



ODCapture



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Where Beauty + Optometry Marketing Meet

The optometric business space is competitive. Really getting ahead on your practice's marketing requires a strong, distinctive brand and an online presence which reaches as wide a patient base as possible.

What's ODCapture All About?

ODEssentials is an entry-level marketing package focused on generating more general care appointments. ODCapture is more. A lot more.

ODCapture includes everything that ODEssentials does but takes things to the next level of marketing. This includes broader, higher-tier content, exceptional design, and a custom branding strategy. The name of the game is delivering significant marketing returns while still being a cost-savvy option. Results include:

- ▶ Maximizing new patient appointment numbers

- ▶ Increasing capture rate and revenue per optical sale
- ▶ Impressive brand development
- ▶ Stronger vendor presentation
- ▶ Enhanced social media presence

The gist of the program

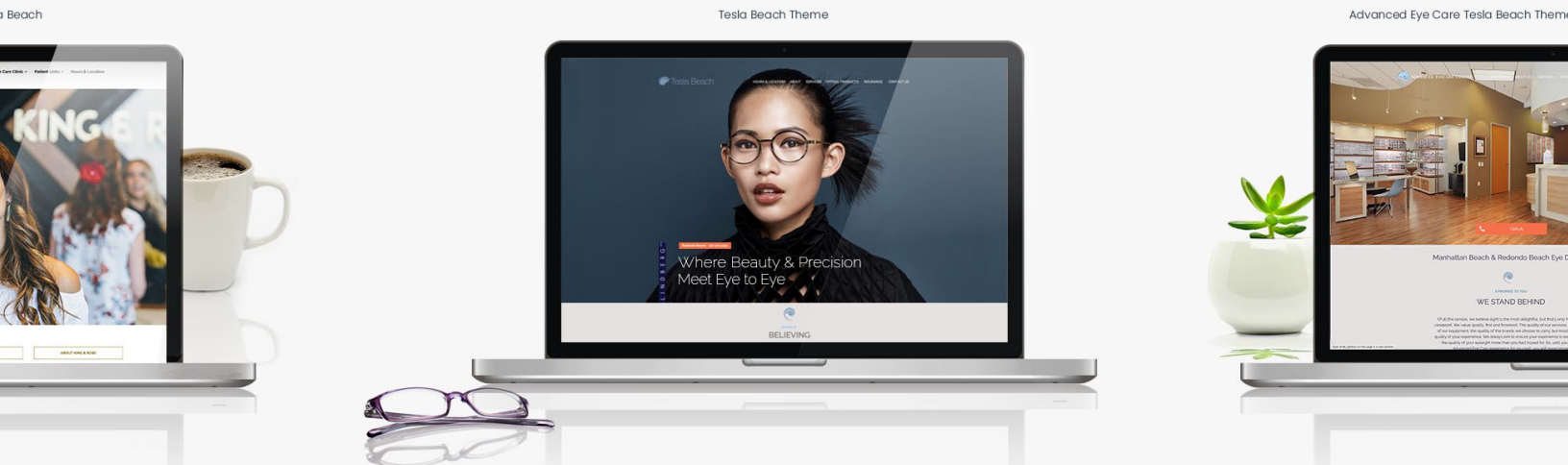
ODCapture expedites your digital marketing so that you dominate local Google searches and social media presence for general eye care as well as expanded optometric topics and frame lines—be it high-end or budget vendors. The result is amplified reach and new-patient growth.

One of the big struggles that many practices face, especially non-specialist practices, is the need for a personalized look and feel to their website and online presence which serve to represent a unique and distinctive brand. ODCap-

ture builds your practice into a recognizable brand to be reckoned with.

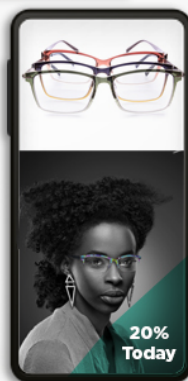
What Kind of Practice Would Benefit from ODCapture?

Just about any practice that sells optical is the right practice, regardless of whether it's a brand new practice or an established multi-location powerhouse. The kind of optical doesn't matter—high-end, independent, or bargain-basement lines are all promoted in line with your brand. All said and done, dominating local searches and presenting a beautifully crafted brand and website is a guaranteed recipe for phenomenal growth.



Cost \$750 per Month

ODCapture delivers personalized branding and exceptional design, combined with top-tier content and advanced SEO. The result? A distinct, powerful online presence that's all you.



What's Included in ODCapture?

A beautifully designed and mobile-first homepage that performs well on Google and assists in conversions... and communicates the uniqueness of your practice.

A professional on-sight photo shoot to visually capture your brand and represent that across your website and social media channels in an appealing and professional way.

Authoritative top-tier content delivered weekly..

Strategic optical landing pages, promoting the brands and products you sell with visual dynamism.

Advanced social media strategy and training.

In-depth consultation and staff training for improved capture rates and revenue from sales.

Monthly marketing consultation and planning with a dedicated expert.

Seasonal custom campaigns for social media and email—promoting the brands you want to highlight.