

# The ABCs of Marketing for ECPs

Ever thought about promoting your practice, but didn't know where to start? Join our educational webinar series, **Marketing Mondays**, where three of our marketing gurus will point you in the right direction.

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## Create a marketing plan to jump start your practice post pandemic

Monday 4/27 | 2:00 PM EST | led by Gail Schwartz, Director of Marketing



Once the dust settles from the pandemic, you'll need a plan to make up for lost time. This webinar will give you the knowledge and tools needed to proactively set up your practice for success.

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## Getting your digital ducks in a row

Monday 5/4 | 2:00 PM EST | led by Paul Mawhinney, Marketing Operations Manager



Digital marketing (also known as online marketing) is often the most cost-effective, impactful way for an eyecare practice to communicate with current patients and promote their unique services to potential patients. This session will provide an overview of the common digital marketing channels used by eyecare practices – including email marketing, paid advertising on social media, and Google Ads.

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## Getting social during the pandemic and beyond

Monday 5/11 | 2:00 PM EST | led by Jeanette Tropp, Sr. Digital Marketing Specialist



Your practice may be missing simple, significant methods of outreach that can increase revenue and much more! Discover strategies for building a loyal audience from your social media presence.

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# Marketing Mondays now on demand!

Thank you for registering to attend our three-part Marketing Mondays webinar series. Whether you attended just one session or tuned in each week, we hope that you found our presentations engaging, informative, and helpful as you move your business forward!

The webinar slides and recordings, as well as the additional tools and resources, are available for ongoing reference. If you missed a presentation or just want a refresher, you can visit our website at any time:

Feel free to share these valuable resources with your optometry colleagues to support their success!

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## Getting your digital ducks in a row

led by Paul Mawhinney, Marketing Operations Manager



The number of available digital marketing options can be overwhelming. Which ones should you choose to meet your practice's growth objectives? We walk through each option and help you decide which ones are worth pursuing.

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## Getting social during the pandemic and beyond

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