

marketing4ecps

E-COMMERCE OPTIONS 4

Optometrists, Opticians
& Ophthalmologists



WHY YOU SHOULD SELL PRODUCTS ONLINE

- » People spend money online...now more than ever
- » An e-commerce website costs less than you think to set up
- » Online shopping provides convenience at the best of times, but in these times (Covid-19), it may provide the only access to your products
- » An online presence gets your products found in search queries when marketed right so you can capture patients that aren't even your current patients who are looking for eyecare & eyewear products
- » Our partners at Google tell us that searches for eyecare providers, eye health services and eyewear products have not decreased at all at this time...in fact the searches have all increased since so many people are online
- » You can cross promote tele-eyecare services
- » This new normal is not changing anytime soon...adapt now and thrive

85% of people turn to Google for product discovery and shopping. Without an e-commerce or e-store, your products have no chance of showing up when potential customers start looking for what you sell online.

Online shopping isn't 100% effortless – but it's pretty close once you build it properly. What we mean is don't think you can build an online option and people will come. Just like when you build a website...you still need to drive traffic to the website and that can be done through several mediums like email, text messaging, newsletters, social media and paid advertising on Google, Facebook, Instagram, LinkedIn & YouTube.

Advertising creates more opportunities for sales. You don't face the risk of a potential patient who is actively searching for products in your geography or community not finding you. That's good for your patients that you show up, and it's good for your bottom line.

E-COMMERCE

< E-COMMERCE

NOW IT'S TIME TO JUMP INTO THE *HOW!*

We have done a ton digging to find what options are out in the eyecare and eyewear industry as well as exactly they offer. If we missed anyone we apologize and please forward us their information so we can update our e-book.

Here goes...starting with solutions that offer to sell products like contact lenses, eye drops, dry eye therapies, sunglasses and frames but not full solutions like a complete pair of eyewear including lenses, that will follow below.



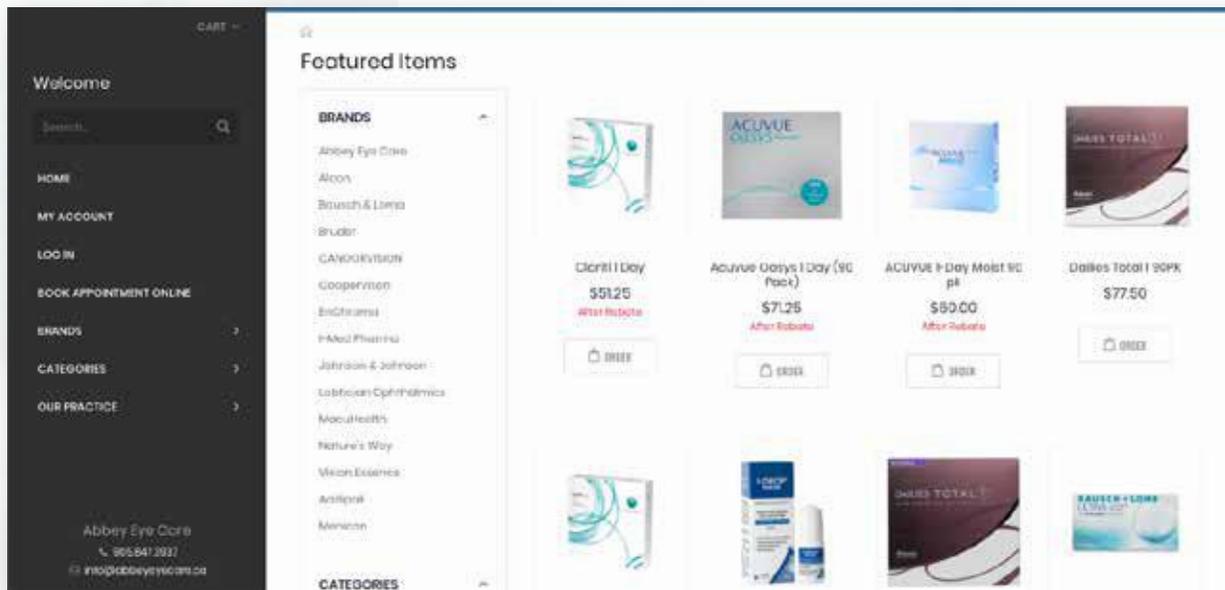
GET SIGHTLY

<http://getsightly.com/>
CANADA & US

Quick and easy option to build a custom, robust e-store where you can house exactly what products you want to offer and pricing. Cost effective at \$249 set up & \$129 a month. Currently offering the first three months FREE in leu of Covid-19 crisis.

LIVE EXAMPLE: <http://abbeyeyecare.sightlyapps.com/>

EXAMPLE:





YOURLENS.COM

www.yourlens.com
US ONLY

Owned and operated by ABB Optical, this option only for US practices (but we believe coming in the near future for Canada). Carries all major contact lens brands and offers manufacturer rebates. They have a great FAQ section to answer your most relevant questions: <http://www.yourlens.com/faqs>

LIVE EXAMPLE: <https://secure.yourlens.com/drcoptometry/>

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LENSFERRY™

<http://eyecareprime.com/home/solutions/lensferry/>

US ONLY

LensFerry™ is a multi-channel commerce solution operated by Eyecare Prime and designed to keep contact lens patients in fresh lenses whenever they need them, as well as allowing them to purchase in the most convenient way. LensFerry™ is a secure, cloud-based commerce solution that easily syncs with your EHR, allowing the ability to automate messages. At any time and from anywhere, a patient can order contacts in a matter of seconds by either texting or going online. Easy to set patients up on an ongoing subscription plan for contact lenses that they can pay monthly.

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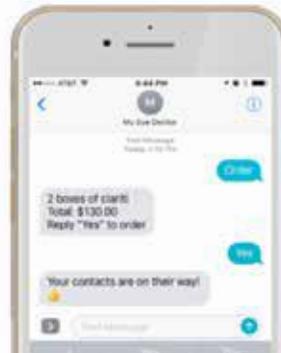
Order online

Easily reorder your contact lenses anytime, anywhere. Your prescription is already preverified by your doctor.

- 1 Find your doctor →
- 2 Confirm your order details
- 3 Get contacts delivered

Order by text

Want to do a quick reorder? Simply text "order" to (323) ORDERCL to see your saved order and buy again.



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E-DR.COM

www.e-dr.com

US ONLY

A US contact lens distributor that offers to put a “My Contact Lens Store” on your current website for FREE for their clients. Your patients can reorder their replacement Contact Lenses directly from you. For more information on My Contact LenStore, contact Member Services.

WEBSITE: e-dr.com

EMAIL: info@e-dr.com



New Era/e-dr.'s My Contact LenStore adds patient ordering to your website in just minutes. Free.

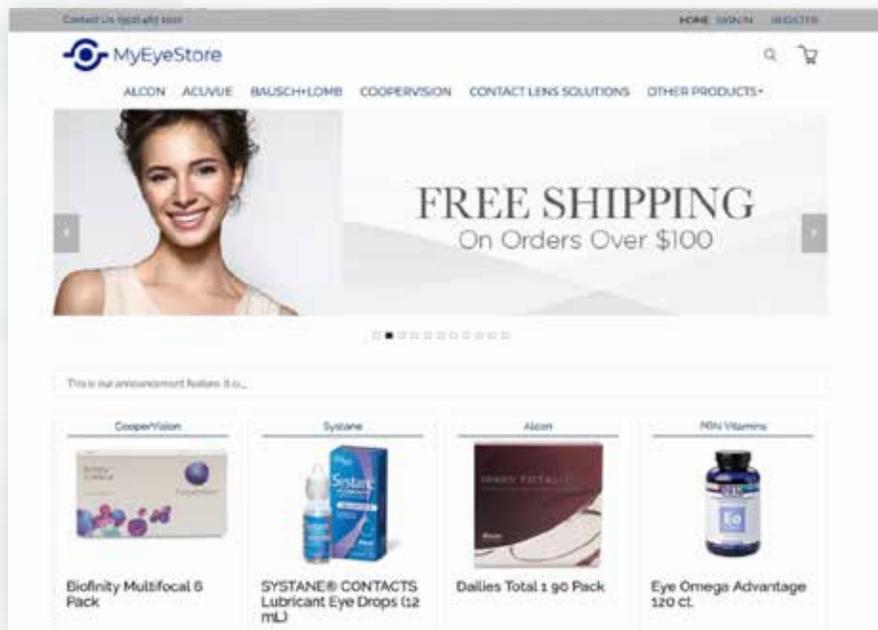
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MYEYESTORE

<https://myeyestore.com/>
US ONLY

Powered & operated by Compulink. Extend your care, giving patients the convenience of purchasing their contact lenses, solutions, drops, sunglasses, accessories and more from your own online store. They have a great page that explains how it works here: <https://myeyestore.com/how-it-works/>. They are advertising an approximate 2 week set up and launch time. Also a full list of questions are answered here: <https://myeyestore.com/faqs/>. There are no set-up or staff training fees. They simply charge 3% of all online revenue monthly. They handle all the fulfillment of all orders - no inventory is required.

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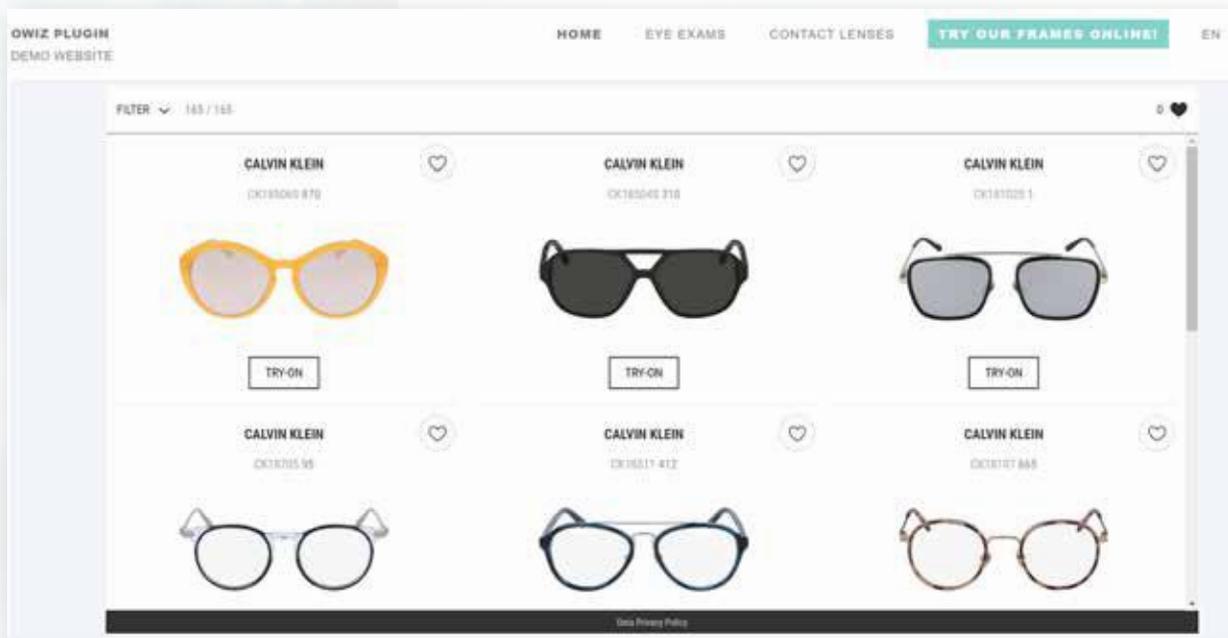
FITTINGBOX

<https://www.fittingbox.com/en/solution-overview-store-owners>
GLOBAL

FittingBox provides a range of solutions to perfectly suit your needs as eyecare professionals. Create a unique digital experience for your customers, making buying frames fun and successful. Ideal for eyecare professionals wanting to add their own catalog of frames to their website, showcase their unique collection. Powerful virtual try on feature.

LIVE EXAMPLE: <https://owiz-plugin.demo.fittingbox.com/virtual-mirror.html>
& <https://www.yourvision.ca/frame-gallery/>

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CATALOG BAR

<https://www.catalogbar.com/industries/eyewear/>

Gain the edge as you create a storefront for your eyewear stock. While you look professional with Catalog Bar, it's time to get smarter by making your eyewear inventory more searchable. Add filters by frame, style, price, lens material and coatings, and bridge and temple size/material, among others. Further, you can categorize the product information with images and videos as well. Has different tiers of pricing but sounds like the \$149 a month program is the most popular and there is a 14 Day FREE trial.

EXAMPLE:





**OK MOVING ON TO FULL
EYEWEAR CATALOGS
& E-COMMERCE
SOLUTIONS**



FRAMES DATA

<https://www.framesdata.com/>
CANADA & US

Owned & operated by Jobson. My Frame Gallery will allow you to easily recreate your in-office frame selection on a web page. It can help you:

- Increase patient engagement and capture rate
- Become more competitive
- Increase your sales
- Grow your bottom line

Includes Virtual Try-On from FittingBox!
It appears it is an in-store ordering system only.

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OPTICOMMERCE

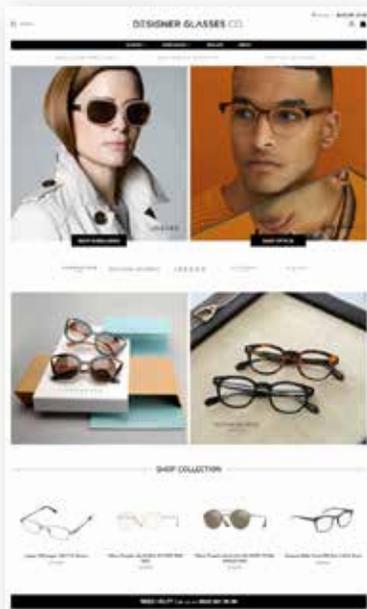
<https://www.opticommerce.co.uk/>

BASED IN UK, SERVING GLOBAL

Owned & operated by Ocuco. They offer a few solutions including a catalog website and e-commerce but for this example we will talk about the e-commerce. An e-commerce website allows you to sell your products online - from contact lenses and sunglasses, to full prescription spectacles. Your e-commerce website will be designed with optics in mind. They have updated frame catalogues that allow you to display high quality images, along with up to date and accurate information on colours/sizes and materials on many frame ranges. Custom web & e-commerce expectations for set up are 6+ weeks minimum.

LIVE EXAMPLE: <https://designerglassescompany.co.uk/>

EXAMPLE:





VISION AVENUE

<https://www.visionavenue.ca/become-a-partner/>
CANADA & ONLY FOR OSI MEMBERS

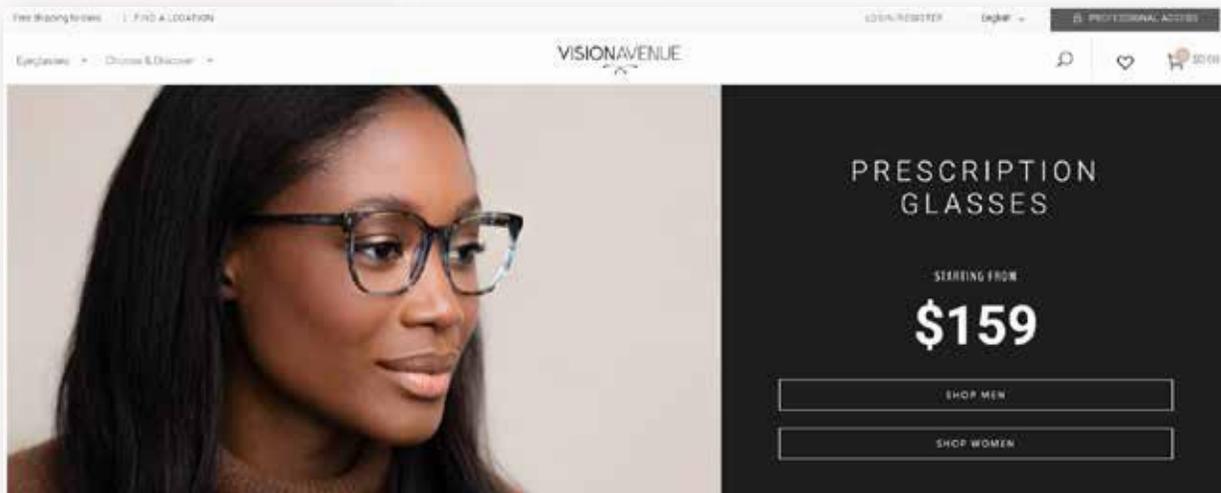
Owned & operated by OSI buying group based in Montreal, QC. We take the success of optometrists and opticians who choose to practice independent optometry to heart. Vision Avenue can help you continue to provide quality care to your patients in today's tech savvy market!

- A collection of frames available in-clinic and on the Internet
- Trendy & quality tested frames at affordable prices
- Increased visibility among the younger generations
- Optician and optometrist services promoted throughout the site

Shared site...

LIVE EXAMPLE: <https://www.visionavenue.ca/>

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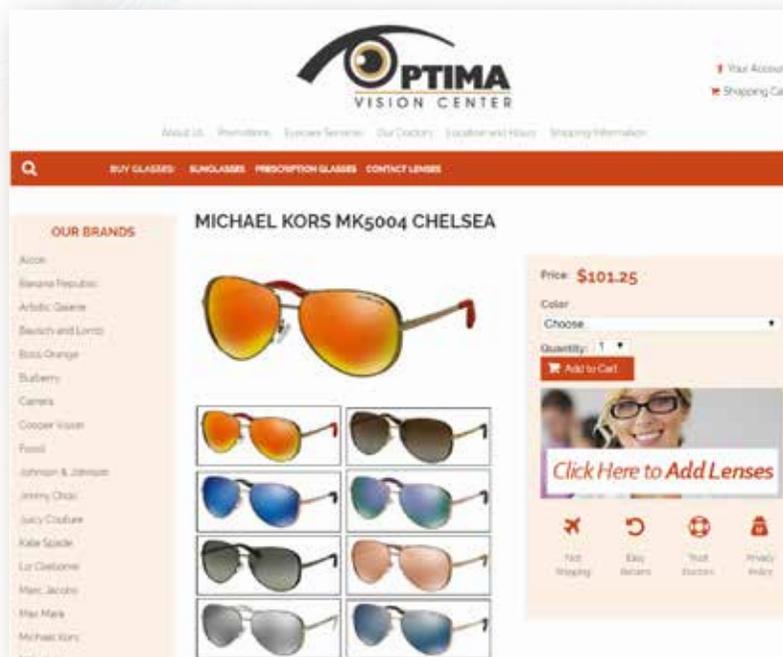
LIVEOPTICAL CONSULTING

<https://liveoptical.com/>
CANADA & US

LiveOptical turns your website into a powerful selling tool to attract maximum walk-in and online business. Sell complete eyeglasses & contact lenses online. They have some tiered programs but to sell full eyewear solutions it starts at \$250 a month to \$399 a month with an integrated APP. Note: They can build a simple website along with the platform or Marketing4ECPs has partnered with LiveOptical to help integrate just an e-store into your current website.

LIVE EXAMPLE: <http://optimavisioncenter.com/>

EXAMPLE:





OK... NOW THAT YOU HAVE SEEN WHAT OPTIONS ARE AVAILABLE, TAKE THE TIME TO VISIT EACH WEBSITE TO LEARN MORE INFORMATION TO HELP DETERMINE WHAT IS THE BEST OPTION FOR YOUR PRACTICE.

NOTE

There are a few other options from Korea and China but I wanted to stick to ones that are readily available in North America. Also, I did not include custom options like Shopify, Woo Commerce and Magento, among others as these would require more custom set up and do not have inventories available in their databases. They are also more work to manage over time to keep up the inventory, images and pricing on your own.

E-COMMERCE

< E-COMMERCE

DON'Ts...

Don't rush because of the current situation. Choose well.

Don't build a great new e-store and attach it to an outdated website... this is the time to create an online presence that will sustain your practice digitally.

Don't build it without a plan on how to make it work, including marketing. Yes, you can start by driving your entire current patient base to your new e-commerce store but the key to success is can you get new patients to it and convert them to your patients. Talk to your marketing company to help with a strategy to get traffic.

Don't get hung up that an eyewear e-store showcases products you don't carry in your office. It actually now gives you a larger inventory to choose from.

Get Ready To Win Some Sales

Online vendors are not going away and regardless of the situation that has forced you to consider an e-commerce strategy, applaud yourself for realizing having a robust online presence that includes an updated, modern website, social media, digital advertising and e-commerce will set you above your competitors. We can integrate most of the above e-commerce strategies with our practice websites for easy navigation for the patient.

We know the current environment is tough and we're here to help. We're working from home and have staff available to start working on anything you need to help you get through this crisis and ready for the future. Our entry level website membership program is a new customized website, hosting, 10K words on unique content including medical niche pages like Dry Eye & Vision Therapy, reporting and competitive comparisons, SEO basics, social media library & APP with thousands of images, 3 customized videos, and so much more. All for \$500 a month. We help eye care professionals build the most robust marketing in the industry.

Find out more today. www.marketing4ecps.com

Thank you,



Trudi Charest

Co-Founder, Marketing4ecps