



News from the American Optometric Association

« Ask the Codeheads: Looking at insurance participation as a business decision
Transitions Championship puts vision care in national spotlight »

EyeCarePro.net offers AOA members social media optimization services

May 23, 2011

Three out of four Americans are on Facebook and using it to find local businesses such as eye care providers (ECPs) and optical stores. If you are not using Facebook to promote your practice, you may be missing out on a great opportunity to get noticed and get new patients. Social media is quickly replacing traditional advertising as the power of the business-consumer relationship grows. Facebook and Twitter profiles can not only help you attract new patients, but they can help your Web site show up higher in the Google search results too.

EyeCarePro.net, the optometric industry's leading provider of online marketing solutions for ECPs, works exclusively with optometrists to generate more revenue for their practices through a strong online presence - with an emphasis on social media.

"Their focus on optometry is exactly what I'm looking for in a company that's going to help my practice with its online strategy," said Tommy Lim, O.D., owner of Berryessa Optometry near San Jose, Calif.

EyeCarePro.net's social media optimization services take care of the nuts and bolts of Facebook while taking practices to the next level with more Facebook fans, catchy content and great marketing campaigns.

"The bottom line is that social media needs to be fun and exciting," said EyeCarePro CEO Daniel Rostenne. "We help our practices get more patients simply because potential patients think of them first for their eye care needs."

As a part of the AOA's Member Advantage team, EyeCarePro.net provides ongoing support to AOA members by educating and building the online optometric community. EyeCarePro.net's services include Web site design and maintenance, search engine optimization, social media optimization and Google Place page optimization.

"EyeCarePro's marketing expertise, industry partnerships and optometric experience is exactly the kind of value our members need" said Phil Gross, O.D., chair, AOA Practice Advancement Committee.

AOA members can create a site, or transfer their current Web site to EyeCarePro.net, get their online marketing in gear, and start getting new patients.

Visit www.eyecarepro.net or call 866-886-4442.

Possibly related posts: (automatically generated)

AOA resources

- » [AOA Home Page](#)
- » [AOA News in print](#)
- » [AOA's Youtube Channel](#)
- » [AOA-TV](#)
- » [AOAConnect — Optometry's Community](#)
- » [Meetings Calendar](#)
- » [Optometry: Journal of the AOA](#)

Blogroll

- » [AOA on Facebook](#)
- » [Maino's Memos](#)
- » [Optometry's Meeting](#)
- » [Vision Help](#)

Meetings Calendar

- » [Meetings Calendar](#)

AOA News on Twitter

- » Finalizing designs for Optometry: JAOA Editor's Commendation awards; ceremony at #Optometrysmtg next month! 6 days ago
- » Looking forward to meeting with Optos today at #AOA 2 weeks ago
- » @dhaysod safe traveling! 3 weeks ago

AOAConnect on

- [How Social Media Has Changed Small Businesses](#)
- [Local business Owners use Social Media to Build Their Clientele and a Loyal...](#)
- [Social Media Targeting Local Businesses](#)

Posted in [Member Advantage profile](#) |

 Like Be the first to like this post.

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Notify me of follow-up comments via email.

Notify me of new posts via email.

Twitter



» Rick Dean of @3DatHome talks THX Media Director and #3Dvision partnership with AOA <http://t.co/4VHxj2p> via @pocketlint 2 hours ago

» AOA #STL HQ closed due to widespread wx-related power outage from t-storms that hit around noon CST. Crews trying to restore power. 1 day ago

» Are you a fresh #optometry graduate looking for that right opportunity? Check out AOA's Optometry's Career Center! <http://bit.ly/fbmC8Q> 4 days ago

Dori's 20/20 Tour



» WOW!

I started my vist at UMSL on Thursday seeing this! UMSL (Heart) DORI! What a great welcome! Thank you so much to the students who did this. This was the start of an incredible day. I had about 150 ... Continue reading

Maino's Memos



» [Contact Lens Wearers Are Significantly Non-Compliant Before, During, And After Contact Lens Wear](#)

.....Contact lens wearers are significantly non-compliant in virtually all the active steps involved in soft contact lens wear, including hand washing, case hygiene, lens disinfection and following the recommended lens replacement schedule, according to new data on patient attitudes and behaviors regarding compliance with soft contact lenses.Comments: T [...]

About the AOA



- » [About the AOA](#)
- » [Privacy Policy](#)
- » [Terms of Service](#)
- » [Meetings Calendar](#)

Admin



» [Register](#)

- » [Log in](#)
- » [Entries RSS](#)
- » [Comments RSS](#)
- » [WordPress.com](#)

Follow the News on Facebook



Follow this blog

Blog at WordPress.com.
Theme: Neat!. [Entries \(RSS\)](#) and [Comments \(RSS\)](#).