

## Course Overview

### **Dramatically Grow Sales Through Digital Marketing**

**2 hours**

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Run time: 2 hours

### **Introduction:**

*Finally, a seminar that reveals the tangible and intangible secrets highly successful retailers follow to a “T” in the Digital Age. As a follow up to Bill Gerber's breakthrough program, The New Rules of Optical Retailing, Dramatically Grow Sales Through Digital Marketing is a highly engaging and entertaining workshop designed to help ECP's identify where they are falling short in their environments, sales approach and marketing presence. Attendees will learn retailing essentials that will help them thrive in today's highly competitive environment and leave with an action plan designed to create positive change.*

### **Course Objectives:**

1. Educate attendees on specific, proven digital age sales and merchandising techniques designed to create higher patient satisfaction and practice success.
2. Teach attendees the fundamentals of the way our brains have changed because of digital interaction.
3. Stimulate interest in looking to other industries that have mastered omni channel sales methodologies for guidance and direction.

## **Outline**

### **I.) The Digital Onslaught**

#### **A.) Screen Time Facts**

- 1.) The Avg American spends over 7 hours a day on screens
- 2.) 2-3 screens are the norm
- 3.) Many watch TV + have their mobile active at the same time
- 4.) 2.5 hours are spend scrolling social media
- 5.) Tweens 5 hours, Teens almost 8 hours!
- 6.) Mobile 4 hours, the rest desktop or TV's
- 7.) 82% streaming TV usage

#### **B.) What This Has Done To Our Attention Spans:**

- 1.) The average human attention span is now shorter than a goldfish's. A recent study found that the average human attention span has fallen from 12 seconds in 2000 to eight seconds today. It is reported that goldfish have a 9-second attention span
- 2.) Given this people prefer short bursts of information as opposed to long, drawn out narratives
- 3.) 2017 Survey confirms that US companies lose \$15 billion a week due to lost productivity associated with the personal use of smart phones
4. Unless the 3 Second Rule is applied to all online and in store efforts, communications will most likely fail to engage properly

#### **C.) What This Has Done To Our Buying Behavior:**

- 1.) Humans have an unparalleled hunger to know stuff so we are always on and interested

- 2.) The conundrum between our vast appetite for information and our limited capacity for attention presents a challenge in eyecare.
- 3.) Cite “The Distracted Mind for examples
- 4.) Our capacity is to focus on one thing at a time
- 5.) Therefore it’s crucial to present information in an interactive and compelling way so patients can focus on one thing at a time.
- 6.) Too many choices like frame boards, myriad lens options, colors, treatments etc. can cause buying paralysis of “let me think about it”
- 7.) Look to online purchasing as a guidepost to curate your own offerings
- 8.) Examples of retailers that have been repurposed at great expense to correspond to these changes in buying behavior:
  - a. Apple
  - b. Target
  - c. Wal Mart
  - d. Warby Parker
  - e. Lululemon
  - f. Lenscrafters
  - g. Grandvision

#### **D.) What We Need To Do In Order to Not Be Left Behind**

- 1.) Plan for the future-cite example of Traction
- 2.) Implement a technology plan that enables an omni channel experience; pre visit, during the visit and post visit
- 3.) Look outside the industry for inspiration and planning
- 4.) Implement 10 new things this year and expect 3 or 4 of them to work
- 5.) Upgrade your SEO
- 6.) Make sure all customer facing imagery is up to date and engaging
- 7.) Update your physical space
- 8.) Visit trade shows and ask reps for recommendations on tech that is working

- 9.) Bring new ideas to the table
- 10.) Establish budgets for innovation

## **II.) Inspiration & Call To Action**

### **A. Independent + Chain Practices That Have Adapted + Are Thriving As A Result**

- 1) Cite detailed examples of how specific operations became honest with themselves and how they implemented changes
- 2) Challenge attendees to make the needed changes

### **B.) Attendee Adaptation Self Assessment Exercise**

### **C.) Speaker Facilitated Q+A + Closing**