



Best Practices for Campaigns and Marketing

When choosing a location for your campaign, consider the following:

1. Is this the first time you are visiting this location?
2. If you have already visited this location, how was the last campaign? Was it successful?
3. Do you have contacts in the community (organizations, businesses, council members, pastors, schools, friends or family)?
4. Is the town small or isolated and lacking access to the products and services CES offers?
5. When is the market day or town fair for this location?
6. Have there been donations or vision campaigns conducted by other groups or organizations in the area?
7. Are there neighboring towns that could also attend the campaign?

Professionalism:

1. Always be friendly and professional
2. Look people in the eye when you are speaking to them
3. Explain the services and products that CES offers clearly
4. Be honest about what we can truly offer to the people in the town
5. Always carry your badge and wear the CES uniform

Soliciting permission for a campaign:

When meeting with community leaders to plan a campaign, bring the following:

1. Badge
2. CES Uniform
3. Formal written request



4. Approved requests from previous campaigns
5. Samples of the products and literature detailing CES services
6. Pictures and stories of previous campaigns in other locations
7. Short guides of each product

Be sure to request the following:

1. A room or community center where you can hold the campaign, with chairs and tables available
2. Confirmed date and time of the campaign
3. The written request with required signatures
4. Names and phone numbers of the community representatives that will assist with the campaign and open the door to the room or center
5. Information about market days or other times when there are lots of people in town
6. Information about community leaders and important organizations
 - a. Pastors or priests
 - b. Churches and their hours
 - c. Community radios or megaphones
 - d. Local organizations
 - e. Mayors or community council members

Best practices to choose a campaign location:

1. Choose a location where there is a lot of traffic and is well known within the town



2. Choose a location where you can put a table of products outside, and there is sufficient space to do the eye exams inside, or that is large enough to do everything inside
3. Choose a location that has enough light for eye exams
4. Choose a location that is clean, calm, and private
5. Never use a location that is on the second floor or higher
6. Never use a location that is being used for another event simultaneously

Marketing:

Be sure to bring the following: No

1. Badge
2. CES Uniform
3. Signed written request
4. Samples of CES products and services
5. Fliers
6. Posters
7. Masking Tape
8. Markers
9. Radio script

Be sure to do the following during your marketing campaign:

1. Distribute fliers to people in the street and speak with them about the campaign and the products
2. Distribute posters to storeowners and speak with them about the campaign and CES products. Also, ask permission to hang a poster in their store!



3. Hang posters in prominent locations, where there is a lot of foot traffic or where people congregate (churches, popular stores, schools, meeting places)
4. Speak with pastors or priests about making an announcement during mass
5. Speak with the mayor or community council about making announcements during community meetings
6. Speak with local radios to run an announcement about the campaign

Campaign:

The day before the campaign, review your basket of products and inventory:

1. Are all products in stock?
2. Are all of the products clean and organized?
3. Are there broken products?
4. Do you have everything you need for the eye exam?
5. Do you have your marketing materials (posters, fliers, catalogues)

Ensure you have the following:

1. Badge
2. CES Uniform
3. Promotional vinyl signs, one with all products and one advertising vision services
4. Fliers
5. Sales and inventory sheet (make copies and bring them to the campaign)
6. Client Control Sheet (make copies and bring them to the campaign)
7. Contracts for multiple payments for Filters and Lamps (in two or three payments, three total contracts, make copies and bring them to the campaign)
8. CES Catalogues to give out to customers as they wait for exams
9. Products



- a. Reading glasses of each graduation and style (3 of each)
- b. Protective glasses in each style (10 of each)
- c. Cases (30)
- d. Cords (24)
- e. Water Purification Buckets (1)
- f. Energy Efficient Light Bulbs (4)
- g. Seeds (5 of each type)
- h. Seed Guide (5)
- i. Solar Lamps (6)

10. Services

- a. Distance Eye Exam
- b. Close Eye Exam (reading)
- c. CES Catalogue
- d. PLC Information
- e. Reference Cards

Additional Items to Bring to the Campaign:

1. A mirror (customers can try on the glasses and see how they look)
2. A bible or newspaper (customers can begin to read with their glasses)
3. A needle and thread (customers can try to thread the needle with their glasses)
4. A tablecloth to make the table look more professional for the campaign
5. String or rope to hang the vinyl sign
6. Two Pens/Pencils (one for the eye exam and one to write down sales)



7. Change (in case customers only have larger bills)
8. Blank sheets of paper to make numbers, in case there is a crowd

Steps to have a Successful Campaign:

Step 1: Arrive at the campaign one hour early

- Organize your products on the table and the waiting room
 - The ideal place for the table is outside of the room, where people can see the products easily while they wait for exams or pass by
 - The table should have a sample of each product
 - Place chairs in the waiting room for people in line for exams
- Hang the vinyl sign
- Set up the room where you will conduct eye exams
 - Two chairs
 - A table with:
 - Glasses of each graduation for the exam
 - The close eye exam
 - A pencil or pen
 - A mirror
 - References to local eye clinics
 - Hang the distance exam on the wall and measure 3 meters from the wall to the chair where the customer will have their exam
- Do your marketing again right before the campaign, with fliers and a megaphone if possible

Step 2: The Campaign

- Divide the campaign tasks between the two Community Advisors



- Responsibilities of Community Advisor 1:
 - Keep the table organized and clean with a sample of each product
 - Collect client contact information and give out numbers for eye exams
 - Speak with people waiting for the exam about the other products and services that CES offers
 - Give catalogues to people waiting for the exam, and explain that the catalogue contains information about all of our products and services
 - Record sales
 - Collect payments, control the money box, and give change
- Responsibilities of Community Advisor 2:
 - Conduct distance and close eye exams
 - Distribute clinic references
- Best practices for eye exams
 - When a customer enters, you should greet them, be very friendly, and ask the client how you can help them
 - First, ask the client if they have any vision problems. Can they see things that are far away? (point out an item in the room that is further away and ask if they have any trouble seeing it)
 - If the customer says they can see far away, move on to the close exam
 - If the customer says they cannot see far away, conduct a distance exam
 - If the customer CANNOT complete the distance exam and cannot see far away, DO NOT sell them reading glasses. You may only give them a reference. People who cannot complete the distance exam have a more serious vision problem that is not presbyopia.
 - During the eye exams, point to the symbols on the exam with a pencil or pen, not with your finger



- NEVER sell glasses to children

Step 3: End of the Campaign

- Thank the mayor or community leader who assisted with the campaign
- Take a full inventory of the products
- Fill out your sales and inventory report
- Pack up the products carefully
- Count the money to ensure that the sales match the money paid
- Divide the money between the Community Advisors