

## SIGHTPATH CREATIVE CAMPAIGN

# 2020 FACEBOOK CONTEST

**GOALS:** Create clinic awareness and capture LASIK patient leads



Don't let your chance to market LASIK in 2020 slip past you! Facebook contests are a great way to engage your audience, generate leads, and increase brand awareness. Sightpath Creative will help your practice run a Facebook contest from start to finish with high-quality digital content and social media management. Facebook contests can improve practice visibility in the local community, increase buzz on your social media pages, and help boost SEO. The winner can be used in additional marketing efforts (testimonial, word of mouth, video, etc.)

### Deliverables:

- Counter Card
- Social Posts and Banner (5)
- Contest Management
- Buckslip
- Key Card Interface Charges
- Lead List
- Poster
- Follow-up Emails (2)
- Ad Metrics Report

**Price:** \$3,750



Facebook homepage for clinic



Example of Facebook posts



Printed counter cards and buckslips for clinic advertising

Contact your Sales Account Executive today to get started