

TURN YOUR WEBSITE
INTO A SALES ALL★STAR
Results Driven Inbound Marketing
Strategy & Execution for Online Leads



Case Study

Inbound: Ophthalmology Practice

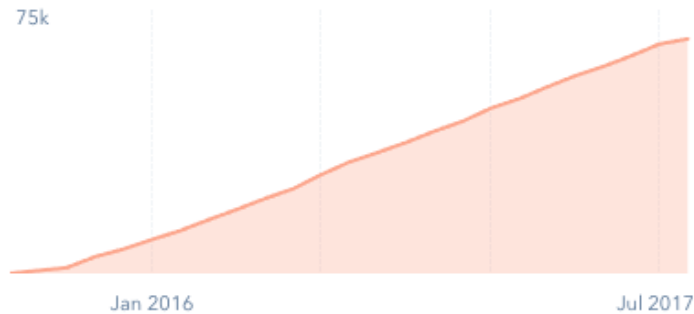
LASIK 12 MONTH MARKETING PERFORMANCE REPORT

📅 Date range: All time

VISITS

66,730

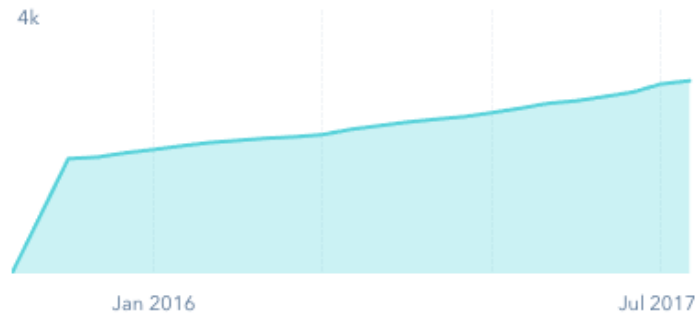
4.38%



LEADS

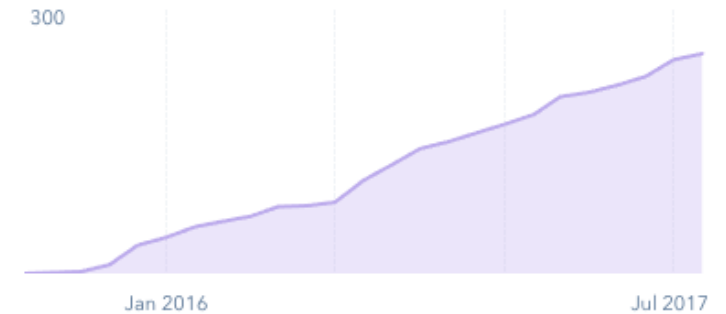
2,923

8.55%



CUSTOMERS

250



Anything you focus on and measure gets better.



Persona: LASIK Lee:

A 30-something in search of simplification and better vision.



Lasik Lee

Basic information

Photo

Looking good!

Name *

Lasik Lee

Persona description *

30-something in search of simplification and better vision

Internal notes

technology savvy, prefers email/digital communic

se, to no longer need contacts/glasse

cking off glasses, procedure nr

Delete

Demographics:

- **Age:** Mid 30s
- **Household Income:** \$95,000
- **Education:** Master's of Education
- **Location:** Lives in cul-de-sac neighborhood in the suburbs of Rochester

Roles:

- Teacher
- Married
- Keeping a budget for the family
- Mother of two
- Technology savvy
- Prefers email and digital communication

Goals:

- Convenience
- Day-to-day simplicity
- Ease of use
- No longer relying on contacts or glasses
- Better vision

Challenges:

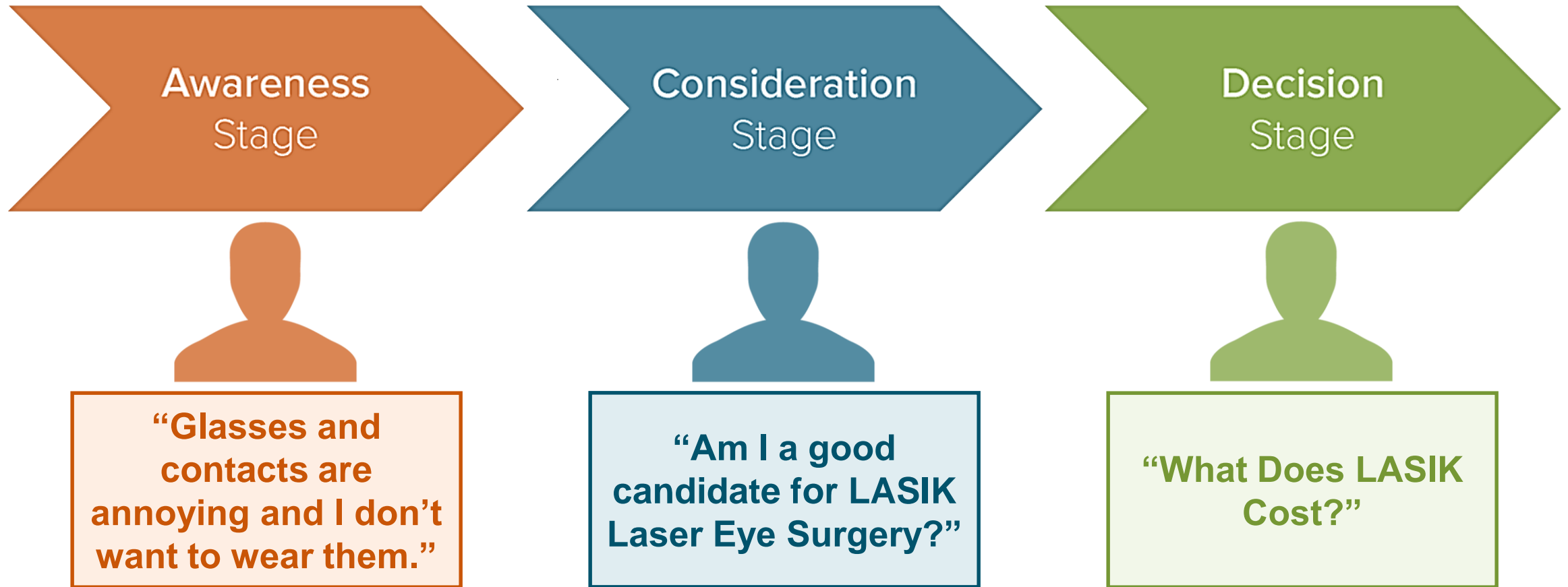
- Holding the baby without glassing being knocked off
- Fussing with contacts
- Keeping a household budget
- Procedure not covered by insurance

Story:

Lee has a busy schedule with young children. She's working and taking care of babies at home. She gets most of her information **from reading her iPad and loves Facebook for sharing interesting articles** as well as family pictures. She gets regular exercise and wears glasses, which get in her way. **She researches what she buys online and always reads reviews.** She has a close group of friends she trusts to give her information on what to buy.



LASIK Lee's Buyer Journey



ATTRACT



Target Personas Become Visitors

Blogs

Keyword Strategy and SEO

Social Publishing



How much does LASIK cost?

Phone: 585-234-4567

Eye & Laser Center Client

My Online Clinic Special Financing

LASIK Cataract Raindrop Near Vision General Eye Care Dry Eye Optical Shop Our Difference Blog Contact Us

How Much Does LASIK Cost?

Posted by The Rochester Eye & Laser Team

[Tweet](#) [in Share](#) [Like 0](#) [Share](#) [G+](#)

When it comes to LASIK eye surgery cost, the procedures remain unregulated on the open market. The Food and Drug Administration (FDA) is empowered to approve the sale of lasers deemed "reasonably safe and effective" for LASIK procedures in the U.S. But there is no government oversight of how doctors manage or market LASIK practices – or how much they charge for LASIK vision correction surgery.

If you are considering LASIK surgery, you'll find that the average cost can range from approximately \$1,900 per eye for non-customized LASIK to \$2,500 per eye for customized wavefront-guided procedures using the most sophisticated techniques. But it is helpful to be aware that there are a number of variables that can affect your costs:

- Required pre-operative testing
- Specialized equipment for eye tracking, corneal measurement and topography, pupil size, and tear film analysis
- Surgical equipment, such as traditional blade LASIK or laser
- Whether the surgeon owns or leases the laser technology

Is LASIK right for you?

Take our free online assessment and see if you are a good candidate for LASIK.

Blog Insights


Sharpen your vision with LASIK.
Play more, see more, and experience more.
Improve your eye health with expert care.
Find peace of mind.
Enhance your style with fashion eyewear.
Have a little fun!

Recent Posts

- Ophthalmologists agree about the solar eclipse
- What's New in LASIK Procedures
- Frustrated with Reading Glasses?
- You Can Afford Raindrop: A Calculation
- Traditional vs. Bladeless Cataract Surgery

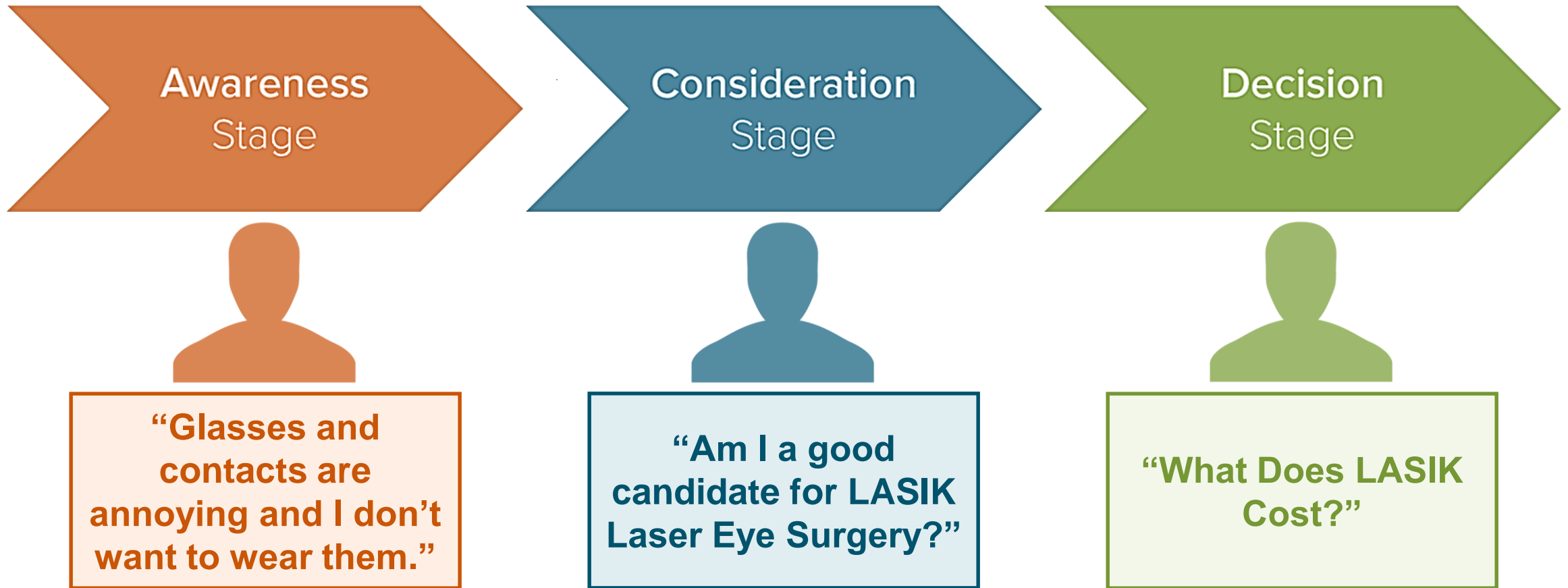
Posts by Topic

- Lasik (43)
- Optical Shop (10)
- general eye care (8)





LASIK Lee's Buyer Journey



What is Lee likely to search online?



Search Engine Results

What does LASIK Lee search Google for?

How Much Does LASIK Cost?

1st PAGE PAID RESULTS

LASIK in Rochester NY - Free Consultation. New Office.

Ad www.eyelasercenter.com/sharper_vision/friendly_staff
Newest Laser Technology. Best surgeon. Plus complete eye care. Great location.
Clearly Better Eye Care · Exclusive Stylish Eyewear · Eye Exams

Cost of LASIK Eye Surgery - Top Laser Eye Surgeon

Ad www.providenceeye.com/Cost-Of-LASIK/Free-Consult ▼
Visit Providence Eye & Laser Specialists for a Free LASIK Consult Today!
Dedicated to Quality · Short Recovery Time · Precise · Predictable · Safe · No Pressure
[Contact Us](#) · [Read Patient Testimonials](#) · [Providence Eye Experience](#)

Lasik Vision Institute® - LASIK As Low As \$299/eye.

Ad www.lasikvisioninstitute.com/ ▼ (866) 229-4570
15 Years Of Experience. Largest U.S. LASIK Provider. Free Evaluation.
[Convenient Locations](#) · [Latest LASIK Technology](#) · [Affordable Pricing](#)

TLC® LASIK Eye Surgery Centers - \$400 Off LASIK Surgery at TLC.

Ad www.tlcvision.com/ ▼
20 Years and 2.2 Million Surgeries. Schedule A Free Consultation Today.
[Convenient Locations](#) · [Competitive Pricing](#) · [Latest Laser Technology](#)
[Pricing](#) · [About Us](#) · [TLC Lifetime Commitment](#) · [Do You Qualify?](#)

1ST PAGE ORGANIC RESULTS

If you are considering LASIK surgery, you'll find that the average cost can range from approximately **\$1,900** per eye for non-customized LASIK to **\$2,500** per eye for customized wavefront-guided procedures using the most sophisticated techniques.

How Much Does LASIK Cost? - Rochester Eye & Laser Center

<https://www.eyelasercenter.com/blog/lasik-eye-surgery-cost>

[About this result](#) [Feedback](#)

Affordability - About Us - LASIK - Flaum Eye Institute - University of ...

<https://www.urmc.rochester.edu/eye-institute/lasik/about-us/affordability.aspx> ▼
And, even "discount" practices average over \$1,200 per eye after all the charges are ... Will you be asked to purchase a "service contract" to reduce the cost of ...

How Much Does LASIK Cost? - Rochester Eye & Laser Center

<https://www.eyelasercenter.com/blog/lasik-eye-surgery-cost>
If you are considering LASIK surgery, you'll find that the average cost can range from approximately **\$1,900** per eye for non-customized LASIK to **\$2,500** per eye for customized wavefront-guided procedures using the most sophisticated techniques.



Most Viewed Blogs

Top Blog Posts ⓘ

ⓘ Date range: All time

NAME	TOTAL VIEWS
1. How Much Does LASIK Cost?	4,295
2. Eyes on our Educators Free LASIK L...	470
3. Eyes on Our Educators Free LASIK ...	208
4. Meet The 2016 Eyes on our Heroes ...	192
5. Top Questions about LASIK - Part One	191



CONVERT



Visitors become Leads

Forms
Calls-to-Action
Landing Pages

Conversion Paths

A conversion path is made up of three components:

1. A Call To Action
2. Landing Page
3. Thank You Page



Conversion Paths

Phone: 555-234-4567

Eye & Laser Center Client

My Online Clinic

Special Financing

[LASIK](#) [Cataract](#) [Raindrop Near Vision](#) [General Eye Care](#) [Dry Eye](#) [Optical Shop](#) [Our Difference](#) [Blog](#) [Contact Us](#)

How Much Does LASIK Cost?

Posted by

[Tweet](#) [Share](#) [Like](#) [Share](#)

When it comes to LASIK eye surgery, the market is unregulated on the open market. The FDA is empowered to approve the safety and effectiveness of LASIK procedures, but not government oversight of how doctors charge for their practices – or how much they charge for surgery.

If you are considering LASIK surgery, the cost can range from approximately \$1,900 per eye for non-customized LASIK to \$2,900 per eye for customized wavefront-guided procedures using the most sophisticated techniques. But it is helpful to be aware that there are a number of variables that can affect your costs:

- Required pre-operative testing
- Specialized equipment for eye tracking, corneal measurement and topography, pupil size, and tear film analysis
- Surgical equipment, such as traditional blade LASIK or laser
- Whether the surgeon owns or leases the laser technology

Is LASIK right for you?

Take our free online assessment and see if you are a good candidate for LASIK.



It's likely that you have heard about incredibly low prices for LASIK at some centers, such as \$499 per eye. That may sound like a great deal, but those "low prices" may be a ruse to lure you into the office where, if you carefully examine the offer, you'll find the "fine print." For example:

- You may find that your eye prescription is "too strong" (a correction greater than 1.25 diopters) so you are not considered a suitable candidate for super low pricing.

Blog Insights

Is LASIK right for you?

Take our free online assessment and see if you are a good candidate for LASIK.



- Ophthalmologists agree about the solar eclipse
- What's New in LASIK Procedures
- Frustrated with Reading Glasses? You Can Afford Raindrop Calculation
- Traditional vs. Bladeless Cataract Surgery

Posts by Topic


- Lasik (43)
- Optical Shop (10)
- general eye care (8)
- cataract surgery (6)
- News & Company Updates (5)

See all
[f](#) [in](#) [t](#) [g](#) [p](#)

Contact Us



Landing Pages



Online LASIK Assessment

LASIK® may not be right for everyone, but you may be surprised by the advancements in technology!

Take our FREE assessment to see if LASIK® is right for you.

Age Group*

☐ Under 18

☐ 19 - 39

☐ 40 - 59

☐ 60+

☐ Under 21

☐

Without my glasses or contacts: (check all that apply)*

☐ I have trouble reading and seeing things up close



Forms

First Name*

Last Name*

Email*

Date of Birth

Phone Number*

Yes, I would like to schedule a LASIK consultation. The best time to reach me is:

The best day for an appointment is:

Preferred Method of Contact

☒ Subscribe to our Insights Blog

Click to Submit



Thank You Page

Thank you for your interest in LASIK

See Clearly Better with LASIK!



The first step toward successful LASIK is to determine if you are a good candidate for the procedure. During your FREE consultation, we perform multiple eye scans to map your exact vision characteristics and thoroughly review your medical history with you, including:

- ✓ Age
- ✓ General health
- ✓ Eye health
- ✓ Thickness of the cornea
- ✓ Results of eye scans

Our goal is to precisely understand your eyes and vision challenges, learn more about your concerns and answer your questions. We want to ensure you fully understand what happens during the procedure and what LASIK can do for you.

Book online and schedule your FREE LASIK consultation with Dr. Laser. You are well on your way to clearly better vision!

Book a consultation in 3 easy steps:

- ✓ Click the date that suits you best on the calendar.
- ✓ Choose a time that suits you
- ✓ Complete a few details and confirm

You will be reminded as you get closer to your appointment date/time.

Please give us 24 hour notification if you need to cancel, or you may be subject to a \$50 cancellation fee.



Find a time to meet with Dr. Laser for your Free LASIK or Raindrop Consultation

< September >

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2



Assessment Results Email

Call Us: 585-234-4567

Visit Our Website

Eye & Laser Center Client

Clearly
Better

Home | Blog | Our Difference | Ask Us a Question!

Mary, the results are in...

...You appear to be an
excellent LASIK candidate!

Next Step:



[Schedule your free comprehensive LASIK consultation with Dr.](#) to be sure your eyes are within treatment parameters.

Why have a free LASIK exam?

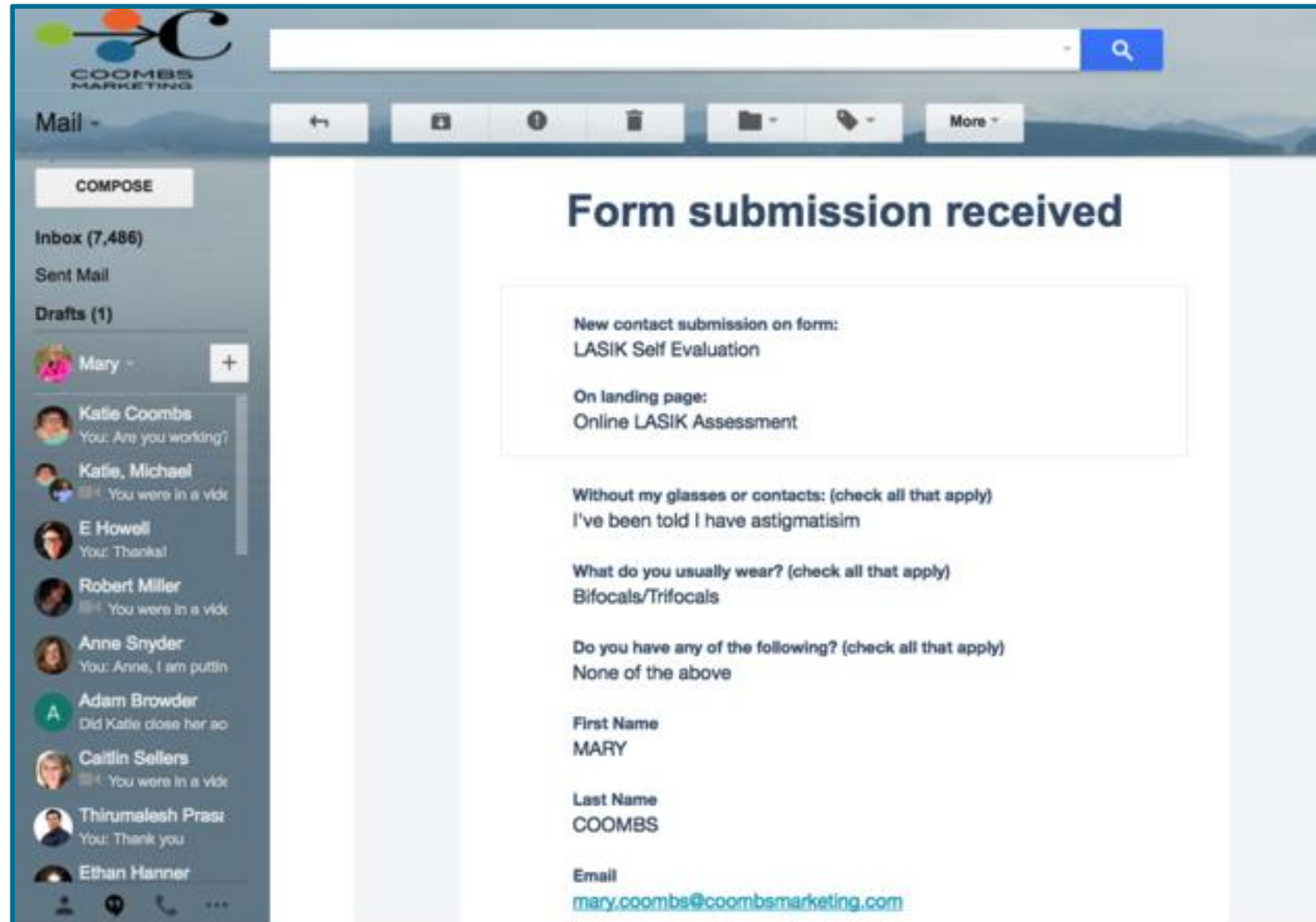
Because we want to help you find out whether LASIK can give you 20/20 or better vision before you are asked to pay for your procedure.

Look at it like this:

Over time, the expense of buying glasses, contact lenses, cleaning solution and anything else you may



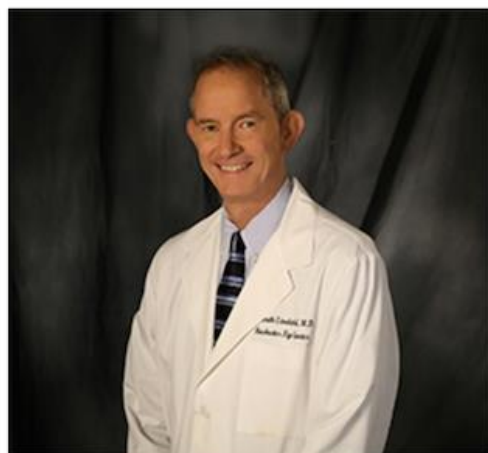
Follow Up Notification



LASIK Lee Booked a Free Consult

Thank you for your interest in LASIK

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Book a consultation
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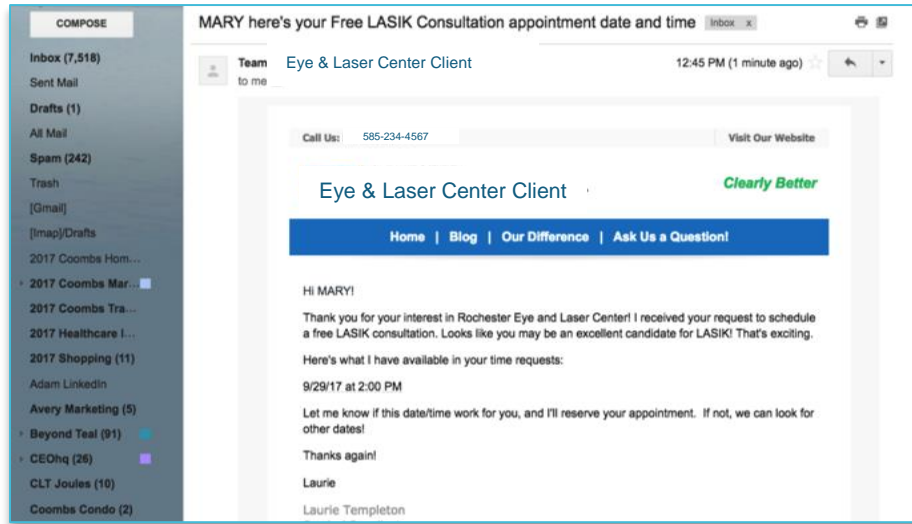
Find a time to meet with
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Consultation

< September >

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2

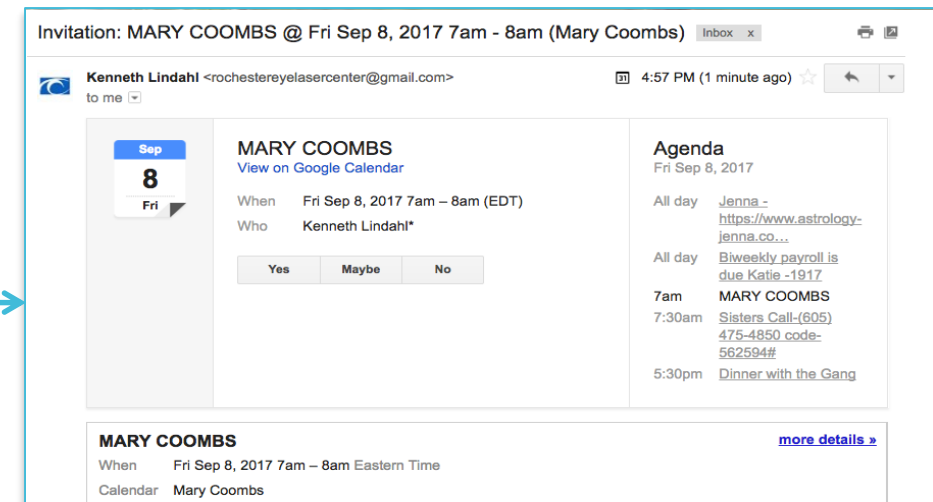


Automated Responses



THANK YOU LETTER
INCLUDING
APPOINTMENT
DATE/TIME

CALENDAR INVITATION
FOR GMAIL AND
OUTLOOK WITH A
REMINDER



CLOSE



Leads become Customers

CRM & Email
Workflows
Lead Nurturing



Lead Nurturing

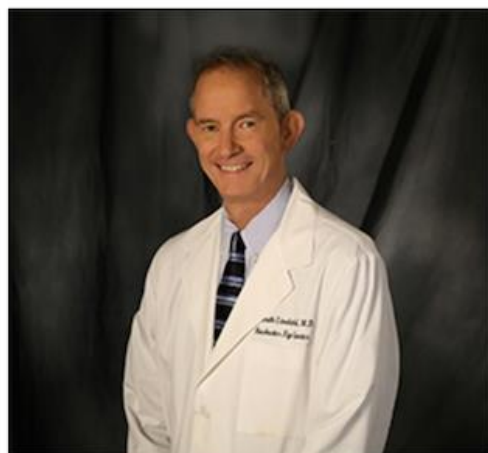
- Workflows
- Automate Emails



LASIK Lee Did Not Book A Free Consult

Thank you for your interest in LASIK

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The first step toward successful LASIK is to determine if you are a good candidate for the procedure. During your FREE consultation, we perform multiple eye scans to map your exact vision characteristics and thoroughly review your medical history with you, including:

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- ✓ Eye health
- ✓ Thickness of the cornea
- ✓ Results of eye scans

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Book a consultation
in 3 easy steps:

- ✓ Click the date that suits you best on the calendar.
- ✓ Choose a time that suits you
- ✓ Complete a few details and confirm

You will be reminded as you get closer to your appointment date/time.

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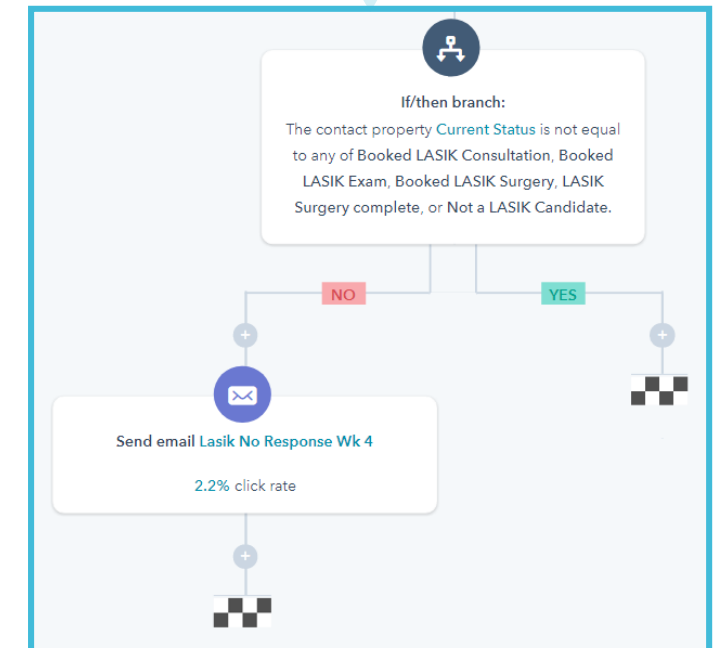
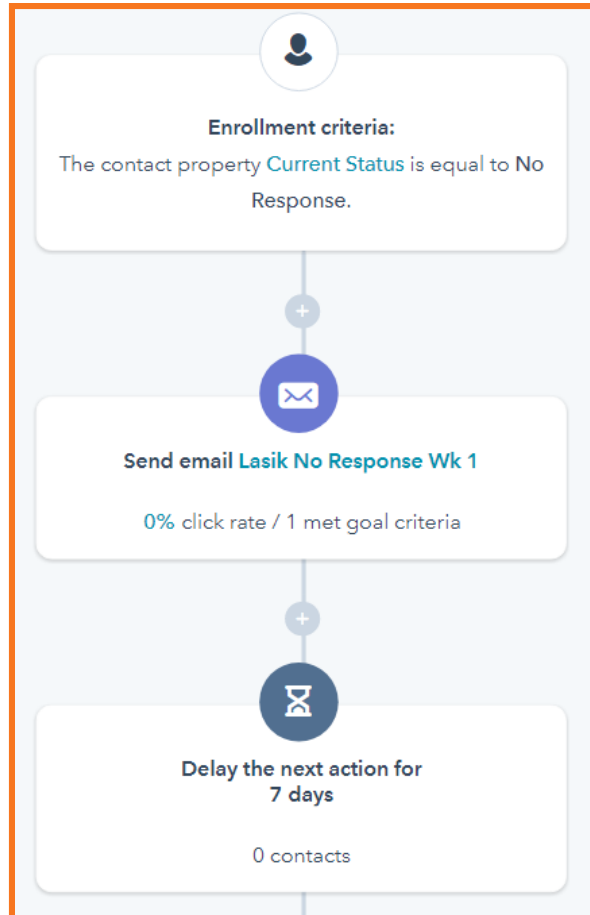
Find a time to meet with
Dr. Laser for your
Free LASIK or Raindrop
Consultation

< September >

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2



Enrolled in Workflows



Nurturing Emails

WEEK 1

Eye & Laser Center Client

Hi Hello,

I am sorry we have not been able to get in touch with you to set an appointment for your Free LASIK Consultation. We offer the everyday low price of \$3995 for your all-laser LASIK procedure, and special no-interest financing to meet your budget.

Our surgical treatments use the latest in proven eye care technologies. With diagnostic tools that precisely map each eye to computer-controlled surgical lasers and advanced optical implants, we can help you choose what's right for you.

Should I assume you are no longer interested in LASIK? If so, please let me know and I will take you off our list, or contact me by [email](#) or phone (585-232-2560) for an appointment at your earliest convenience.

Thank you for your interest in having LASIK done at the Rochester Eye and Laser Center. I hope to hear from you soon.

Sincerely,

Laurie Templeton

Certified Ophthalmic Assistant, Surgical Coordinator

WEEK 2

Eye & Laser Center Client

Hi Hello,

Just a note to let you know we are still trying to schedule a Free LASIK Consultation for you. We have not been able to reach you and want you back. Can we sweeten the deal to get you back? Please give me a call or respond to this email for details.

We've served Rochester's vision care needs since 1988. Our practice is one of the most experienced in the region, and our surgeon has been involved in research, teaching, and writing for professional journals. Our caring staff will make you feel right at home.

I hope to hear from you soon.

Sincerely,

Laurie Templeton

Certified Ophthalmic Assistant, Surgical Coordinator

Check out our 0% financing options!

WEEK 4

Eye & Laser Center Client

Hi Hello,

We are sad we have not been able to schedule you for your Free LASIK Consultation. If you have changed your mind or need more information, please let me know. Call us anytime at 585-232-2560.

Thank you again for your interest in having LASIK done at the Rochester Eye and Laser Center. We hope to hear from you again soon!

Sincerely,

Laurie Templeton

Certified Ophthalmic Assistant, Surgical Coordinator



CRM Contact

Dashboard

Contacts

Companies


Deals


Tasks

Sales Tools

Settings

Search





Mary Coombs

Actions

About Mary Coombs

First Name

Mary

Last Name

Coombs

Email

mary.coombs@coombsmarketing.com

Phone Number

8037464660

Street Address

City

State/Region

Postal Code

New note

Email

Call

+ Log activity

Create task


Schedule


Start typing to leave a note...

A

August 2017

Filter timeline (10/22)





mary.coombs@coombsmarketing.com was sent the marketing email **LASIK Appointment Not Received or Not Opened**

August 30th at 9:24 am

✓ SENT


✓ DELIVERED


✓ OPENED

✓ CLICKED

Clicks: 1


Details






Mary Coombs enrolled in List of patients who did NOT Receive LASIK Appointments Sent

August 30th at 9:23 am





Mary Coombs completed **One Appointment Letter for Free LASIK Consultation**

August 30th at 9:22 am

DELIGHT





Customers become Promoters







Surveys
Smart Content
Social Monitoring
CRM

CRM Contact





August 2017 Filter timeline (10/22) ▾















-   mary.coombs@coombsmarketing.com was sent the marketing email [LASIK Appointment Not Received or Not Opened](#)
August 30th at 9:24 am

✓ SENT ✓ DELIVERED ✓ OPENED ✓ CLICKED

 Clicks: 1 [Details](#)
-   Mary Coombs enrolled in List of patients who did NOT Receive LASIK Appointments Sent
August 30th at 9:23 am
-   Mary Coombs completed [One Appointment Letter for Free LASIK Consultation](#)
August 30th at 9:22 am
-   mary.coombs@coombsmarketing.com was sent the marketing email [Mary here's your Free LASIK Consultation appointment date and time](#)
August 30th at 9:22 am

✓ SENT ✓ DELIVERED ✓ OPENED ○ CLICKED

 Opens: 1 [Details](#)
-   Mary Coombs was added to Lasik Lee Persona - Leads
August 30th at 9:22 am
-   Mary Coombs was added to Lasik Lee Persona - All Contacts
August 30th at 9:22 am

-   Mary Coombs completed [Set Personas -LASIK Lee](#)
August 30th at 9:22 am
-   Mary Coombs [Set Personas -LASIK Lee](#) set Persona to "persona_1"
August 30th at 9:22 am
-   Mary Coombs enrolled in [One Appointment Letter for Free LASIK Consultation](#)
August 30th at 9:22 am
-   Mary Coombs enrolled in [Set Personas -LASIK Lee](#)
August 30th at 9:22 am
-   Mary Coombs was added to [Free LASIK Consult with only one date for appointment](#)
August 30th at 9:22 am
-   Mary Coombs completed [Interested in LASIK?](#)
August 29th at 5:44 pm
-   mary.coombs@coombsmarketing.com was sent the marketing email [Mary Interested in LASIK?](#)
August 29th at 5:44 pm

✓ SENT ✓ DELIVERED ✓ OPENED ○ CLICKED

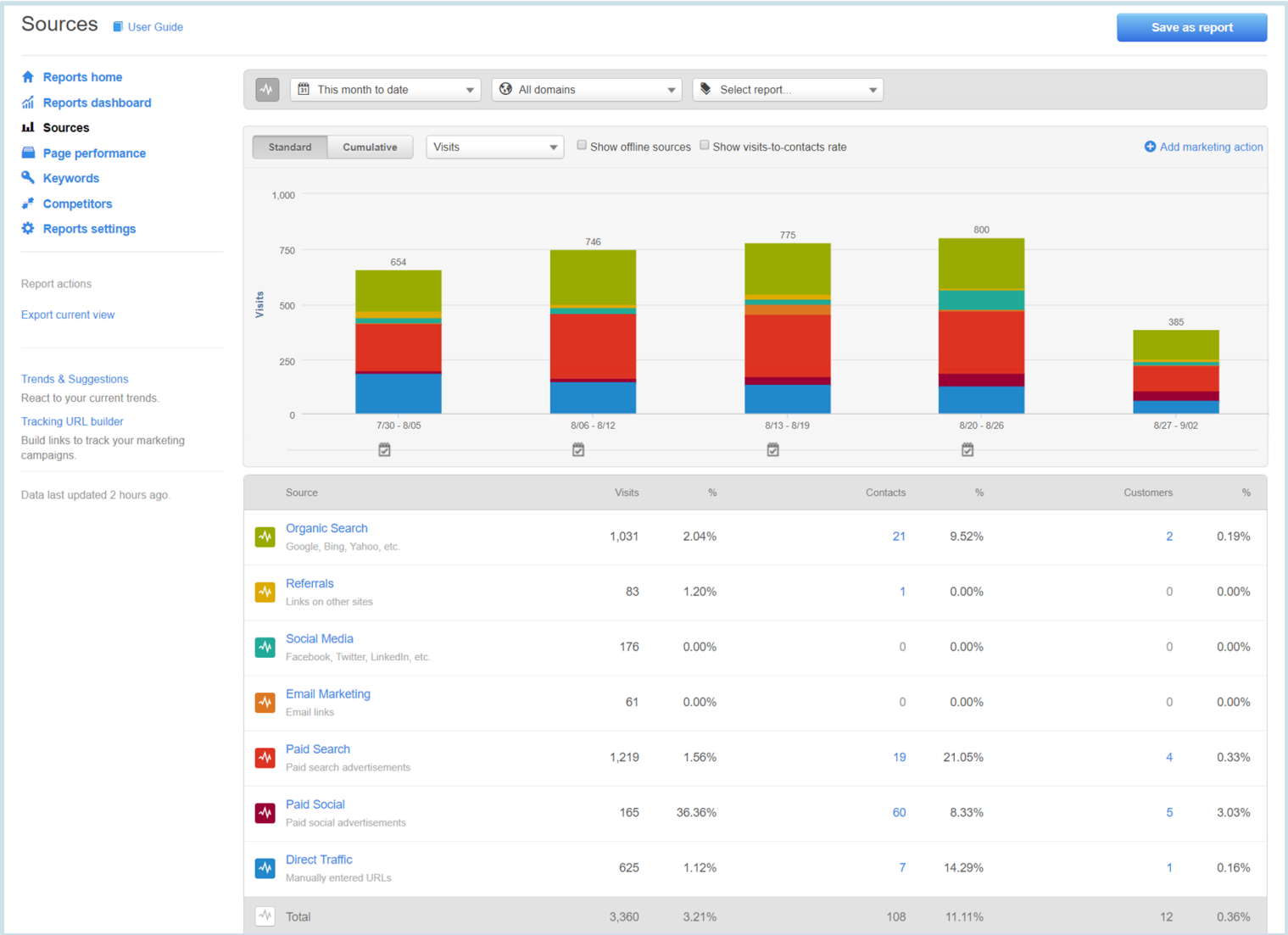
 Opens: 1 [Details](#)



Analytics



Sources Report



Inbound: Medical Marketing Assessment

Inbound Medical Marketing Assessment

Provocative questions below. Can you answer them?

The questions below reveal some of the essential inbound marketing tenets. Don't worry if you can't answer a few. But know that great lead generation requires attraction, relevant engagement, strategic data measurement, and action on that data.

Hit submit at the bottom of the form for an email with the questions and your answers. We will reach out to see if you would like to learn more or get our full Marketing Assessment.

Check it out. ↓

<https://www.coombsmarketing.com/inbound-medical-marketing-assessment>

