

A Simple Example

Here's a brief case study showing how we can help you put together a successful campaign. Using the power of the highest ranked eyecare site in the UK and the professional site visited by 7500 professionals each month. (more than pay and subscribe to print media in Optics)

The Aim

- To increase the number of practices purchasing from your company
- To increase uptake of special promotions during the year by each practice
- To encourage greater footfall by the public into your Company's main customers
- To influence the public by demonstrating that there are exciting products in the market for them to ask about at their opticians

The mechanics

On www.mylocaloptician.co.uk: *The public site*

- Help PHN write technical and fashion information on public site
- Link this text to your advertising feature page
- Provide exciting product pictures and simple benefits on page
- Leave downloadable brochures on the page to save space.
- Reward your best customers or those buying valued sets with an enhanced or featured entry in the database. (Cost from £40 pa)
- They can then publicise on the "Find my Optician" database that they sell your products and the public reading your webpage can search for stockists

On PHN professional site

www.primaryhealthnet.com:

- Provide page ad providing technical details on product, with campaign length and details
- Put downloadable brochures and contact forms on page and link to your site*
- Consider providing exchangeable discount vouchers to public to be redeemed by practitioners.

*links are given on the understanding that a return link is provided

More about



This is a public educational website run as a Social Enterprise Business so receipts in excess of running costs are re-invested into PR and campaigns. We are purposely not a charity as this restricts how we can advertise your products and services which we think form the basic appeal to a Public searching for new technology and ideas. Around 1,000 a visitors each day combine hints on health, tips on products, and with relevant advertising can select the optician in their area providing the products and services they need. Our two sites provide a unique opportunity to link public awareness and desire to your products and your stockists. Please consider supporting us helping us provide a successful and commercially driven public awareness campaigns



PrimaryHealthNet

The Knowledge Centre for Primary Care Professionals

Primary Health Net Ltd

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www.primaryhealthnet.com



PrimaryHealthNet

The Knowledge Centre for Primary Care Professionals

Two websites providing a unique opportunity to influence the public to purchase your products, and to encourage retailers to stock them whilst directing customers to your stockists.



The professional website

www.primaryhealthnet.com receives 26,000 visits a month from more than 7500 professionals & decision makers in practice with an interest in Optics. News is posted daily after receipt of PR from Industry and PR companies.

The public website

www.mylocaloptician.co.uk receives 26,000 visits each month from the public looking for information on eye care and eyewear and for those looking for an Optician in an area of their choice searchable on the full practice database by specialities, and brands you market on either site

How to take advantage of our websites

There are many ways that we can publicise your products and services and add to your profile within Optics UK.

On both sites we can provide news stories usually within 24 hours of receiving copy

- Tell your PR or marketing personnel to send information about new products or campaigns and we will feature you in the “New products & services” pages.
- Let us know your industry news, new staffing, acquisitions, and any eco or charitable work.
- You can take a web page presence on either site marketing to the public or the profession.
- You can reward your best customers with their own web page presence displayed in their PCT area where they can compliment your advertising
- You can direct customers from the public site to their chosen stockist by linking your stockist through the “Find My Optician” database.
- Your web page can have downloadable files with even greater information, such as brochures or power point presentations.
- You can help us on the public site by providing content on technology, fashion and eye care which we can link to your specific ads that are relevant
- On the professional site your content could be a business, or clinical, or dispensing briefing or you could provide or ask us to write CET articles which will be branded in your company’s name
- Every webpage buyer also receives a company editorial page each year in our company news.
- Every web page presence can have a link from the site to their own site providing a link is returned
- You can even test market in regions by having a web presence in selected areas

Understanding Internet Advertising

Many find that advertising on the internet to an untargeted market is fruitless, and we agree. At Primary Health Net we invest in our websites and ensure major links with highly ranked sites such as the BBC, ITV and GMTV. We also provide daily updates in news and many other pages which ensure that we are “First page ranked on Google and this creates a month on month increase in visits for both sites exceeding 10% on each previous month. In fact by providing a two way link to our sites from yours we will lift your Google ranking as we have done with many of our early advertisers.

The professional site receives visits from exactly the target group you need to influence so unlike many hard media press your audience visits you and there is no wastage in spend. Your advertisement is also in front of our visitors every time they visit 24/7 all year around with the opportunity to change the copy 12 times a year. Professionals use the knowledge site to gain and swap information and they appreciate your support in providing modest advertising revenue enabling us to provide the community with a helpful place of learning. It is because our sites have a well defined audience that we can improve on your marketing results whilst allowing you to reduce on the spend.

Each week we send all our registrants an email update highlighting the new stories and information placed on the site which gains an immediate response from many.

So how much does it cost to advertise 24/7 for one year ?

The answer is very little especially when compared with traditional advertising. On the professional site for £1200 ex vat we will provide you with a web page for 1 year with a free banner, trade display ad and an

editorial in Company news. Quarterly rates are also available. Advertising on both sites will gain a discount. (See rate card on site*)

You do not need to understand PCs and the internet. Either email us an HTML or provide body copy in a word doc and jpegs for images and logos and we will build your page. You can add to your web page presence by sending PDFs, presentation or any document form which we will place on your mini site web page as a download.

Make regular changes

You can make up to 12 changes a year to your web page which can be made whenever it fits best with your promotion. If you would like greater interaction with your audience we can provide contact forms and vouchers for free trials of product .

And don't forget the test marketing opportunities

Geographical test marketing allows your ad to be visible in selected Strategic Health Areas in the UK only. Price will be dependent on the number of PCTs in the region.



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We aim to make this simple for you so if you have any queries email us at info@primaryhealthnet.com
Or call on 0044-(0)208 776 5000.

Don't forget to register on our professional site so we can provide you with news of events as quickly as possible