



VM 2011
global
Leadership
summit





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For Eyes Optical

POWER TO THE PUPIL



FOR EYES

A BRIEF HISTORY

For Eyes 1972

- First Brick & Mortar store Pine Street, Philadelphia 1972

For Eyes 2002

- foreyes.com launched 2002

For Eyes 2010

- Launched limited eyewear Ecommerce on foreyes.com 2010
- Launched Facebook & Twitter pages
- Enterprise email marketing
- SEM
- Yelp marketing / GoRecommend
- Exploratory in Mobile Media development



WHAT DO WE BRING TO THE TABLE?

- A deep understanding our customers and and their needs
- A unique brand experience with exceptional customer service
- Customers with a strong emotional connection to our brand
- An evolving website focused on providing unparalleled ease-of-use
- A desire to embrace the diversity of the web
- Mutual support and cross selling between our online presence and our 130 brick and mortar stores
- A cutting edge manufacturing facility
- TRUST: 40 years of equity serving our customers
- Long term relationships with exceptionally skilled OD's
- An opportunity for Manufacturers to have greater product exposure



OUR MISSION



A UNIQUE ONLINE CUSTOMER EXPERIENCE

Customer experience is achieved by a strategic amalgamation of E-Commerce, Marketing, Social Media and Mobile Strategies into a cohesive brand outpost.





WEBSITE



FOR EYES

EASE OF USE

FOR EYES
1.800.FOR.EYES

HOME eyeglasses contact lenses sunglasses accessories sale

product search find seeing things differently since 1972

Spare Pair Sale! Enter 50OFFSPARE at checkout.

Back to Browse

YOUR FRAMES » PRESCRIPTION » LENSES » REVIEW

Your Lenses: Single Vision Lenses


The lens options below have been chosen to best suit your unique vision.

plastic lenses CR-39 Plastic lenses are significantly lighter than glass, offer high abrasion resistance and provide quality optical properties. More info	\$49	<input type="radio"/>
YOUR BEST OPTION toughlites PURE Lighter, thinner and more impact resistant than plastic, PURE polycarbonate lenses are a smart step up from plastic. Great for kids and adults alike. More info	\$168	<input checked="" type="radio"/>
toughlites AIR The lightest lens available, AIR combines cloudlike lightness with the toughness you would expect – creating a balanced lens for people with active lifestyles. More info	\$188	<input type="radio"/>
toughlites NATURAL NATURAL offers you the thinnest profile while continuing to be lighter than plastic and is great for any prescription requiring a high-index lens. More info	\$238	<input type="radio"/>

Lens additions, if you please.

toughlites CLEAR The latest technology creates the clearest, toughest and most scratch resistant lenses. More info	INCLUDED	
transitions: pure Transitions lenses give you the benefits of clear lenses indoors and at night. More info	\$80	<input type="radio"/>
polarized More info Select lens tint: <input checked="" type="radio"/> Gray <input type="radio"/> Brown	\$80	<input type="radio"/>

Subtotal **\$168**

 Elizabeth Arden 1042 \$129.95

CONTINUE

FOR EYES
1.800.FOR.EYES

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Back to Browse

YOUR FRAMES » PRESCRIPTION » LENSES » REVIEW

Your Order

All online shipping is to the United States and Canada only.

order information	Prescription
	Spr Cyl Axis Right (OD): 0.00 -0.25 180 Left (OD): -0.25 -0.25 - PD: 67 m(R) m(L) Rx Verification: I will email a scanned copy to: prescription@foreyes.com
	Your Savings Your Price
Frame: Elizabeth Arden 1042 two tone plastic frame with crystal floret accent at temple	\$50 off retail price \$129.95
Lenses: Single Vision Lenses toughlites PURE	\$32 off retail price \$168.00
Additions:	\$0 off retail price \$0.00
TOTAL:	\$82 estimated savings \$297.95

ADD TO CART

where is my order? do you take my insurance?
company information | contact us | security & privacy | terms of use



FOR EYES

MARKETING



FOR EYES

EVOLVING SMART NETS

- SEO / SEM
- DM vs. Email
- Banner Ads
- Strategic Partnerships
- Blogging and online editorial
- Social Media
- Viral Media
- Traditional TV

Google isn't dead.

Facebook is tell-a-friend x 1000.

Yelp is a great place to promote customer service.



SOCIAL MEDIA



TARGETED DIVERSITY

- Facebook
 - Global audience: 550 Million (11/10)
 - For Eyes “fans”: 2,070+
 - 19 Countries
 - 68% Female / 32% male
 - 31% are 18-24
 - 15% are 25-34
 - 20% are 35-44
- Twitter
- Tumblr
- Yelp
- Empathica / Go Recommend



FOR EYES

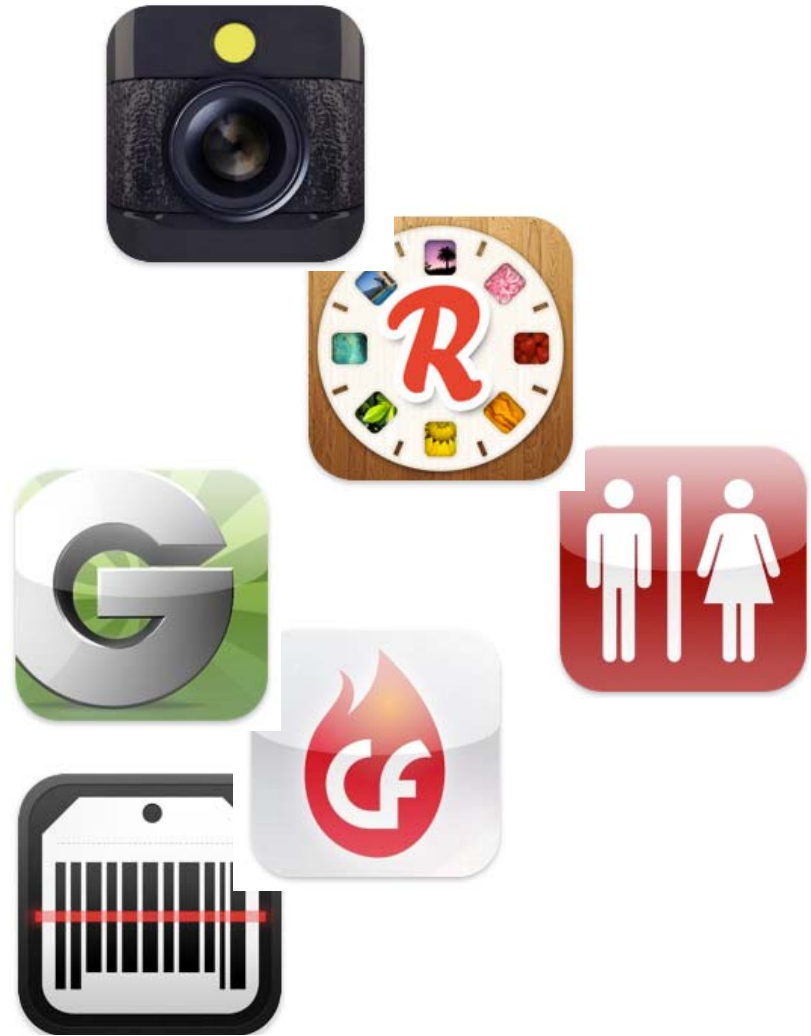


FOR EYES

MOBILE APPLICATIONS

Apps we like:

- Hipstamatic
- Retrollect
- Sit or Squat
- Groupon
- Cellfire
- Shopsyavvy



OUR BRAND IN YOUR HAND

- iPhone, iPad, Android platforms
 - 2 launching soon!
 - Click For Eyes
 - Frogitar
 - 2 more to launch in Q4
 - You'll have to
 - Wait and see!



FOR EYES

**HOW'S IT
GOING?**



FOR EYES

IT'S GOING GREAT!

- The Ecommerce site has been hitting and exceeding target
- We're selling eyewear outside of our B&M districts
- Ease of use positively impacting conversion rates
- Online appointment requests are up comp 2009
- Evolution in our use of social media allowing better customer service and new customer procurement

So...

- Online strategies for 2011+ are underway and include best-of-breed enhancements for the Ecommerce site and further convergence of various media



WHAT IS OUR CUSTOMER EXPERIENCE?



ONE OF TRUST

We're here because we feel that we're the best at what we do.

For Eyes will never be the cheapest pair of eyewear you can purchase online. Our value is not defined by price point, it is defined by our years of experience, technologically cutting edge lab, partnerships with our exceptional OD's and equity from almost 40 years in business.

We're the smart choice.



FOR EYES