

Marketing **Shop Epionce** to Your Clients

You have made the decision to partner with the online Shop Epionce experience. **Now what?** Here's how can you effectively communicate with your clients and patients to encourage them to Shop Epionce with your Code.

How to get the word out:

- Put your Epionce Code cards in the Epionce acrylic display at the checkout/payment desk.
- Attach your Epionce Code card to your follow up information given to every patient/client, such as Your Epionce Regimen pages.
- Generate an email blast providing your Code and encouraging online purchases.
- Mail out postcards or letters providing your Code.
- When calling to remind client/patient about next appointment, ask if they have your Code and provide it over the phone.
- Post a statement on your website talking about the **Preferred Shopper Program** on Shop Epionce and provide a link to www.epionce.com. Encourage visitors to call your office for your Code.
- Host an Epionce Event and pass out fliers containing the Code to each participant.
- Have a drawing every quarter where online purchasers with your Code have the chance to receive a discount for an in-house treatment. [Episciences, Inc. can provide you this list upon request.]
- Include your Code in targeted advertising opportunities.
- Include your Code on any newsletter or regular informational mailing.

How Epionce can help:

- A box of 500 beautiful business cards with your Code and contact information are provided for each Partner. Additional cards can be ordered.
- Html email blast support can be arranged through the Epionce Marketing Division.
- Contact your Account Executive about how we can help you host an Epionce event.
- Contact your Account Executive for advertising opportunities.

Don't be afraid to ask! We are happy to help you with any projects promoting Epionce.

