

PODi CASE STUDY

DUNSTABLE EYE CENTRE

KEEP YOUR EYES HEALTHY



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DUNSTABLE EYE CENTRE - KEEP YOUR EYES HEALTHY

VERTICAL MARKET: Insurance & Healthcare

BUSINESS APPLICATION: Direct Marketing / Direct Order

BUSINESS OBJECTIVES

Dunstable Eye Centre is an independent optician in the UK founded in 1978 but now operating under new ownership. As a Kodak Lens Vision Centre partner they have a good brand presence but the new owner wanted to grow the business with more effective marketing.

Independent opticians such as Dunstable Eye Centre have been facing increased price-driven competition from the four large specialist chains in the UK who together have over 46% market share as well as major supermarket chains adding optician's outlets in their stores.

While the overall strategy for Dunstable Eye Centre was to compete effectively with the large chains, they wanted to avoid competing on price but emphasise instead quality of service and the health benefits of regular eye care.

Their key marketing objectives were to:

- Re-activate lapsed clients
- Increase footfall to the practice
- Attract higher-value clients
- Increase average value of each transaction
- Cross-sell other services such as the "Eyeplan" scheme for regular monthly fee income
- Collect information for future marketing campaigns

Dunstable Eye Centre required an ROI of 200% on their marketing spend over the short-term.

RESULTS

Dunstable Eye Centre reported that 82 campaign recipients spent an average of £150 (after the voucher reduction) which generated an immediate ROI of over 400% from a campaign cost of about £3,000.

- 3.4% of recipients of the mailer visited a personalised landing page
- 72% downloaded their voucher and made an appointment
- A further 2.1% brought the mailer with them to collect and redeem their voucher

CAMPAIGN STRATEGY

The optician turned to d2rCrossMedia, their local service provider for design, printing and marketing, for help to create and implement a more innovative campaign to achieve their objectives. They wanted to do more than just send to clients the routine reminder letters that their eye-exam was due. They had a database of 8,000 names and addresses of past and current clients, but knew it needed updating as there were only 50 email addresses in the database. dr2CrossMedia recommended they focus initially on the segment of the clients who had not had an appointment for over three years.

CAMPAIGN ARCHITECTURE

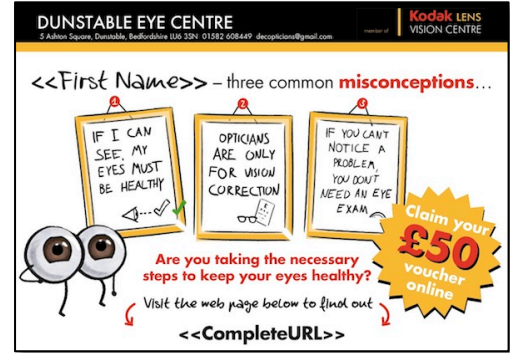
The campaign tactics proposed by dr2CrossMedia were to send a mailer to 1,800 lapsed clients over a three-month period. The call to action would be to visit a personalised landing page and complete a short survey in order to claim a £50 discount voucher to redeem against eye-care purchases made following an appointment.

Direct Mail

The mailer comprised a simple A5 card in a bright envelope with a handwriting font for the address and postage stamp to emphasise the personal nature of the communication. The key message was to emphasise the overall benefit of an eye-exam for preventative health care.

The messaging and graphics were inspired by d2rCrossMedia's research which discovered a YouTube video made by eye-health product manufacturer Bausch and Lomb. They were contacted and gave their permission to use the graphics and a link to the video on the landing page.

The 1,800 mailers were split into three campaign waves over a three-month period.

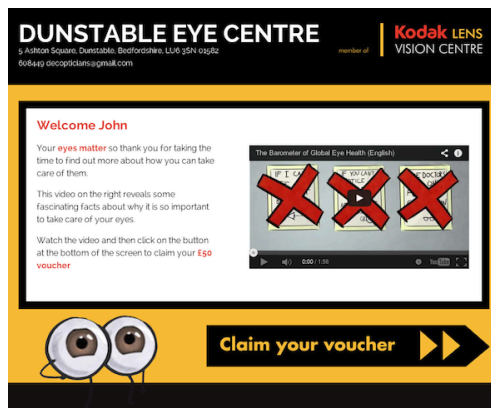


Offer

The call to action in the card was to claim a £50 voucher online at the recipient's personalised landing page shown by a PURL. The value of the incentive voucher was deliberately made quite high in order to convert recipients who would most likely benefit from it. This was consistent with Dunstable Eye Centre's objective of attracting high value clients and to re-establish them as long-term clients. They also introduced clients in their appointments to the "Eyeplan" monthly fee-based service for which the voucher provided a good initial saving.

Personalised Landing Pages

The landing page simply invited the recipient to learn more about the importance of eye care by watching the embedded Bausch and Lomb YouTube video. To claim the voucher a short survey had to be taken followed by a check of their pre-populated contact details.



The survey page was designed to check that the recipient was a lapsed client, find out about interests and hobbies to use in future more personalised marketing campaigns and optionally to ask if there were any immediate needs. This final open-ended question received a surprisingly high number of answers which proved very useful in the follow up conversations for appointments.

The image displays two screenshots of the Dunstable Eye Centre website. The left screenshot shows a contact details form for John, asking for first name, last name, address, city, county, postal code, phone, and email. The right screenshot shows a thank you message from Akhtar Jaffer, Practice Manager, and a £50 voucher.

The contact details form enabled Dunstable Eye Centre to collect up to date email addresses and an immediate acknowledgement email was sent to the respondent.

REASONS FOR SUCCESS

The ROI on the campaign was double Dunstable Eye Centre's original expectations for several reasons:

- A clear value proposition based on the benefits of good eye health and professional care.
- A simple, high impact mailer and engaging personalised landing page incorporating video
- A relatively high value discount voucher to attract high-paying clients who would benefit most
- A marketing strategy geared towards building long-term client value

The owner of Dunstable Eye Centre said he "was extremely satisfied with the results and will be running this type of campaign again with an exciting new offer".

This campaign was featured in the Kodak Lens Vision Centre partner magazine resulting in several enquiries to d2rCrossMedia from other opticians and eye care organisations for similar marketing campaigns.

d2rCrossMedia aims to create a cost-effective marketing campaign package based on this that it can offer to other independent opticians in the UK.

CLIENT	Dunstable Eye Centre http://www.dunstableeyecentre.co.uk/ An independent Optician's practice since 1978 delivering an exceptional service, in a friendly professional environment and a Kodak Lens Vision Centre.
PRINT PROVIDER & AGENCY	d2rCrossMedia http://www.d2rcrossmedia.com/ A marketing services provider on the outskirts of London, UK, offering cross-media services, in addition to print, with an integrated approach across all channels to allow clients to reach their target audience via print, email, web, mobile and social media and achieve the best response rates.
HARDWARE	Konica Minolta bizhub PRO C6000
SOFTWARE	Mindfire Look Who's Clicking
TARGET AUDIENCE	Lapsed clients from the optician's own database. No data cleansing was done which could have improved the ROI further by ensuring that all addresses used were up to date and valid.
DISTRIBUTION	1,800
DATE	January - March 2014