

Auckland Eye Social Media Strategic Plan

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Name of Project: Auckland Eye Laser Social Media Strategy

Executive Summary:

This social media strategy has been developed with the intent to support the Auckland Eye business goal of growing total laser procedures (SMILE and LASIK) by 2% from FYE17 to FYE18.

As such, the primary goal of this social media strategy is to drive over 3,500 visitors annually to the Auckland Eye Laser website and net over 240 online appointment bookings through social media channels, annually by FYE18.

We have an opportunity to leverage off the competitive advantage of holding exclusivity in Auckland for the latest technology in laser eye surgery, SMILE.

Our available budget of \$500/month for social media is minimal, therefore requiring a strong level of internal management and unpaid/earned reach in order to meet our goals.

To support our primary goal we seek to improve audience reach by increasing our social impressions by more than 100%, improve social engagement by achieving a 50% increase in shares/likes/comments and increase online bookings by 100%. These metric goals are to be reached by FYE18.

Whilst much of our current social media is focused on Facebook (which does reach a segment of our target audience), there is huge opportunity to move into additional platforms such as Instagram. It is expected that a third party social media account management software such as Buffer or Hubspot, will be required to manage our content delivery, monitoring and measuring.

Background/Situation Analysis:

Auckland Eye is New Zealand's centre of excellence for eye care and has a team of leading Ophthalmologists providing a comprehensive range of eye treatments such as laser vision correction (including SMILE, LASIK and PRK), cataract surgery, glaucoma, paediatrics and retinal surgery.

We have the largest ophthalmic surgery facility in Auckland at Oasis, and we have recently invested substantially in world class facilities to ensure our patients receive first-rate care and comfort.

Auckland Eye's 'retail' product (which this plan is focused on) is Laser Eye Surgery. Auckland Eye was the first provider in Auckland to offer Lasik and now holds exclusivity for SMILE laser surgery in the Auckland region. However, despite this advantage our main competitor (Eye Institute) appears to have stronger brand awareness. For example, the table below shows of the top seven pages in our Facebook competitor analysis. One is an Auckland Eye page (positioned in 1st place) and the other six are all Eye Institute pages.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Auckland Eye	1.9K 	▼0.1%	1	1 
2  Eye Institute - New Zeala...	1.5K 	▲26.8%	0	0 
3  Dr Nick Mantell - Eye Ins...	1.2K 	▼0.1%	2	37 
4  Dr. Adam Watson at Eye I...	852 	0%	0	0 
5  iLASIK Experience with ...	597 	▼0.2%	1	33 
6  Eye Institute - Professio...	524 	▲0.2%	1	10 
7  Dr Peter Hadden - Eye I...	111 	▲0.9%	0	0 

Table 1: Auckland Eye Facebook Insights February 2017

Auckland Eye has been performing SMILE laser for almost two years now and the number of SMILE procedures have well surpassed LASIK procedures (i.e. 80% SMILE, 20% LASIK).

Whilst SMILE procedures have increased exponentially, LASIK have reduced by a higher number, therefore less procedures are being performed overall.

People are generally unaware of the availability of the new generation SMILE technology, and it is not until they are at the assessment stage that they understand the benefits.

It is important that we position Auckland Eye as the preferred provider of SMILE now, in anticipation for the day that our competitor also offers this technology.

The only social media channel we currently utilise is Facebook which gives us an average of 190 referrals and 10 online bookings per month. Average monthly online bookings from all digital channels is approximately 70.

Total monthly website visitors averages at 3,400 currently.

The below table illustrates other current Facebook metrics that are of relevance;

Facebook	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Page likes	1798	1799	1805	1853	1866	1866
Reach	6888	2074	6384	17497	53136	58475
Comments/Shares	70	62	171	278	131	131
Post Clicks	53	44	520	471	815	987

We currently spend approximately \$500 on promoted posts and 5 hours of marketing resource per month on social media activity. Internal hours dedicated to social media activity can be increased.

Primary Business Goal(s):

The Auckland Eye business KPI for the Laser Eye Surgery product is to grow total laser procedures (SMILE and LASIK) by 2% from FYE17 to FYE18.

This is to be supported by Marketing with a social media goal of establishing a majority social media presence for Eye Laser Surgery. Through social media channels we wish to drive over 3,500 visitors annually to the Auckland Eye Laser website and net over 240 online appointment bookings annually by FYE18.

Audience/Message:

	Primary	Secondary
Audience(s)	Age 25-40 Male/Female NZ European Desk jobs but sporty/active	Age 25-40 Male/Female Asian Affluent
Message(s)	SMILE laser eye surgery is the biggest technology breakthrough since LASIK.	
	Auckland Eye is the only provider of SMILE laser eye surgery and the most experienced provider of LASIK in Auckland. We care about our patients and we genuinely love improving how people see the world.	
	Book a FREE assessment	
	SMILE laser eye surgery is the biggest breakthrough since LASIK. It is quicker, less invasive, painless and you will be back to action the very next day.	

Definition of Success:

Increase online bookings for a free laser surgery assessment at Auckland Eye by at least 100% above the yearly average in FYE18.

Measuring Success:

All metrics below are to be measured/achieved from FYE17 to FYE18 at financial year end, however monthly reporting of each metric will be done to ensure we are on track to success.

Metric	Success	Impact	Indicator
Social Impressions	>100% increase	Awareness	Brand strength
Social Engagement	50% increase	Market share	Content and message

			quality
Social referral	60% increase	Traffic	Lead generation
Quality Traffic	25% conversion rate	Quality Traffic	Target audience
Online Bookings	100% increase	Conversions	Content quality
Engagement per post	50% increase	Market share	Content and message quality
Unique engaged users	>10,000	Content amplification	Content and message quality
Earned (unpaid) impressions	200% increase	Content amplification	Brand strength

Tactical Issues:

Resource available for our social media activity consists of;

- \$500/month
- 2 x marketing employees at approx 2hrs each/week

As resource is relatively limited at this stage it is suggested that our social media strategy focuses on further improving reach, engagement and conversions on Facebook, YouTube and our website blog. In addition we will launch activity on Instagram in February 2017.

Ongoing activity on our current LinkedIn page will remain focused on recruitment/industry communication and will not be considered part of this social media strategy as it does not add to our primary goal.

Other social media channels such as Pinterest and Twitter will be re-assessed in calendar year 2018 for suitability to our target audience and ongoing strategy.

Tool	Resources Needed	Timeline for Launch	Monitored (How & by Who?)	Measured (How & by Who?)
Blog	1-2 people internal	Already using blog on website	By Marketing	By Marketing - CTR (<i>Google Analytics</i>)
Facebook (Page)	1-2 people internal	Already exists but need to improve content i.e. mix of video content, news, general and boosted ads.	By Marketing Monthly content schedule (+ ad hoc topical) Daily monitoring of engagement	By Marketing - CTR - Conversions - Engagement (<i>Facebook Insights</i>)
Facebook (Group)	n/a	-	-	-

Instagram	1 person Internal	February 2017	As above	By Marketing using Buffer
Pinterest	Re-assess available resource and benefits in calendar year 2018			
Twitter	Re-assess available resource and benefits in calendar year 2018			
Linkedin	1 person internal	Already exists but need to increase/improve content	As above	By Marketing using Buffer
YouTube	1 person internal	Already exists but need to increase/improve content	By Marketing Upload	
Other				

Content:

Content will include paid advertising, informational/educational and interactive.

Boosted posts on Facebook will be targeted at our primary and secondary audience using Facebook's native targeting features. Separate campaigns will be developed for wedding, sports/active and seasonal (i.e. summer/beach). A mix of video, slide show and static images will be used and monitored for success. All boosted posts will include a call to action to 'Book Now'.

Additional, content across Facebook, YouTube, Instagram and our Blog will be planned on a monthly basis, with room for ad hoc topical issues and discussion/sharing of relevant posts from 3rd parties. Content will include video (informational and 15sec ads), Auckland Eye news, industry news, Auckland Eye blog articles and competitions (i.e. as part of SMILE 2nd birthday promotion in March 2017). This 'informational' content is intended to drive traffic to the Auckland Eye website and encourage social engagement (shares/likes).

An 'Ask Auckland Eye' video series will be launched to Facebook providing an opportunity for people to ask a question of our doctors that will be answered in delayed video format. Whilst initially it will not be in real time (i.e. questions will be submitted, the answer recorded and uploaded within a 2-3 day period), it is expected that it will provide an element of an interactive 'conversation'. This delayed format is due to concerns that we will inadvertently open ourselves up to a breach of Medical Council advertising guidelines. In time this may change and Facebook Live can be used rather than a delayed response.

Budget: \$500/month for boosted posts/social media paid advertising.

We will utilise a basic, free of charge Buffer account and all manpower will be internal.

Measuring Overall Success:

1. Number of online laser assessments bookings (from social media channels) per month. This will be tracked through google analytics conversion reporting and also asked as a question within the online booking form.
2. Number of laser procedures completed per month.
3. Visits to Auckland Eye laser website per month.
4. Reach and engagement numbers per month.

Conclusion:

It is recommended that Auckland Eye continues to improve Facebook, YouTube and Blog content/advertising in order to maximise reach and engagement.

Our current LinkedIn page will also be added to our monthly content calendar to ensure relevant timely information is delivered. However LinkedIn will not be considered an integral part of this social media strategy, rather a communication platform for recruitment and business news.

Activity across Instagram will commence in February 2017 with an initial focus on our SMILE 2nd Birthday celebrations.

The platform Buffer will be utilised to manage posts and reporting. Other reporting tools will include Google Analytics and Facebook Insights.

Twitter and Pinterest will be re-evaluated in calendar year 2018 for suitability in reaching our target audience.

Our content plan will include following/sharing content from other key organisations within the healthcare industry.