

BRICKS & CLICKS

Eyecare's Online Playbook



THE HOME HAS BECOME A HEALTH HUB

As the implications of COVID-19 continue to be felt worldwide, societies and industries, including the eyecare sector continue to adjust to the 'new normal.'

In line with this, a new patient landscape has emerged. **The home has become a health hub.**

Patients now expect to complete as much of their journey as possible remotely. The practicalities of this for eyecare are specific and will enable long-term resilience for the vocation and industry.

The eyecare journey is complex and individual to each practice. Although parts of this journey cannot be performed remotely, there are certain sections that can. Adjusting your existing "Bricks and Mortar" patient journey to a "Bricks and Clicks" edition will:

- Keep your practice transacting regardless of restrictions in your local area
- Empower your employees (a high business cost) to continue delivering exceptional patient service and upselling high-value products
- Assure patients their safety is your utmost concern

Early adopters are winning.

This playbook provides a walkthrough of adjustments to implement a "Bricks and Clicks" patient journey smoothly.

44%

eCOMMERCE

Of consumers now use eCommerce platforms to purchase items they previously wouldn't have bought online¹

65+

AGE

The older generation (aged 65+) are likely to be major drivers of eCommerce growth in the short to medium-term²

SOME ... of the terms patients are looking for?

110%

EYE EXAM PLACES NEAR ME
Year to date increase in Google search volume

200%

**BEST PLACE TO BUY
PRESCRIPTION GLASSES ONLINE**
Year to date increase in Google search volume

180%

EYE EXAM AT HOME
Year to date increase in Google search volume

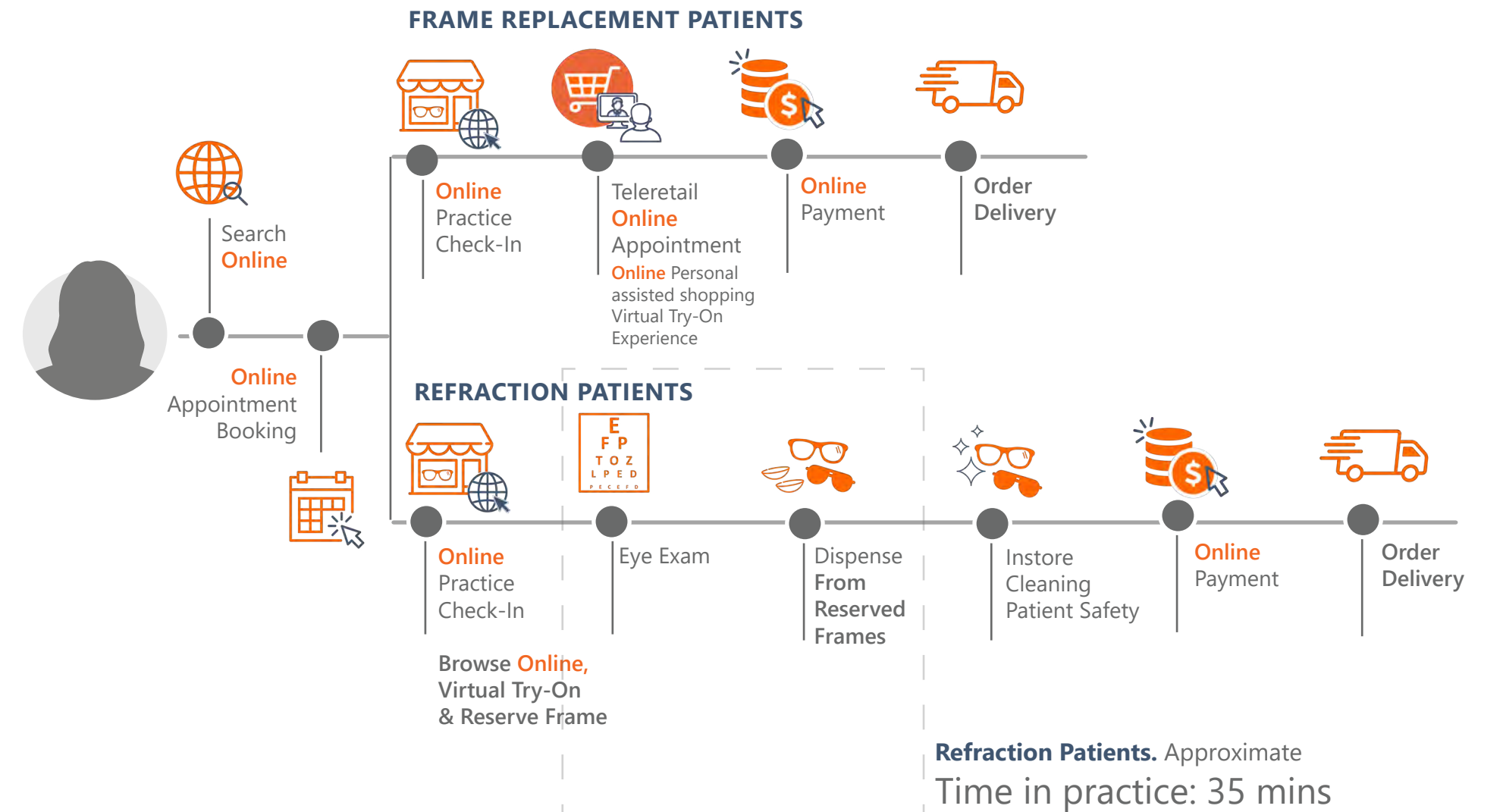
Talk to one of our **DIGITAL** consultants today

 00 44 (20) 3823 6052

BRICKS & MORTAR PATIENT JOURNEY



BRICKS & CLICKS PATIENT JOURNEY



BYTESIZE

Get to grips with the new eyecare patient journey by attending BYTESIZE.

[BROWSE to event schedule.](#)



MODULE 1

LOCAL SEO & GOOGLE MY BUSINESS

Discover how to use 'Google My Business' more effectively. Harness its power to help you become more visible to Google searches. Learn how to promote your practice and take advantage of local SEO with our first BYTESIZE module.



Presenter:
Nathan Potts
OPTICOMMERCE
Digital Development
Manager



MODULE 2

SOCIAL MEDIA

Find inspiration in your practice and see what types of posts work best. Join this BYTESIZE module and let our social media expert provide tailored guidance and advice for your practice.



Presenter:
Aashni Shah
OPTICOMMERCE
Digital Marketing
Executive



MODULE 3

eCOMMERCE SOLUTIONS

Learn how to open an online revenue stream and stay ahead of the curve without making any changes to your website. Join to learn about the Rapid Response eCommerce platform, a simple and elegant, plug and play solution that can help you enhance your online customer experience.



Presenter:
Paul Clare
OPTICOMMERCE
Director



MODULE 4

TELEHEALTH & TELERETAIL

As instore capacity reduces due to social distancing measures, Telehealth and Teleretail provide the opportunity to see patients from any location at any time. Increase appointment availability and allow your business to recapture revenue online through lens upselling and second pair sales.



Presenter:
Liadain Murphy
OCUCO
Global Marketing
Manager



MODULE 5

VIRTUAL-TRY-ON

Learn how to use augmented reality to allow patients to realistically try on frames virtually using the camera on their device. Make a patient's journey more efficient by driving them to choose frames before their appointment and boost your sales as patients browse longer on your website.



Presenter:
Nathan Potts
OPTICOMMERCE
Digital Development
Manager



MODULE 6

BLOGS

What do people look at before they buy or book an appointment with you? Participate to discover what touchpoints you need to keep in mind when writing blogs in order to positively influence potential customers.



Presenter:
Chris Mantle
OPTICOMMERCE
Digital Marketing
Manager

We look forward to meeting you at

BYTESIZE

Rethinking the modules you registered for?

The BYTESIZE team will be happy to edit your registration.

Simply email your changes to: info@opticommerce.co.uk

Looking for some one-on-one time to help digest this information?

Our digital consultants are on hand to speak with you today.



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