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One Avatar, One Product, One Channel: The Simplified Marketing Strategy That Works

Rod Solar outlines a marketing framework to help you attract the right patients, grow your practice, and become the go-to expert for your offering

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Are you aiming to grow your private ophthalmology practice? You've likely heard of many marketing tactics. It's overwhelming, from Facebook ads to SEO, Google reviews to referrals.

What is strategy? Strategy is a fancy word for prioritization. Prioritization allocates limited resources, like time, money, and energy, against infinite options.

In a world full of shiny new tactics, the simplest ones often work best. Enter the "One Avatar, One Product, One Channel" framework. It's clean; it's effective; it can scale your business at a pace that surpasses your expectations.

Let's break it down using an example of offering lens replacement services.

One avatar: Know exactly who you're helping

The first step is to define your avatar – the perfect patient for your lens replacement services. But here's the secret: don't try to target everyone. The more specific you are, the better your results.

Let's create an example of the ideal patient.

Imagine Jennifer, age 58. She's part of Generation X – born in the mid-1960s to early 1980s. Jennifer is active, health-conscious, and values her independence. She's juggling her career, family, and personal goals. Her vision is a growing concern, especially when it affects things she loves, like reading, driving, or traveling. Jennifer's glasses have become a hassle, and she's frustrated with her declining vision.

This particular age group are ideal because they have:

- Hair-on-fire pain: They are actively searching for a solution to their vision problems.
- High purchasing power: Gen X is at their peak earning potential; they are willing to invest in high-quality care.
- Accessibility: They're reachable through low-cost, measurable channels like Facebook or email.
- Growth potential: This market is growing; Gen Xers are increasingly considering lens replacement.

When you target someone like Jennifer, your messaging can speak directly to her needs. Important: You're not selling lens replacement. You're selling freedom from glasses, clearer vision for daily life, and a way to stay active and independent.

Example: Ms. Mitchell's lens replacement clinic. Ms. Mitchell runs a lens replacement clinic in London. Instead of marketing to anyone aged 55 to 85, she focuses on patients like Jennifer. She knows this group wants a clear vision, but they don't want the hassle of bifocals or adjusting their glasses. Her messaging speaks to their pain points: restoring sharp vision, gaining independence, and keeping up with their busy lives.

In her ads, Ms. Mitchell features people like Jennifer. They're walking on the beach, hiking with friends, or reading without squinting. She stresses how lens replacement surgery has low downtime and lasting benefits. It fits into their life. The result? She attracts the right patients. They are ready to act and willing to pay for a high-quality solution.

One product: Offer a clear solution

Once you've defined your avatar, the next step is to focus on one product. For your practice, this is your lens replacement procedure. Although you may offer many services, your marketing should highlight just one at a time.

Too many options confuse people. Jennifer doesn't want to weigh the pros and cons of five procedures. She wants a clear solution to her specific problem. Focusing on lens replacement positions you as the expert in it, making it easier for patients to trust you.

Don't talk about the lens. Don't talk about technique. Instead, focus your messaging on how lens replacement surgery solves Jennifer's problems. Show her the benefits: no more glasses, a better life, and the ability to stay active and independent. The simpler you make your offer, the more likely she is to say yes.

Example: Ms. Mitchell's lens replacement focus. Ms. Mitchell has decided to make lens replacement her clinic's signature service. She offers other vision correction procedures, but her marketing focuses only on lens replacement. Everything – her website, ads, and consultations – shows how this procedure can help patients like Jennifer. She focuses on how it can restore their independence and improve their vision.

By keeping her messaging simple, Ms. Mitchell becomes the go-to expert for lens replacement in her area. Patients know exactly what she offers and how it can help them. This clarity leads to more consultations and a higher conversion rate.

One channel: Meet them where they are

Now that you know who you're targeting and what you're offering, it's time to focus on one channel to reach your audience. You don't need to be everywhere – just where your ideal patient spends their time.

For Generation X, platforms like Facebook and email are perfect. They're affordable, easy to measure, and highly effective for reaching this group. Create high-quality content that speaks to Jennifer's needs.

Your ads or emails can include:

- Testimonials from other patients who had lens replacement.
- Your patient's results with lens replacements.
- Answers to frequently asked questions about lens replacement

When you concentrate on one channel, you can refine your messaging and maximize your budget.

Example: Ms. Mitchell's Facebook strategy. Ms. Mitchell knows that her ideal patient – busy Gen Xers – spend time on Facebook, so she focuses all her marketing efforts there. Her Facebook ads feature real patient stories and highlight the freedom that comes with lens replacement. She uses clear, simple messaging like: "Tired of glasses? Get clear vision for life and focus on what matters most."

She also runs educational Facebook campaigns. These campaigns feature short videos explaining how lens replacement works. They show why it's the right solution for people like Jennifer. By focusing on one channel, Ms. Mitchell has built a reliable, high-quality leads pipeline. She avoids wasting money on platforms that work less well for her audience.

Why this framework works

The One Avatar, One Product, One Channel framework keeps things simple. It focuses your energy on the areas that matter most to maximise your results. Here's why:

1. One avatar: Targeting a group like Generation X creates a deep connection with your audience.
2. One product: Focusing on one service – like lens replacement – makes your offer clear and compelling.
3. One channel: Focusing on a single platform, like Facebook, lets you master the platform and get results.

When all three pieces align, your marketing becomes powerful, focused, and effective. You're no longer trying to be everything to everyone – you're the expert for the right people at the right time.

How to apply this strategy

If you want to grow your lens replacement practice, start here:

1. Define your avatar: Be specific. What does she care about? What are her pain points?
2. Focus on one product: Highlight your offer and show how it solves your avatar's problems.
3. Choose one channel: Pick a platform where your avatar spends their time.

Stick to this framework. You'll attract the right patients, grow your practice, and become the go-to expert for your offering. Keep it simple. Keep it focused. Watch your results grow!

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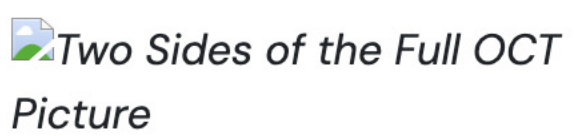
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