Measuring The Results</u> | 33 |

Continued Instagram 101

Table of Contents

| | |
|--|----|
| <u>Results: OD's on the Gram</u> | 34 |
| <u>Take Your Instagram To The Next Level!</u> | 36 |
| <u>Consider Marketing Services from the Experts in Optometry Marketing</u> | 40 |

What is Instagram and Why Should I Use It?

Instagram is a leading social media channel for brands, businesses, and consumers with over 1 billion active users. Founded in 2010 and acquired by Facebook, it's the ideal platform to talk about your brand and communicate with loyal followers via images and videos.

As the younger demographic moves towards a social platform, older age groups pivot with them to stay relevant. As such, Instagram boasts a vast age-range of global users, spanning various demographics. If you're on Instagram, you have the ability to connect with your existing patients and meet new ones in a personalized and exciting way.



Continued...What is Instagram and Why Should I Use It?

1

There are plenty of OD's on Instagram already, and we'll be hearing their top tips throughout the piece, so you don't have to reinvent the wheel!

So, thinking that Gramming is a good eye-dea? It is! Instagram is free and easy to use, and it can even be fun!

2

The platform is mostly intuitive and posting content is quick and easy. Brands use Instagram to showcase their "behind-the-scenes" aspect, presenting a more personable, humane aspect not seen on the professional front. This is an excellent strategy for your optometry practice, allowing your clientele a window into who you really are at your core. Posting photos and videos of your staff interacting, of patient experiences, and even a hobby that your staff engage in can give people a better understanding of who you are and what you value.

3

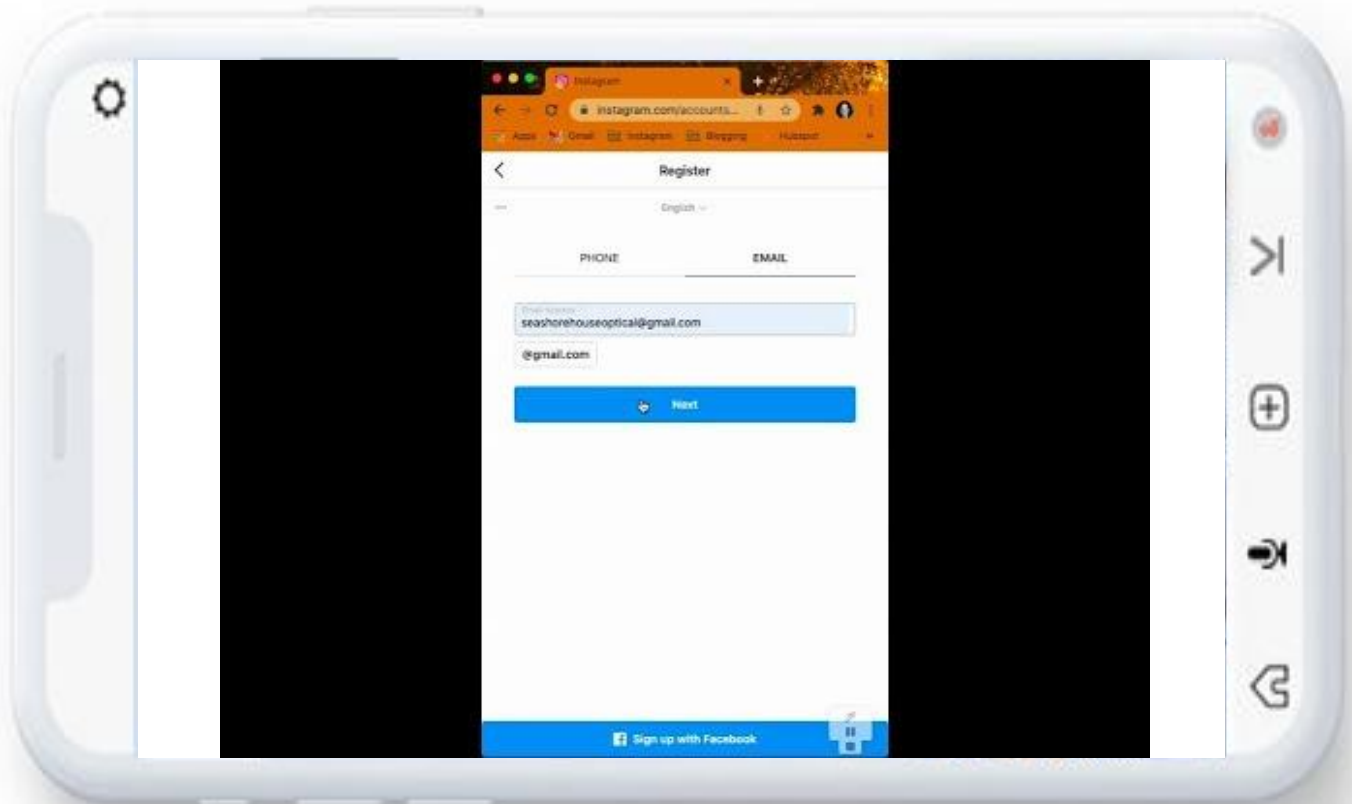
Instagram isn't officially about getting more patients in the door, it's about creating and maintaining a strong, engaging brand, staying relevant, top-of-mind, and offering extra insider value to your new and existing patients. But in the long run? Yeah, it gets more patients in the door!

Need a video Tutorial?

Getting Started on Instagram

Watch How To Create an Instagram Account

click to view



It's time to create your account!

Head over to the Instagram app

1

To create your account, tap Sign Up and enter your mobile number or email address, as well as your first name and last name. For your username, we recommend using your optometry practice name. Pro tip: Every username will have an "@" sign, added to it after your account is created, and that's how you can refer to other accounts. For example, if you were looking for us on Instagram, you would type in "eyecarepro", which is the same name as our company, and you would see the @ symbol on our home page: @eyecarepro.

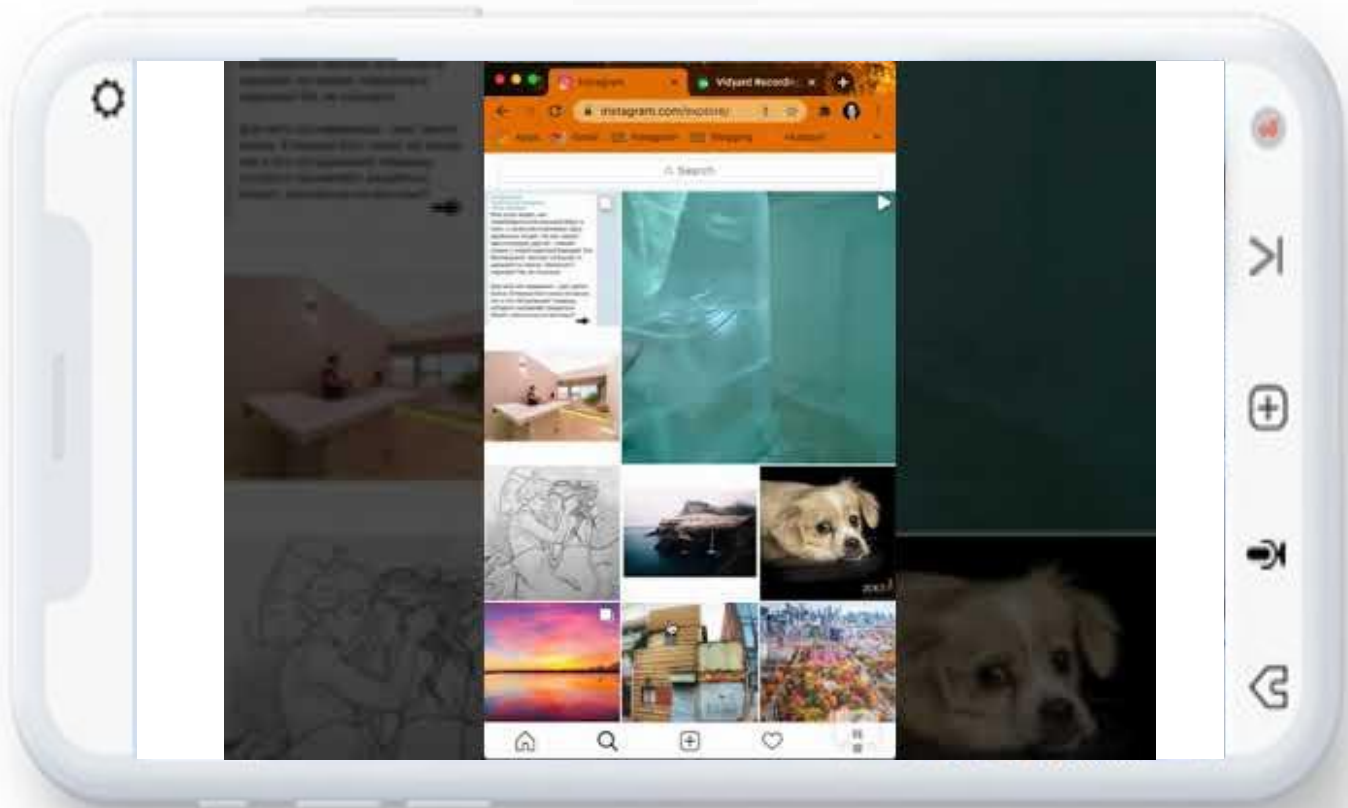
2

Great, so after you've added your practice name, enter a secure password.

Continue following the prompts- you'll be asked to enter your birthday, and then you will need to enter the confirmation code that Instagram sends to your email or phone. That's it, you're done! Welcome to your new Instagram account. That was easy!

Navigating Instagram: The Basics

click to view

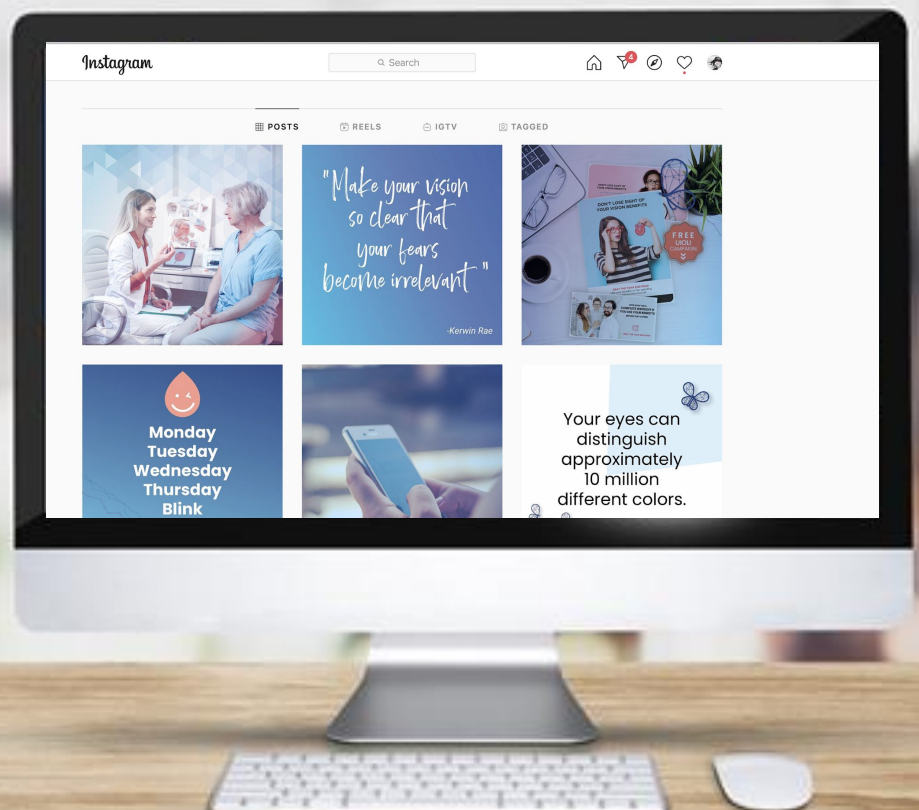


Your first call of order is to get a good understanding of Instagram and how it works

A lot of people feel overwhelmed because it seems unclear; they're not sure where to start or how to go about it. That's why we're here. Take a deep breath; we're going in!

Let's begin by understanding exactly how Instagram works. Like most social media platforms, Instagram allows you to do a few different things, all supporting the goal of connecting and interacting with other people.

Let's use the analogy of a neighborhood. Think of your Instagram account as a new house you just purchased in a thriving community. Naturally, you'll first want to make sure your house is settled in and that it looks good and unique to you, it's your house after all! We'll cover that in Content Creation.



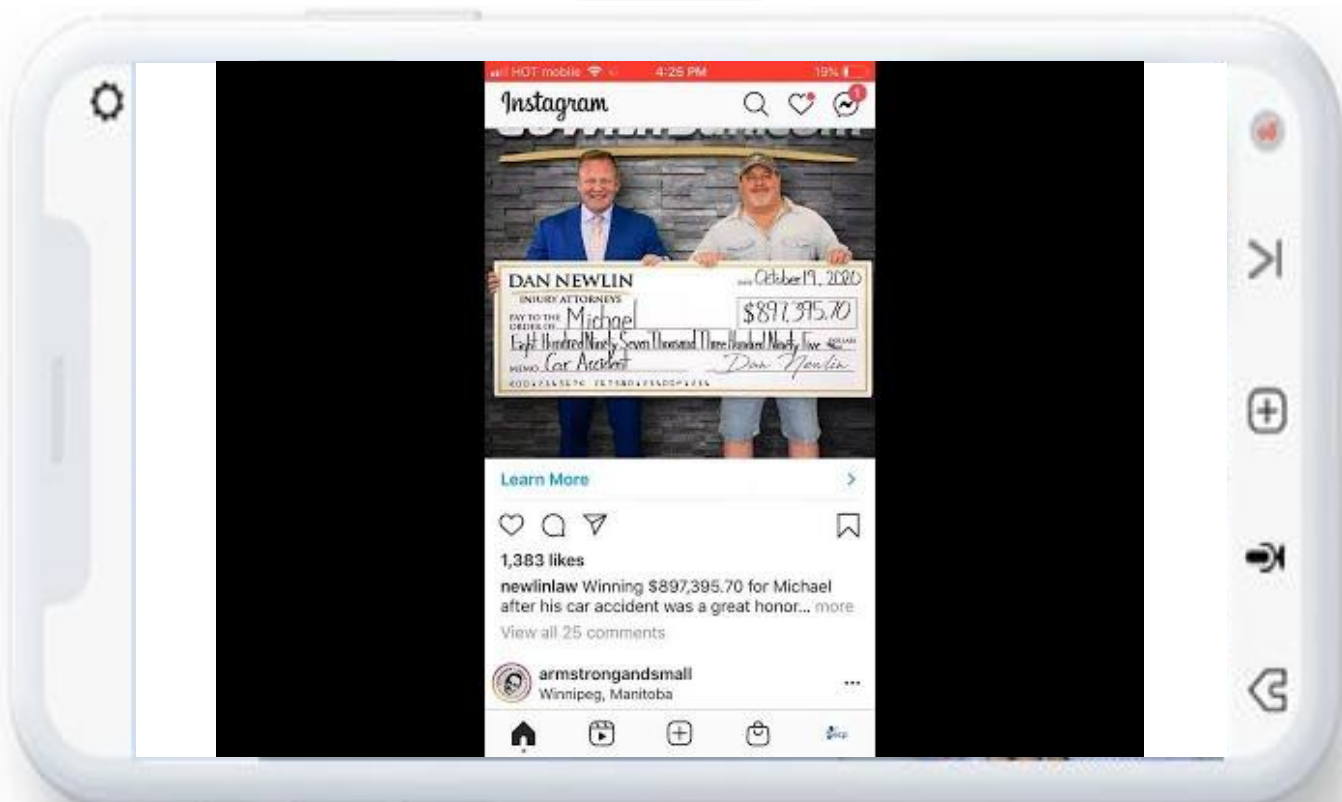
Your first call of order is to get a good understanding of Instagram and how it works

Now, once your house is in order, you'll probably want to start exploring the neighborhood to see who's who. And once you've identified those you're interested in getting to know, you'll invite them over to your house. We go over this in Building an Audience. Of course, your neighbors are (hopefully) a friendly bunch, so they'll invite you back, and you'll start seeing them all the time. This is comparable to other people's content showing up on your homepage, or feed. And every time you create content, your content gets displayed on their feed.

Marketing Pro Tip:
We're going to dive into navigating Instagram using the app- the desktop version is mostly the same thing, but Instagram is really built for your phone, so start there.

So, to wrap it up, Instagram is like one big virtual neighborhood with many interesting houses that are accessible to whoever wants to visit, and lots of people interested in exploring your home to see what you can offer them.

click to view



Instagram's New Interface:

Update Your Instagram Profile

So, it's time to make your "house" look pretty. Let's get started by navigating to your Profile (the little icon in the bottom right).

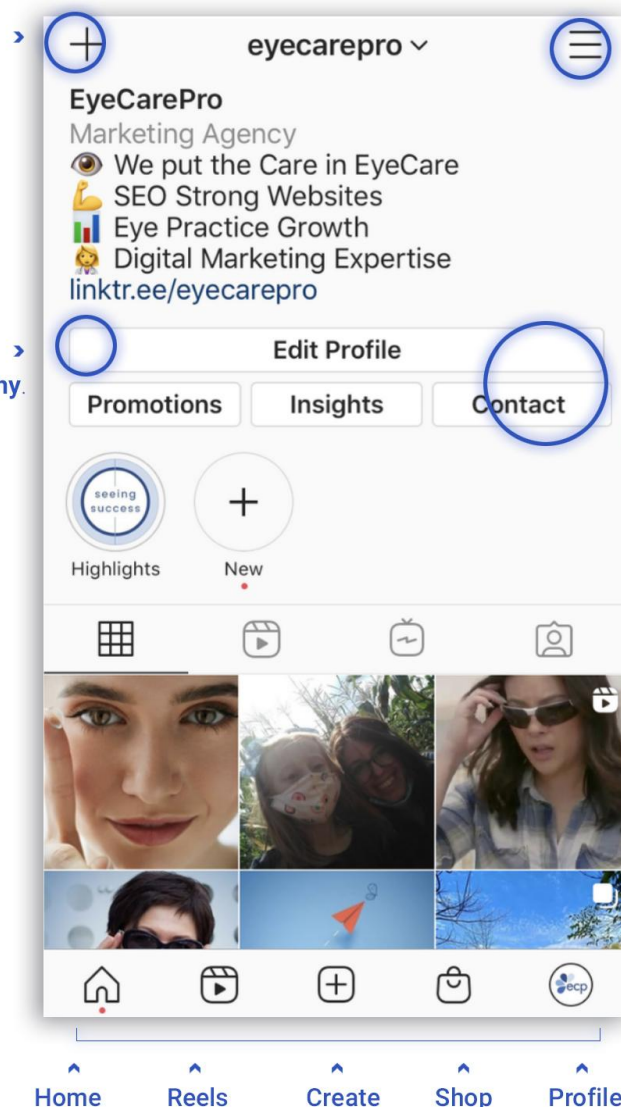
Update your Profile by tapping "Edit Profile", where you'll have the options to change your photo, name, username, website and bio information.

Your photo should be your company logo, or another recognizable aspect of your practice that is easy to see. Your name should remain your practice's name, as well as your username.

We'll talk about filling out your bio in the next section.

Tap here to **create a post** or story, etc.

Tap here to **access biography**. All your details show up here.



Tap here to **access settings**. You can change your account to a business one

Tap here to use **your dashboard**. Edit profile, see insights, etc.

Instagram's New Interface: How To Update Your Instagram Profile

Make sure your account is a business one (you can also change this later in Settings.) This allows you to enter all of your practice's business information, such as an address, your phone number, action buttons like "Book Now" which can be really helpful for patients who want to book with you!

You can link your Instagram to your practice's Facebook page here, too. Make sure you select "Optometrist" from the category so you're more easily found! We recommend having a phone number and email address available for contact.



Instagrams Bio

Best Practices

Your Instagram Bio is underneath your profile, and it is like your signage. If people can't clearly understand who you are and where you're located, they'll pass you right on by! We recommend clearly stating who you are and what you do, and why it matters, right there in the bio. Some practices like to talk about where they're located, others mention how long they've been there for, and most make sure to mention what makes them stand out.

An example bio would be:

Feel confident about your eyes and vision! We believe our patients come first. Always. Book an appointment or chat with us! [Linktr.ee/mypractice](https://linktr.ee/mypractice).

Marketing Pro Tip:
Use emojis,
memorable quotes,
or even song lyrics if
it makes sense with
your brand!

How to Use

Links on Instagram

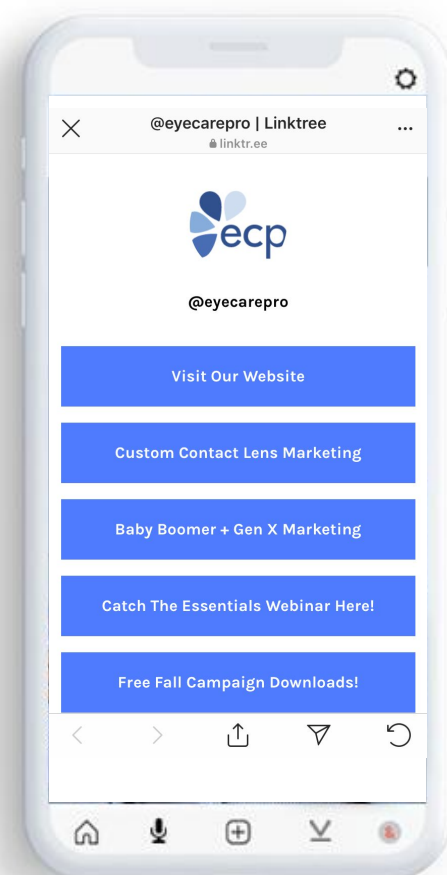
The unique thing about Instagram compared to other social media platforms is that it minimizes spam by making links unclickable. The ONLY way to share a link is in your bio, and you only get one link. Companies have maximized on this by using services such as LinkinBio or Linktree. This is a service that allows you to create a menu of links, and it is crucial to getting clicks out of Instagram.

For example, every time we make a new blog post on EyeCarePro, we create a LinkTree link in our Instagram Bio. Then, we create a post telling everyone about the new blog. For example, we might say, hey, check out our tips and tricks for using Instagram for your optometry marketing! Link in bio.

If you click on the link in our bio, you'll see a link to the Instagram blog post.

Marketing Pro Tip:

Set up your Linktree account first, make sure your homepage is always featured as the first link, and then add interesting and relevant links to other parts of your website or different websites to accompany your posts.



Creating Your First Set of Posts

So you've created your account, you've filled out your profile and you're excited to get going. What now? It's time to fill your homepage with some amazing content for your future followers to consume! It's important that you have content to display before you start creating an audience, because if people come to an empty page, they won't stick around for long.

Begin creating your content by strategizing at least 9 posts. Each post should focus on a different image or quote that represents your brand.

Posts show in sets of three, and the setup will shift if you post more or less than 3. So when planning your posts, keep in mind that 3 in a row is the way to go.

Marketing Pro Tip:
If you have Google Analytics, use tracking tools such as Bit.ly if you want to know where your users came from!



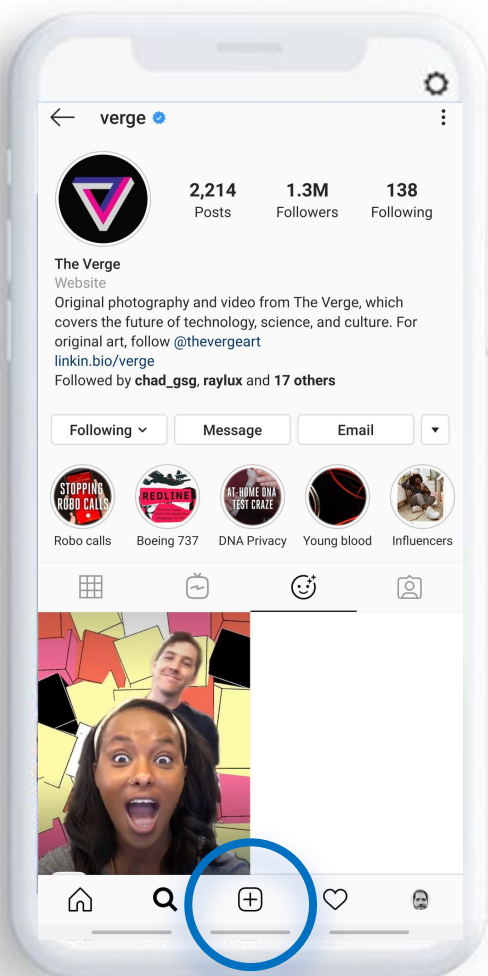
Instagram

To create a post:

Tap the + icon in the middle of your screen. Either take a photo, or select a photo that you already created and added to your phone's image library. (If you use Canva, you can download images on your computer and send them to your phone, or use Canva's phone app!). Select any filters, stickers, or text you'd like to add.

Type a caption that describes your image and add some relevant hashtags. Add a location, tag anyone that is in your post, and share to Facebook if you'd like. Hit Share, and you're done!

Marketing Pro Tip:
For example, if you want to showcase the different specialties that your practice offers, a good start could be to show different staff interacting with different equipment for some of the posts. Take a picture of the outside of your practice, take a picture of some of the frames you offer, write your mission statement using an editing software such as Canva, and if you get consent from patients, take a few shots of staff-patient interactions.



◀ Start right here

Best Practices

Content Creation

As you create content, you want to make sure that it's targeting your ideal audience. The most important rule of thumb is to keep your branding consistent. Try to incorporate elements of your brand, whether that's a certain color, font, or using themes like local attractions. If you have a graphic designer or marketer on staff, utilize their talents, but if not, you can still stay on brand by using the same filter in Instagram's editing app, or another editing software.

Try to include images of faces and people, as humans always get better engagement than objects. The more action, the better. Stay on top of trends by using your Explore page, and reposting or re-creating similar content.

Marketing Pro Tip:
Don't like a post? You can delete posts that you no longer want showing on your feed, or archive them to preserve their SEO value. Archiving a post doesn't delete it, it simply archives it and you can restore it to your feed at any point!



Content:

OD's on the Gram

According to Dr. Carly Rose from @eyecareonthesquare, Eyecare on The Square in Cincinnati, Ohio, it's important to realize that quantity is as important as quality; your posts don't all have to be big hitters! She recommends creating in batches, and she films 5-10 pieces all at once, then sprinkles them out throughout the week.

Dr. Steven Soong from @bvoptometry, Bright Vision Optometry in Chino Hills, California, says consistency is important but it should never come at the expense of in-person customer service, of course.

Dr. Mahwash Rajput of @blackandberyll, Black & Beryll Optometry in Mississauga, Ontario, agrees. Posting regularly is demanding and time consuming, so she changed her goal of posting daily to posting about 2-3 times a week to avoid feeling overwhelmed, but stays engaged constantly. "I have about two days a week when my clinic is slower, so I maximize this time to mass create content and treat it as part of my work day."

"We have a one hour meeting every quarter to discuss what we will focus on with social media for the practice, and we use Planoly to have posts scheduled multiple times during the month," says **Dr. Diana Canto of @buenavistaopticalboutique and @la_vida_eyewear**, Buena Vista Optical Boutique in Chicago, Illinois.

Content:

OD's on the Gram

The staff at Buena Vista Optical Boutique keep content relevant by collaborating on the latest questions commonly asked by patients. Each department takes a turn to bring these questions forward, and the content focuses on answering the questions. Dr. Canto uses Canva to create the posts and keeps everything well branded by incorporating their pink polka dot theme as much as possible.

For inspiration, Dr. Rose shares, "I look outside of optometry often. I do this for a few reasons. I find that it sparks more creativity for me, but I also never want to "steal" other ODs' ideas. I try to watch current trends and interests, then see how I can relate those to the eyes (example: masks, halloween costume contact lenses, etc)"

Dr. Rajput adds, "I find inspiration from all over. Often, it's a conversation with a patient that excites me to share with a larger audience. I also listen to podcasts about science, business and current affairs and take ideas from there. Then there are times where I am simply at home and a thought will come to mind." Dr. Rajput ensures that her content is credible. "If I am posting a knowledge-based post, I make sure it comes backed with factual sources. Being genuine is another guideline I adhere to. I want followers to see that I am showcasing the real me and not a filtered and contrived version." Dr. Rajput uses Canva, Photoshop, and Snapseed to help with her content creation, and UNUM to make sure her feed looks good.

Content:

OD's on the Gram

Dr. Rose has a social media mission statement, “just like I do for my office. If my content doesn't align with my mission statement, I don't post.” She creates her content herself, as do Drs. Rajput and Soong, while Dr. Canto approves the content that her staff creates.

Optometry is a broad field, Dr Rajput notes. “I have an interest in fine arts and so I try to create content combining the two. I also try to illustrate personal content within doing this to highlight myself as the face behind the brand.”

To those who feel pressured but aren't quite ready, Dr. Rajput cautions, “Don't do it unless you want to. When I had first started years ago, I did so because I thought I had to. It quickly felt like a chore and I lost interest in it. I later rebranded and this came with a surge of inspiration. I was more focused and unambiguous on my goals and purpose for creating.” She adds that it's important to ask yourself what your intent is for creating and adhere to that as you create. Is it to capture patients? Is it to showcase a special interest in Optometry? Is it to get free swag? “I sought out a friend in the world of social media/design/content creating to get some guidance and help me get started. If you really don't know what you are doing, seek out experienced individuals or companies to set up your blueprint.”

Dr. Soong creates content in order to be a leader in the optical retail space and help promote the brands he believes in. He primarily focuses on the frames brands and the people who make up his office culture. He maintains a brand image by focusing on using similar colors and fonts.

Content:

OD's on the Gram

Dr. Soong uses the Unfold app to help him create content. He has a hack for creating quick content: "Most eyewear brands will have high quality pictures and videos available for you to use. Why spend the time, energy and money to create subpar content when you already have access to high quality content."

Dr. Canto shares her strategies: "Find out the top ten questions that your patients ask- that will give you your first ten posts! Take pictures of your optical with your staff, which engages established patients, and intrigues new ones." She focuses on a little bit of everything: medical, sales, or answering questions. "The end in mind is always to have viewers call us to answer questions and set up an appointment."

Another good idea, "Go Live when a frame rep presents, to display all the new styles in their trays. You don't even have to show your face, just display the frames on Instagram Live. This is your opportunity to showcase hundreds of frames that you may not buy for your optical, but if a patient sees a style they love, they will ask about it. The Instagram Live will allow you to bring in styles that you may have never thought of in the past. We have acquired many new customers and patients this way. They see our Instagram Live and some outrageous Gucci frames and decide to make an appointment."

Their advice to someone hesitant to start? "Just start," Dr. Rose says. "It will 100% be awkward and uncomfortable, but practice makes perfect!" Dr. Soong adds, "Likes and views don't equal in-office business. Create content that is true to who you are as a person, as a brand and as a business. Don't have any expectations, just have fun with it."

Creating Your First Story

Instagram Stories

Instagram Stories is a great place to test out content, keep yourself top of mind, let followers know you have a new post, and engage with others.

Stories only last for 24 hours, so it's a great place to experiment with content and try out things that you wouldn't necessarily post on your feed. Every time you post a story, your profile is highlighted so people know that you have a story they haven't yet read. This is great because you will now show up in your follower's "story feed".

Of course, you can see when the accounts you are following post a story, so go ahead and click on their glowing profile to view their stories. React, comment, and share their story to *your* story for extra engagement.

Story Best Practices

Stories are a great place to get extra engagement by discreetly using hashtags so you show up in the explore page. Mention people who will be of interest, and use Instagram's built in tools to offer quizzes, surveys, yes/no questions and rating sliders. Stories is a great place for video, and if you're comfortable going live, your followers will get notified that you are making a video right now, and they can join in and watch. The most important thing is to post often, so you show up in your followers feed.

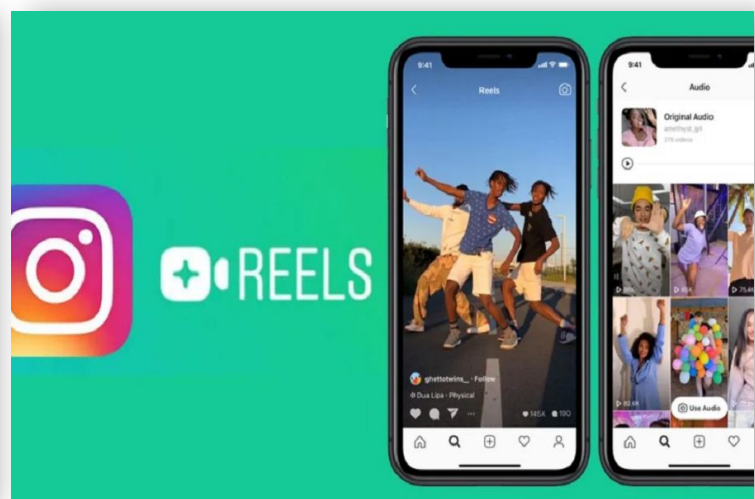


Bonus:

Using Instagram Reels

Reels is Instagram's latest feature and is meant to compete with TikTok. Reels is now a feature right there in your app that is easily accessible (second icon from the left) and loads new videos the algorithm thinks you'll like. While this can take a bit of time, simply watching Reels and seeing "how it's done" can give your practice ideas of how to be an early adopter and get on the Reels bandwagon.

Creating Reels is easy and fun, and there's lots of tools to explore. Reels allows you to create longer videos and they're a great way to engage your audience. Reels tend to get more engagement and shares, which is ideal for promoting your brand. And of course, every Reel is shared on the explore page, so your chance of getting discovered by new and relevant followers is even higher!



Building An Audience on Instagram

You can have the greatest content in the world, but if it's hidden in your basement, no one will know about it. It's time to let everyone know that you're on Instagram, and get as many people viewing your content as possible. Begin by promoting your new IG page across existing social channels, such as Facebook and Twitter. Make sure you put an Instagram link in the footer of your website, and emails. Give each patient that visits your practice a heads up in all your communication with them that you're on Instagram.

Next, use Instagram's Search and Explore features to identify people who are likely to be interested in your practice. Start with those in the eye industry such as colleagues, optometrists, and eye groups. These are great sources for news, updates and future collaborations!



Building An Audience on Instagram

For Patient Acquisition

For patient acquisition, target groups and hashtags such as moms, families, sports, the elderly population. If you have a specialty, try searching for related words such as, nearsightedness, kids eye exam, or fall allergies. While you'll find specific accounts that discuss these terms, your best bet is to go broad. Identify groups, organizations, and companies that are involved in your services. So if you tend to see a lot of kids with myopia, follow local schools, youth groups, churches, synagogues and other groups that tend to have children as their audience, and then follow the people who are following the organizations. Continue to do this while posting quality content and your audience will grow quickly.

Marketing Pro Tip:
Find an account that attracts a lot of your target audience, say, an organization that helps people find the right healthcare. Be the first one to comment long and hard on each of their posts, and soon enough, their followers will know who you are and how to find you.

Of course, make sure you aren't spammy in your comments—all commenting should be genuine, thoughtful, and involve more than the word, "cool!" or an emoji.



Audience Building

Best Practices

To really grow your account, it's not recommended to buy followers, as they will not be engaged, and besides, who needs a bunch of dead accounts? The best way to get fast growth is to follow up to 50 relevant accounts an hour. We say relevant because again, you want people who will become an audience, not remain strangers.

Follow your follower's followers. Look for the people who are the first to like, comment or otherwise engage with your followers—they're the ideal people to engage with you!

Marketing Pro Tip: Hashtags are a huge element of successful audience building. Try to include 1-2 but no more than 20 hashtags that are relevant to each post. Searching for trending hashtags and then creating content around those trends can also bring more viewers to your page



Audiences:

OD's on the Gram

“Being engaged on social media is key for building an audience”, Dr. Rajput explains. “If you interact with people, people will interact with you. We live in an age of online networking so similar to how we did before social media, you have to talk to, listen to, and support audience members to retain and build your following. This means liking and sharing posts, leaving comments, and following. I’d recommend you start by connecting and engaging with your inner circle of friends and family and coworkers, and expand.”

“The strategy we use for new patient acquisition is by asking current patients to tag someone they know that needs one of our services. Examples are eye exams, glasses upgrade, or someone who is diabetic, squints, a student, or even someone doing remote learning without blue light blockers.” Dr. Canto says. “We also post about new styles or products, and pictures of our staff.” These posts build engagement. Sales and offers tend to create more engagement, resulting in people calling to make an appointment.

When it comes to building audiences, Dr. Soong recommends short and simple messages. “We feel that most people get bombarded with e-mails and advertising already, so we try to keep our messages simple and easy to understand right away.”

Audiences:

OD's on the Gram

Dr. Rose chimes in, "I don't find that certain content or messaging necessarily resonates better with my audience, but I do watch what has done well in past posts to try to reverse engineer what might do well in the future. Sometimes I am right, most of the time I am not! That's why quantity is so important!"

She agrees that Instagram is a part of the patient retention puzzle, as do the other doctors. It helps communication, and updates current patients with new information without bombarding their email inbox. She built her audience by having consistent posting, staying on brand and always adding value. She also recommends playing around with hashtags, and following other local businesses and authentically engaging with them.

Dr. Soong advises fellow optometrists to keep the conversations real as well. Engage and create real connections with the person behind the account, he says. Ask an account "how are you doing?" through DM (direct message), and find out who they are and start a real sustainable relationship.

Dr. Rajput adds, "I feel my patients appreciate staying connected and get to know me better in between the times we see each other for their eye exams. As Optometrists, we don't have a lot of time to establish a Doctor-Patient relationship as other healthcare fields. We have maybe 30 minutes every 1-2 years. It makes for a more fruitful next appointment."

Audiences:

OD's on the Gram

“We suggest that patients follow us for last-minute available appointments.

We find that when they "get something" or there is "something in it for them," they will follow us," Dr. Canto shares.

What not to do? Drs. Rajput and Rose recommend avoiding buying followers, too many hashtags, and bouncing around on brand identity. Dr. Canto agrees: "It's tempting. Some people do it to appear more popular. But if your engagement is low, people know." Aside from that? Dr. Soong adds, "Try everything and see what works."

Engaging with Your Instagram Audience

Once people follow you, it's important that you engage with their account by liking their posts, commenting, and following them back. Use this daily To Do list as a great starting point. Of course, all your interactions must be HIPPA compliant!

Basic Maintenance Daily To Do List:

Preferably 3 Times A Day:

1. Log into Instagram
2. Scroll through your home feed and like at least 15 posts.
3. Comment on at least 3
4. Share/Take a screenshot of one post that resonates with your brand and Share it to your Story
5. Scroll through your Stories Feed
6. React with Emojis to at least 5
7. Comment on at least 1
8. Reshare at least one to your Stories

Total Time So Far: 10 Minutes or Less

9. Find an active and engaged follower, and follow 50 of their followers.

Total Time So Far: 15 Minutes or Less

Engaging with Your Instagram Audience

Continued. Basic Maintenance Daily To Do List:

10. Go through your Likes and DM's. Respond to any Comments, Likes, Reshares or Questions you have received.
11. Create your own post and story.

Total Time So Far: 25 Minutes or Less

12. Find an active and engaged follower, and follow 50 of their followers.

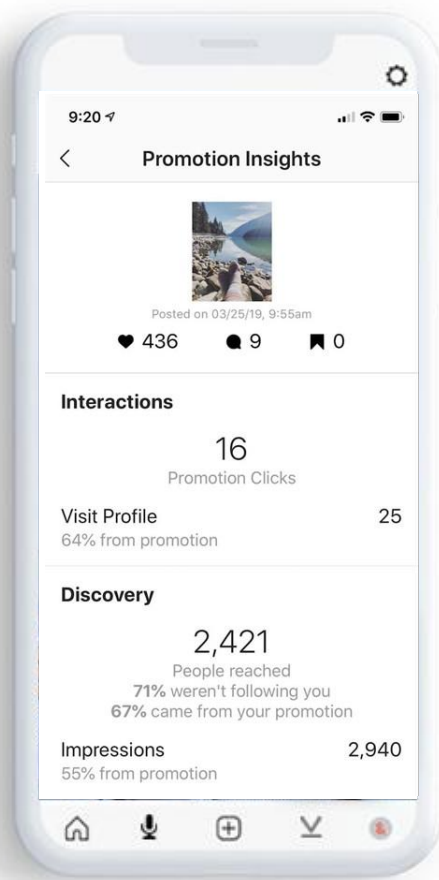
Total Time So Far: 15 Minutes or Less

Return on Investment (ROI)

Measuring The Results

Instagram has an Insights tab that allows you to see all sorts of metrics related to your audience, content and overall account growth. Ideally, you should look for increased engagement in your content; likes, comments and shares amongst your content. If a post or story does really well, this is a great way to gauge how to have continued success with similar content.

Check in on your audience insights as well to learn who your audience consists of, and what days and times are the most likely to garner engagement.



Results:

OD's on the Gram

At Buena Vista Optical, we determine our success based on the number of patients who schedule an appointment after we posted or went live”, Dr. Canto says. “Two-to-eight patients calling us to make an appointment or inquire about our services per post, video, or story is deemed a success. If the phone is not lit up like a Christmas tree when we go live, it's not worth it for us to spend time and energy on social media.

“We look at our insights to see the numbers and engagements, to see what resonates and creates more engagement when we post; however, our main concern is how many people call or go online to schedule an appointment after seeing a post, video, IGTV, or story.

We find Social media is a great tool to use as a first impression but we don't dedicate a lot of time and energy on it other than making sure we reply to engagements and inquiries.”

Dr. Rose looks at her follower growth and interaction to measure her success. She looks for 100-200 new followers a month for healthy growth. She also counts patients telling her that they enjoy the content when she sees them in person.

Results:

OD's on the Gram

Dr. Soong uses his Instagram account to connect with vendors, and he measures success when an eyewear brand reaches out to ask him to help promote their eyewear products.

Every share, bookmark, follow and like is deemed a success to me no matter how little” Dr. Rajput says. “I’m not seeking to build my brand fast but I do aim to build one of quality. The feedback I have from returning patients about my brand growth means the world to me. I use Instagram’s Insights feature to track the reach and understand what style and type of posts have the most engagement.”

Take Your Instagram To The Next Level

As your account gains traction, stay up to date with Instagram's latest features as they are released. Don't fear them. Get to know them, get comfortable with them, and use them, all the time! We didn't touch on Instagram's algorithm, but a huge aspect of the success of your posts is based on using Instagram's newest features. For example, Instagram recently released a Shop feature. If you sell frames, you can use this feature to sell directly on Instagram! This opens up a whole new world in retail, and if you take advantage of it from the beginning, you can see incredible results.



A screenshot of a mobile phone screen displaying the 'Buy on Instagram' feature. The status bar at the top shows 'HOT mobile', signal strength, Wi-Fi, the time '10:45 PM', and a 45% battery level. The page has a white background with a close button (X) in the top left. Below the close button is a double chevron icon. The main heading is 'Buy on Instagram'. There are three sections, each with an icon and a title: 1. 'Convenient Shopping' with a mobile phone icon, describing shopping directly on Instagram. 2. 'Payment Security' with a padlock icon, stating that payment info is stored securely. 3. 'Purchase Protection' with a checkmark icon, stating that eligible items are covered by a purchase protection policy. At the bottom, there is a link: 'Learn more in our help center'.

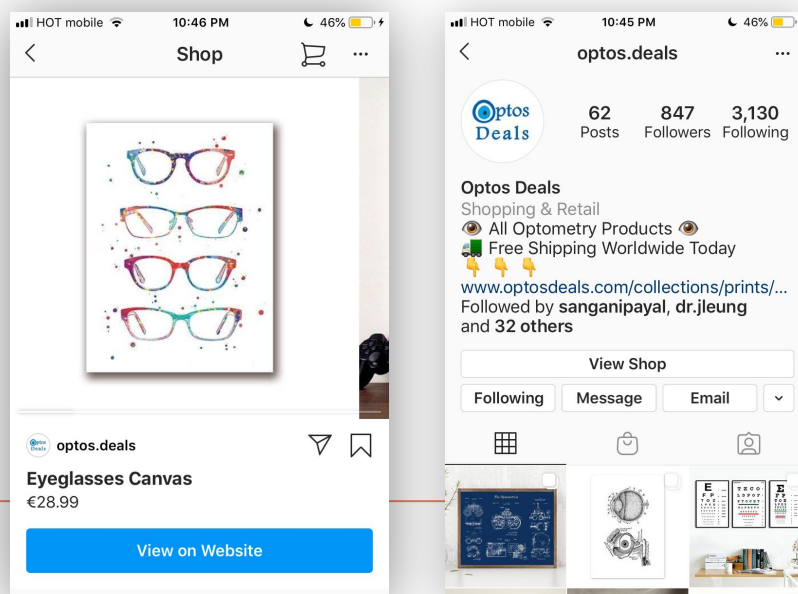
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Collaborating with influencers will also bring your account up a notch or two.

Identify people in your niche with a lot of followers and propose a collaboration that you will both benefit from. Ideal collabs for an eye practice can be vendors, local businesses, publications, or even patients who had great experiences. Offer to create content for them, and ask them to create content for you. Maybe you hate making videos but the animal shelter across the street loves doing them; collaborate and showcase the businesses on your block! Ask a patient who had a great treatment experience to post about it on their Instagram and tag you; reshare that to your account to spread the good word.

Contests are another fun way to build your audience.

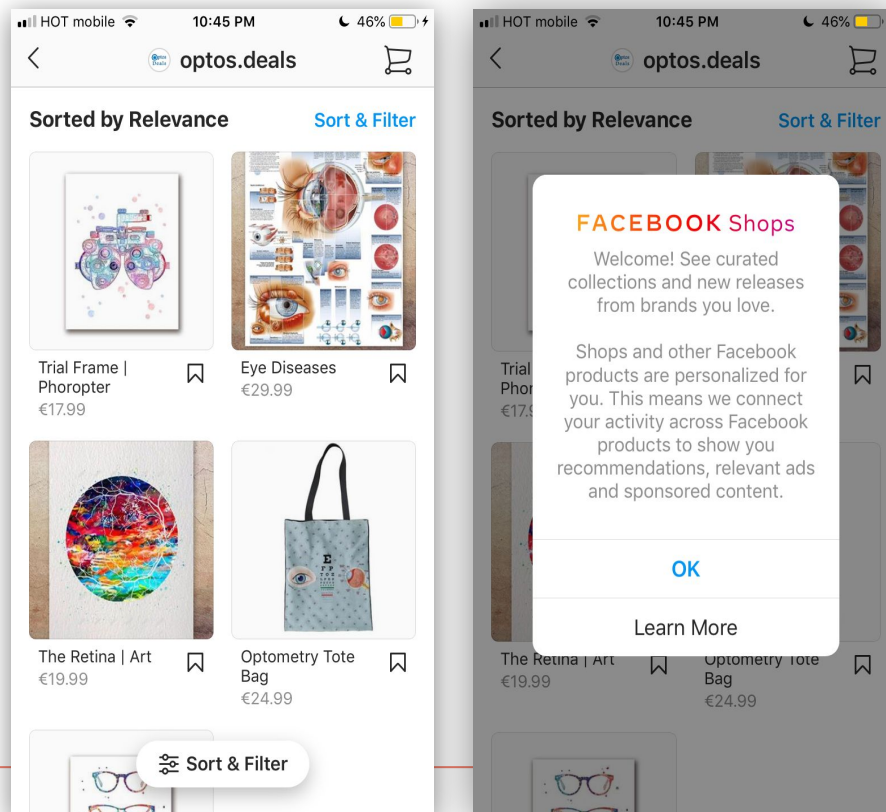
There are many apps that can help with the logistics of running one, but the basic idea is to promote an exciting prize which people can enter to win by following you and liking your post. For additional entries, they can tag their friends in the comments section of the post, which notifies their friend of your contest. Generally, the more people tagged, the more entries a person can have in the contest. Because the newly tagged people need to follow your account to be entered into the contest, your audience will grow significantly, especially if the contest is good!



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If you see that a certain post is performing really well, it can sometimes make sense to put some money behind it to spread the word. Ads can be used for brand awareness, audience building, and even conversions, depending on the type of ad you choose and the content you want to promote. Instagram uses Facebook's Ad infrastructure to operate its advertising logistics and spending. There's a lot to learn and explore on the paid side of Instagram, and you can reach out to your EyeCarePro marketing manager if you're interested in running ads on your account.

As you continue to use and explore Instagram, make sure to set aside time every few months to research best practices, and touch base with us to see what's new.



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If you continue to post, share, and most importantly, have a great time doing it, your Instagram strategy is bound to be a success!



Consider Marketing Services from the Experts in Optometry Marketing

We hope you find this E-Book helpful. Our mission is to help all practices to help more patients.

A successful practice growth strategy is going to take work and time. Ensuring that your practice is maximally visible for the services and products you want takes great content, social media and SEO expertise.

At EyeCarePro, we work exclusively with eye care practices like yours to dominate local searches and grow on your terms.

For us, the only metric that counts in the end is new-patient appointments—super relevant as practices build up to reopen. We have a wide range of marketing packages for a wide range of practice types. Whether you're just starting out or are a well-established practice—whether your focus is, general or highly-specialized—we propel you to the top. No contracts, just a commitment to value.

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