

THE ECP'S GUIDE TO
SURVIVING THE AGE
OF ONLINE SALES



We Are Here. We Are Zyloware.

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Tips for going beyond excellent customer service to attract the online-first consumer generation and capture more business with each sale.

You can find more resources at www.WeAreZyloware.com

Millennials, consumers aged 18 to 34, remain the key age demographic for online commerce, spending more money online in a given year than any other age group. They spend around \$2,000 annually on e-commerce. To remain a dominate player in online sales, businesses are starting to diversify their approach to capture more than just an eyewear sale. Here are some tips to stay ahead of the competition!

1 CREATE AN ONLINE FOOTPRINT

While you may not have the time or resources to set up an entire website for ordering, that doesn't mean you can't get your feet wet with a simple website. You can create an affordable site using online platforms like SquareSpace, where you can host your business information (contact info, about us, etc).

2 STAY COMPETITIVE

Keep your pricing competitive. If a patient can find the frame cheaper elsewhere, then they most likely will go with the place that has the lower price! Constantly monitor your competitors and stay up to date– If you sell lens solution at the register, is it competitive to what your patients would pay on Amazon?

3 INCREASE PATIENT VOLUME

Try offering specialty care by providing services that other retailers do not. Other ideas like trunk shows, celebrating a holiday, offering birthday specials, etc. is a great way to stand out from the competition. Trunk shows are a great way to interact with your clientele and see what your competition is doing, while special deals are a great way for returning customers to spread the deals to new customers!

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4 FIND NEW PATIENTS IN YOUR COMMUNITY

Get involved – being of service in the community is worth its weight in gold! Here are some ways to get involved: host a charitable event, be on the frontlines for volunteer work, sponsor sports teams, even work closely with other small businesses and barter your services when you can!

5 OFFER SPECIAL IN-STORE DEALS

Offer extras ONLY to those who purchase from the retail office. Examples: Free exchange of unused lenses in the event of an RX change, free diagnostic lenses to hold you over until your routine eye exam. These small gestures can make a huge impact towards building a long-term relationship with your patients

6 CREATE A "WOW" EXPERIENCE FOR YOUR PATIENTS

Go by your first name to leave a lasting impression on new patients. Establish a phone or voicemail greeting for your staff to use that is unique and reflective to your brand. Automatically send out e-mails/e-cards to patients on their birthday. Little things to make you and your business more personable will make an enormous difference in the long run. Remember, it's more than a trip to the eye doctor – think about building an experience around the patient, something that wow's them and puts them at the center of the visit.

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