

Optical Partnerships

Partnerships with Opticians

IP is now working with opticians across the UK to build relationships with schools. The intention is to create trusted partnerships between local opticians and schools in their area so that students and their families get a first class service for all their optical needs. This includes:

Provision of glasses

Sports Vision

Swimming Goggles

and regular comprehensive eye testing if required (in addition to the testing provided in schools).

Connecting with Opticians

IP is connecting with opticians across the UK to establish them as an authorised provider in their local schools.

Once the partnership with an optician is established, IP provides a comprehensive marketing and school engagement service which is targeted at primary and secondary schools in the Opticians' geographical area.

This digital marketing programme is rolled out over the academic year, providing an ongoing awareness of the optician, their services and offers.

This is offered as an annual membership service for opticians. Talk to us about making the connection.

Marketing Services

We can also offer a comprehensive and flexible range of broader marketing services which can be tailored to meet the requirements and budget of opticians.

The package includes:

The provision of a database of your local schools. This database is bought under licence from our trusted partner and is paid for by you, direct to them. Once the data is acquired, we create exiting content for an effective and targeted email campaign.

Video Email

We create powerful video emails. No other marketing medium can communicate as quickly and effectively as video. There is nothing like sound, movement and pictures to capture attention, create impact and engage the viewer – whatever the message.

Instant Impressions

The beauty of video email is that the film is instantly viewable without any delay with downloading of files or waiting for streaming. Video email saves the time of both senders and receivers and makes complex subjects easy to understand.

Our email software is a powerful tool to get your message out. If you have a large or small database, we provide a cost effective and flexible management tool to manage your email communications.

On your behalf, our amazing email software enables us to send email messages and newsletters, manage your contacts, and using our powerful rich text editor, schedule and send important communications and track who has read the email – saving you time and money.

After emailing out a campaign we'll provide you with a report showing total openings, click through, bounces and unsubscribes. You can then progress your sales activity. The campaign report provides you with an up to the minute database of schools that have shown an interest in your email. Perfect for boosting sales and raising awareness of your offer!

Optimum eye sight for professions

Through our partnerships with dispensing opticians, we provide accurate and dependable information to eye care specialists on understanding the requirements for professions that demand rigorous standards of optimum eye sight.

We provide self administering toolkits for personnel working in industries that demand high standards in eye health. These include: The Fire Service, Medical Imaging, Police Service, Visual Arts, Macro Engineering Disciplines, Watch Production, Jewellery Production, Air Force Pilot, Air Traffic Control.

Contact us about [optimum eye sight for professions guidelines and information.](#)