



HAKIM
GROUP

EVENTS TOOLKIT

DRIVING FOOTFALL TO YOUR PRACTICE

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GET IN TOUCH

What Should You Do Now?

THE WAY WE ENGAGE WITH CUSTOMERS MUST CONSTANTLY EVOLVE

Consumers are smarter than ever when it comes to shopping and want to build genuine relationships with brands. It's not possible to only engage with customers every 24 months. Those that do risk losing both 'loyal' customers and new custom to competitors that are more willing to maintain an ongoing relationship.

Events are one of many proactive activities independents can utilise to keep customers engaged, whether it be a practice anniversary, a sunglass showcase, a local regatta or a new brand launch event. HGHQ have helped to organise hundreds of events with practices and each time we've refined the process resulting in record days and weeks across the group.

That may seem daunting when you test six days a week, have several team members to manage and everything else in-between... but that's where we come in!

The Marketing Team have worked on hundreds of campaigns and events and have lots of experience when it comes to planning and delivering the perfect event.

We've put this toolkit together to aid your understanding of the process, the elements involved and to help you gather inspiration.

Although there is no secret formula, we can maximise the potential value with our 'best practice' toolkit.

Sounds too good to be true? Have a read and let us know what you think later!

GETTING STARTED

Before we get into the nitty gritty detail there are a few things you need to know, including the dynamic team that will help make your events a success, the channels we cover pre, during and post event, the event journey that has been refined to ensure we get it right every time, and well as our top tips to planning the perfect event.

YOUR HGHQ MARKETING TEAM



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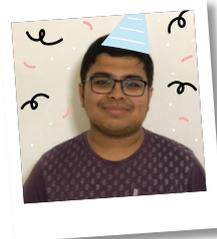
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Word Of Mouth

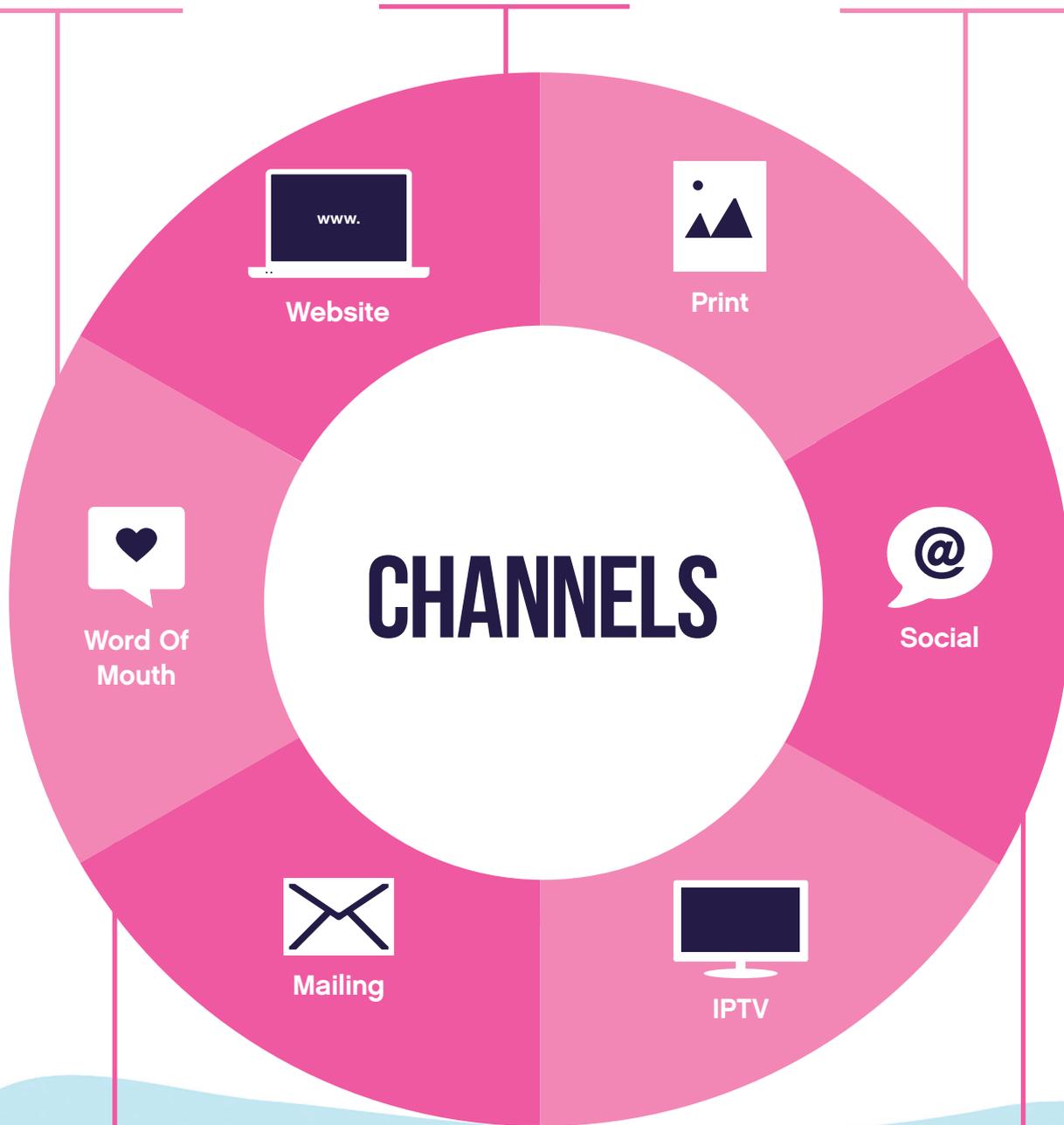
Spread the word within the community. If the team doesn't talk about it, no one will.

Website

Make sure your online customers know by covering every touchpoint.

Print

Create interest through window and in-practice displays.



Word Of Mouth

Website

Print

Social

Mailing

IPTV

Mailing

Bring awareness to your event and invite existing customers using a blended approach via email, SMS and letters.

IPTV

Control the content your customers consume pre, during and post event.

Social

Using both paid and organic social can drive new traffic as well as taking your customers on the journey with you.

THE JOURNEY

Our events timeline has been refined over time, taking everything we've learned from previous events to make the process even better.

A date is set!

Give the Marketing Team at HQ a call and get the ball rolling. We'll have some ideas and references we can share to give you some inspiration.



Practice submits request

Submit your request via HelpHub! Try to be as concise as possible to ensure that your expectations are met.

Print

Costs are provided. Once agreed, all print assets will be delivered straight to your practice door!

Web

The Digital Team will upload your web banner and create event specific landing pages where relevant.

Social

Marketing will provide artwork for you to share with your organic audience. We will also work with you on any paid campaigns to target new custom.

PR

For special events such as anniversaries and other celebrations there may be an opportunity to tell the story in the local press and build brand awareness.

IPTV

Marketing will upload your event assets to your IPTV centrally keeping your existing customers informed.

Mailing

A series of email campaigns will be created and sent to targeted segments of customers before the event.

Form the brief

The Marketing Team create the masterplan outlining all assets, materials and deliverables.

Assets are created

Our creative gurus architect the assets for both print and digital, your event is planning is now well underway.

Print / final files are created

Once approved all assets are finalised and pushed to the relevant areas.

The proofing process

Marketing will provide an initial 'proof of concept', allowing you to review and make any amendments if applicable.

Keep improving

By now all assets are live. Marketing will keep an eye on all paid campaigns to check how they are performing while tweaking to improve the performance.

Completed it

And it's done! You can now relax and reflect - we suggest making your next huddle an event review covering all touch points and including the team. This is one of the most important factors, as feedback helps shape future events. We even have a cheat sheet to make it even easier.

TOP TIPS



Pick up the phone

Unless you're a millennial then good old-fashioned chit-chat is the best way to communicate and build rapport. Pick up the phone and call your target audience. This will also help you get an idea of how many people may attend your event.



Two birds with one stone

If you're calling patients to inform them that they are due an eye test, why not mention the event is coming up and gather some interest! Let them pick a frame on the day and dispense them after their test.



Get talking

Share the news! Tell your patients all the exciting things they can expect on the day and informally invite them. The number one reason that events are unsuccessful, is due to a lack of communication to potential customers. If the team doesn't talk about it, no one will.



Choose your days carefully

Ideally you want the event to be held on a weekend as more people will be able to attend. Alternatively, you could stay open late on a weekday, however you will need to check there aren't any conflicting events taking place in the local area. We've also found that having an event just after payday drives a higher sales conversion.



Follow up

The Marketing Team will provide you with a first proof, allowing you to view it and make any amendments where you feel necessary.



Sharing is caring

Before deciding on what you want to achieve at your event, why not speak to the SHARKs and FISH across the group. We have a wealth of knowledge and experience across the group and, even better, it's free!



Seeing is believing

Make sure there is reference of your event at every touch point along the customer journey from your website to your window displays. That way, you will maximise the opportunity.



Choose wisely

Every practice is unique and your customers are too! If you're showcasing a brand, it's important that you choose one that reflects your customers' demographics and interests.



Get social!

Paid social media isn't the only way to get your event out there online! Organic posts such as countdowns, sneak peaks, interviews with brand reps and any content that is provided to you by the suppliers themselves. Setting up a Facebook event or Facebook Live also increases engagement and awareness.



If you don't ask, you don't get

Speak to your supplier and see what freebies they can give you. You could use them for competitions on the day or in the lead up to your event via social to build engagement.

PLANNING YOUR PERFECT EVENT

PRE-EVENT

The Brief

Creating a good brief is THE most important element for a successful event. You (and the team) will need to understand the objectives i.e. WHY you are doing the event.

Here are some questions you should consider when planning:

- What are you trying to achieve?
- Why are you trying to achieve this?
- Who do you need to target for this to happen?
- Where do these people socialise and communicate?
- How are you going to engage with them?
- Why are they going to engage with you?

You may also want to think about:

- Setting a budget that includes marketing, additional staff hours, refreshments, giveaways, etc.
- Confirming and reconfirming with suppliers. Make sure they understand the effort going into the day, so that they are prepared to match it.
- Asking reps for contributions such as free frames, fragrance, gifts with purchase, etc. You could use these for social media promotion, in practice competitions or for stock to recoup some of the expense!
- If it's a brand event make sure that your stocks of the selected brand are high and be sure not to display any that are out of stock - your rep should be able to help you with this.
- Pick the time of the year carefully - are you hoping for sunglasses sales? Think about what time of year your target customers go on holiday.

Work out
Budgets!!

To Do
Refreshments ✓
gift bags ✓

Teamwork

The practice team are the glue that keeps the event together. You can have the best marketing and preparation possible but without your team there would be no event. Involve your team when planning, including choosing the brands, dates, offers, refreshments and delegation!

Why not create an events committee and delegate a 'captain' for the day to oversee the event? They can make sure the team are clear on the details of any offers and aware of their job roles for the day. Have everyone arrive a little early and have the 'captain' hold a pre-event huddle.

Discuss the event at every huddle in the run up to keep the team engaged and aligned. Commit lots of time and energy to planning the day, as well as the tidy up.

Marketing

Marketing at its core is understanding what your customers want and need. Once you know those reasons, you can align your objectives with them.

Once you've got all your marketing assets covered and live on every channel, you need to start thinking about the customer journey. Everyone should be made to feel extra special and WOW'd. Think about goody bags or small gifts for patients that place orders, and decorate the practice. You also want to encourage customers to join in, so see what competitions and other engaging activities you can create in the lead up and on the day.

Use the Marketing Team as much as possible.

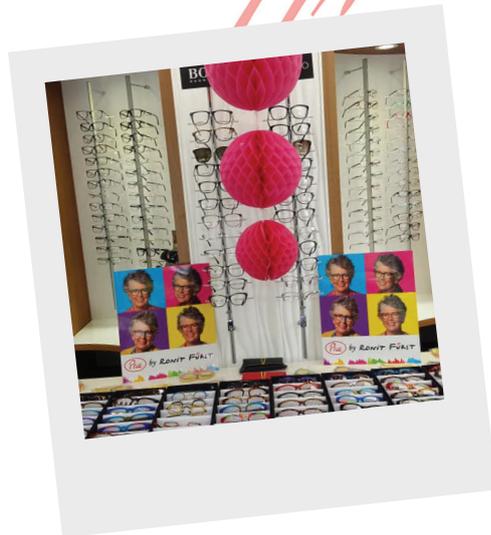


DURING THE EVENT

On the day, it's hard not to get lost in the commotion and excitement. However, your event is a great opportunity to gather feedback, build on relationships with customers, gain video footage, increase social engagement and more.

Things to consider...

- Offer refreshments that reflect the season and theme of the event, however don't over cater, you can always top up!
- Make sure you have enough staff and they have plenty of energy! Why not treat them to lunch as a thank you for their efforts?
- Take plenty of pictures, videos, testimonials and try a 'Facebook Live'.
- Consider team dress code - consider all black for a smart team appearance.
- Play appropriate music if the size of your practice allows and it fits in with your event theme.
- Plan for the day - how to keep track of frames, sales, orders etc. Event days can get very busy!



POST-EVENT

Team Huddle

Dedicate one huddle (ideally the week of the event or the one after) as an event debrief. Go through what went well, what could have been better, what you would do differently and the return on investment (ROI). Be sure to include the whole team and get their views! This will help make the 1% improvements for any future events!

To make it even easier, HQ have designed an event review cheat sheet. Ask the Marketing Team to get your hands on it.

The Thank You

This will give you the chance to share the highlights from the event (assuming you completed the above), while showing your appreciation to those who came.

Treat your team. You wouldn't have been able to do it without them!

In the case that your event has a really interesting story or outcome there may be scope to get some local PR coverage.

Please contact the PR Team at HQ for more information on pressteam@hakimgroup.co.uk



CASE STUDIES

TOM FORD EVENT

Introduction

In 2019 Tom Ford became a very popular brand amongst our practices and their patients. Anne Irving jumped on this trend and decided to hold a brand showcase on Friday 5th April from 9am until 6pm. The practice identified two main objectives for the event: to increase Tom Ford sales and to create awareness within the community that the practice carried this designer brand, along with other premium brands.

The Plan

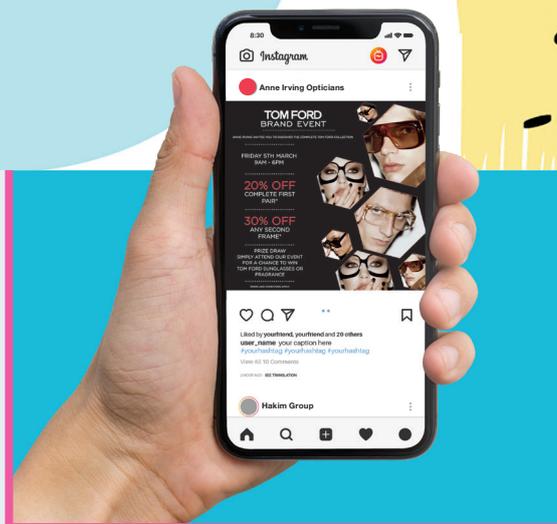
Anne Irving sprung into action by speaking to other practices within the group and finding out what worked well for them and what didn't. This allowed them to have a better idea of the objectives and the type of event they wanted. It was agreed that the offer would be 20% off a complete pair or 30% off a second frame to incentivise multiple purchases.

The Results

The cost of running the event was £170. This included print material, balloons, flowers and cupcakes. Sales on the day amounted to £6,500 with the majority coming from customers who received a hand-written postcard. A record day! A factor that played a big part in the success of the event was the atmosphere created within the practice. Not only did Anne Irving see a huge financial benefit from the event, they also built on their relationships with customers as the party-like atmosphere on the day meant there was a feel-good factor in the air.

What the practice said

Michelle Murray, Practice Manager said: **"My personal opinion is the overall buzz was as a result of ensuring every team member got involved in the planning. We kept it simple and not too onerous for anyone. We were all aware of the aim of the day and how it was progressing but by making it fun, not hard work, we all could enjoy the day and ensure the patients did too - which resulted in increased sales and a lot of laughter!"**



CASE STUDIES

LINDBERG EVENT

Introduction

Lindberg was in town! On 22nd November 2018 David Henderson decided to show off the complete collection from the Danish brand. Lindberg is a brand that prides itself in quality and simplicity. This meant that marketing to the current database would be crucial.

The Plan

The planning for the event started early with the organic posts on social media, counting down to the big day. An event was also created on Facebook, allowing followers to view information and RSVP their attendance. A window display was also created for the big day, catching the eye of anybody walking past. Invitations were sent to a select few who had previously purchased Lindberg frames. The practice team spread the word, informing everybody who came into practice about the event.

Paid social media was used, as well as an email being sent out to the majority of patients who had an email address on file. With the event being in November, the practice decided they could target certain patients post-event. This would help combat the low sales in December. The patients who were to be contacted after the event were customers who were unable to attend on the day. The offering was extended to the end of January.

The Results

David Henderson's weekly target is around £7k which meant £10K in sales from the event and two new patients was a fantastic result and truly deserved. The two new patients were friends/relatives of an existing patient, with one spending just over £1k. This shows WOM is still the most powerful marketing tool.

The postcards that were sent to patients post event also brought in sales, although they were not directly Lindberg sales, there were a few sunglasses dispenses.



CASE STUDIES

GUCCI EVENT

Introduction

Staffordshire practice Peter Bowers decided to showcase the complete collection from Gucci. The event took place on Saturday 15th June and was marketed across both print and digital channels as an omnichannel approach. It offered patients 15% OFF the entire Gucci range, as well as complimentary champagne on arrival.

The Plan

Marketing to their current database, the practice decided to invite their "VIP" patients. These patients received a postal invitation popped into an envelope, with their names handwritten on the front. The patients were then called and invited informally, allowing the team to gauge how many people would attend the big day.

In addition, an email campaign was sent out to patients aged between 45 – 65 three weeks ahead of the event, followed by a reminder email the day before.

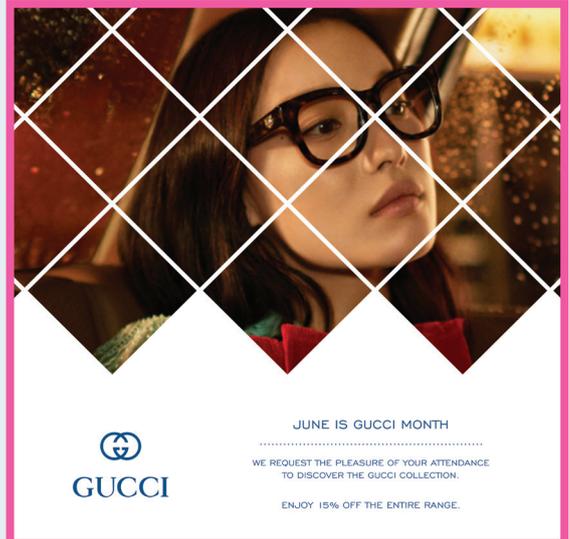
An advert was also taken out in a local magazine, highlighting the showcase event that was delivered to Stone residents. And finally, a paid social media campaign was created targeting 25 – 45 year olds within a six mile radius who had complimentary interests to Gucci and Peter Bower's brands.

The Results

The results were fantastic. Awareness was widespread across all channels which resulted in the town of Stone all being aware of the big day. The atmosphere around the practice was not only helped by the champagne, but also the enthusiasm of the practice team. This mood rubbed off on the patients.

The practice aimed to sell ten pairs on the day. That target was smashed, with 15 pairs being sold on the day!

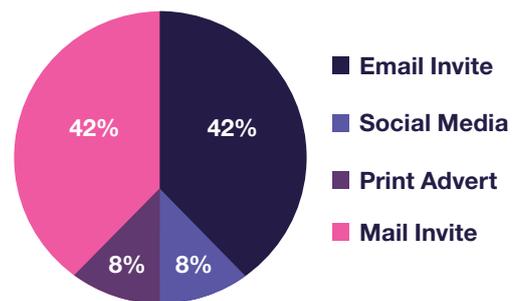
The ROI? See for yourself...



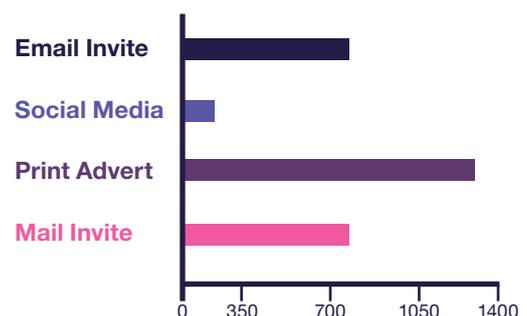
ROI

Total Retail Price: **£8218.90**
Total Price With 15% Off: **£7360.35**

Invite Types



Average Order Value



CASE STUDIES

FIRST BIRTHDAY CELEBRATIONS

Background

In March 2019 Matthews Opticians celebrated their first birthday since becoming independent. The practice had a brilliant first year which was influenced by an enthusiastic team and helped by their amazing patients. Practice SHARK Adam Matthews decided it would be fitting for the event to be exclusive to patients who had visited in the previous year as well as giving something back to the community.

The Plan

The first step was to identify and compile a list of patients. This was followed by choosing a date that would be suitable for invitees. It was decided the event would be held on a Saturday and testing would be limited. Invites were sent out via post, email and SMS offering 10% off across the entire range and 30% off selected sunglasses.

The practice organised a tombola with all of the proceeds going towards Henry's charity, a local charity supporting homeless people of Helston. It wouldn't be a celebration without Prosecco or nibbles, thankfully they were also on offer.

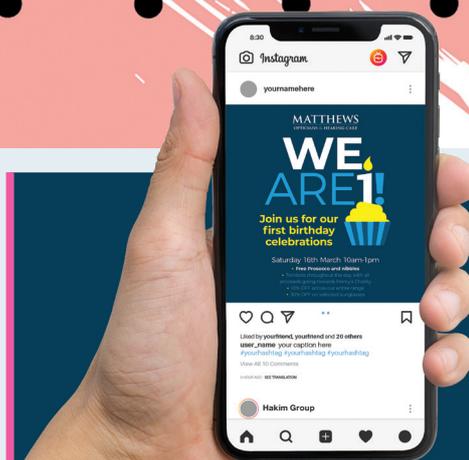
The Results

The birthday celebrations were a huge success. Although the practice only generated just over £1,500 on the day, the engagement between the practice team and their patients will create a stronger relationship which is vital for an independent business.

579 postcards were sent to patients with approximately 75 patients visiting on the day, this is a 13% return which is fantastic and is a credit to the customer service of the Matthews team. Donations raised for Henry's charity from the day was £300.

Arguably the biggest success was the PR coverage that was received in the local newspaper, the Falmouth Packet. This spread the word of both the success of the event around the town of Helston and helped the practice create awareness of the practice and their independence.

MATTHEWS
OPTICIANS & HEARING CARE



MATTHEWS
OPTICIANS & HEARING CARE

WE ARE 1!

Join us for our first birthday celebrations

Saturday 16th March 10am-1pm

- Free Prosecco and nibbles
- Tombola throughout the day with all proceeds going towards Henry's Charity
- 10% OFF across our entire range
- 30% OFF on selected sunglasses

Matthews Opticians and Hearing Care celebrates first birthday



Matthews Opticians, in Helston

1 comment

A Helston optician is marking a successful first year as an independent business after they took over the practice from national chain Vision Express.

Matthews Opticians and Hearing Care have gone from strength to strength in the past year and are celebrating the achievement with a special party for customers and patients on Saturday (March 16).

Adam Matthews, Director & Optometrist, said: "This first year has flown by but we couldn't have been happier with how it has gone.

"The move to become an independent practice has allowed us to become more customer focused, with a personalised and friendly feel to our service.

Most read Commented

- 1 Car ploughs into bus stop in village collision
- 2 "You don't need to understand to accept" - trans support group visits Penryn
- 3 More than 70 affordable new homes completed in Helston
- 4 GSCEs live: Your as-it-happens coverage of Year 10 'big day'
- 5 LETTERS: Falmouth food shop owners should pick up late



EXPLORE, EXPERIMENT AND HAVE FUN

In our experience it's not any one factor that makes an event a success, it's the blend of each element covered in this toolkit coming together.

We're not talking about reinventing the wheel, you already deliver the core elements everyday... you provide 'best in class' eyecare, you provide technical and styling expertise, you take care of your customers needs, you wear a smile and most importantly you have fun! Put that together with a few more frills and you have a successful event on your hands.

There are plenty more ideas that live outside of this document so explore, experiment and have fun with it.

WHAT SHOULD YOU DO NOW?

See! We told you it wasn't too good to be true!

Now that you're inspired and ready to deliver perfect event after perfect event, you can start planning your next one. Once you're ready, send in your brief to marketing@hakimgroup.co.uk





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