

# COMPETING WITH ONLINE SALES



## CURRENT MARKET SHARE

Online lens sales account for 10% of all lens sales.



## ONLINE SALES TREND UP

Online lens sales are up 8.2% from 2019.



## INTENT TO RE-PURCHASE

53% of patients that purchase online plan to continue to go online.



## WHY DOES ONLINE WORK?

- 1 Advertising
- 2 Easy to purchase
- 3 Price for any budget



## 6 WAYS TO COMPETE WITH ONLINE

- 1 Create an online presence
- 2 Promote on social media
- 3 Use customized marketing
- 4 Offer contact lens purchases online
- 5 Create a loyalty rewards program
- 6 Create an enticing entry level price point

## GET YOUR STARTER KIT TODAY

Is your practice ready to combat online sales? Ask your Walman Optical account manager for your starter kit today!