

eyeBrain Social Schedule

The success of your campaign depends on how well you create awareness, desire and action with your audience. The following schedule has been created to assist in your marketing efforts to achieve these goals by successfully introducing SightSync and neuroLens into your practice.

In addition to this schedule, we also recommend using our brochures and other pieces to create custom blog content. “Do you suffer from headaches? Find relief at your next exam,” “What is Digital Vision Syndrome?” Post a blog weekly leading up to your launch and then once a month after that.

Recommended Schedule

3 Phases of Messaging Code

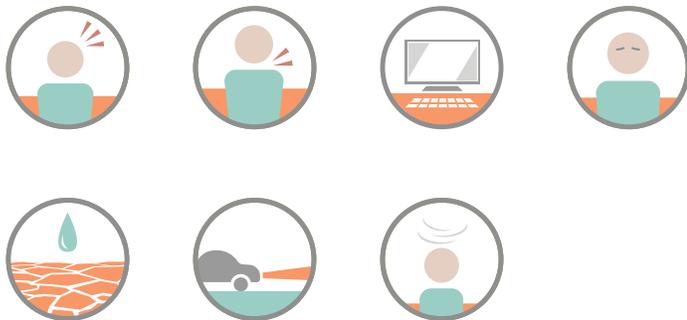
Pre-Launch	PL	2-4 weeks prior to launch	
Launch Week	LW	Week of receiving device	
After-Launch	AL	2 Weeks after launch	Can continue weekly using pre-launch (symptom messaging, etc.) to continue to increase patient load

PRE-LAUNCH (PL) #PL1

Timing: 4 Weeks Prior to Launch of your device

Message: Are you suffering from [insert symptom]? You might have Digital Vision Syndrome. Talk to our office today about a new technology available in just a few weeks!

Post 1-2 symptoms per week



Common Symptoms of Digital Vision Syndrome



Headaches

- You get headaches of any severity each week (even just a dull ache counts).
- Your headaches tend to get worse later in the day.
- Your headaches are generally worse at work than they are at home or on weekends.



Stiffness / pain in neck / shoulders

- Your neck gets stiff or sore when you work at a computer or read. This might even be from your posture.
- You get frequent massages/ chiropractic adjustments.



Discomfort with Computer Use

- You feel like you are more productive at work in the morning vs. the afternoon.
- Your eyes get tired, burn, or get red easily when you work at a computer for long hours.



Tired Eyes

- Your eyes feel fatigued/tired at the end of a workday.
- Your eyes generally feel better in the morning compared to the end of the day.



Dry Eye Sensation

- Your eyes and/or contacts tend to dry out when you are working at a computer or reading.
- Your eyes feel progressively more dry/sandy/gritty as the day goes on.



Light Sensitivity

- Driving at night is difficult because of glare from headlights.
- Fluorescent lights bother you in large spaces (grocery store, department store, etc.).



Dizziness

- Riding in a car gives you motion sickness.
- You sometimes feel a sensation of vertigo or disconnectedness from your environment.

PRE-LAUNCH (PL) #PL2

Timing: 3 Weeks Prior to Launch of your device

Message: COMING SOON: Our practice will be launching the SightSync, a new technology designed to help you combat the symptoms of Digital Vision Syndrome



PRE-LAUNCH (PL) #PL3

Timing: 2 Weeks Prior to Launch of your device

Message: Do you notice eye fatigue, headaches or dizziness after using your computer or digital device throughout the day? Call us to schedule your SightSync consultation. Appointments are available beginning on [date].



PRE-LAUNCH (PL) #PL4

Timing: 2 Weeks Prior to Launch of your device

Use a screenshot from one of the videos.

[eyeBrain Medical Videos](#)

Message: Jenny found relief from her symptoms by visiting her optometrist. You can find relief as well. Call us today to schedule your consultation. Relief is in Sight.



LAUNCH-WEEK (LW) #LW1

Timing: The week you receive your device

Message: It's here! Schedule your consultation today and learn more about how you can find relief from digital vision syndrome.



LAUNCH-WEEK (LW) #LW2

Timing: The week you receive your device

Use a screenshot from one of the videos.

[eyeBrain Medical Videos](#)

Message: We can schedule you starting today for a consultation. Our SightSync technology can help you find relief from your symptoms. Hear how other patients have found relief with their neuroLenses.

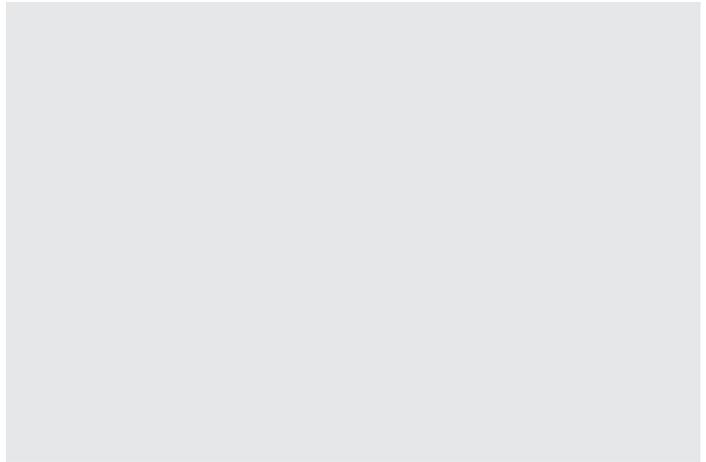


AFTER-LAUNCH (AL) #AL1

Timing: 2 Weeks After Launch

Image: Our neuroLens patient - her/his/their story/stories! Use an image from one of YOUR patients.

Include testimonial – photo of patient wearing the lenses. Write a blog about their experience and link to it on your social media.



AFTER-LAUNCH (AL) #AL2

Timing: 2-3 weeks after launch

Message: Our patients are finding relief from the symptoms associated with Digital Vision Syndrome. You can too! Call us today to schedule your SightSync consultation.

Lifestyle imagery

