

Analyze The Top Market Player

1. Perform full research on their target market and avatar.

Jim, he's an happy old school-ish guy, chill trucker, 40 years old, has 2 kids, making medium income of about 60k, owns a gun, has a little grey-black beard, grey-black hair, slight stomach, drives a white truck, talks in a slight southern accent.

<https://docs.google.com/document/d/1aMMastRYNwdDD2vRmQe8K6GNETLD5z1oA7ekYZDxHK8/edit?usp=sharing> (the rest is here)

- Men or Women?

Both.

- Approximate Age range?

30 - 45.

- Occupation?

Doesn't play a role for this.

- Income level?

Medium, so like 40k - 70k.

- Geographical location?

America.

2. What are the reasons their customers decide to buy?

Good customer service and good simply website service, easy to order etc.

More specific reasons:

There are three options to a business and you have to choose two. (Quality, Speed, Cheap)

Place 1 focuses on being Cheap and Speed.

It's more for poorer people/medium income, or someone who wants their exam done very fast and doesn't care very much.

Eye exams are very cheap and the most glasses aswell, although they got more expensive frames too. (Eye exam 60\$)

They also have a lot of clinics all over the place, 900+ to be exact so chances are it's near them.

That's really the two main ones, I'm not going to add something like "It has a strong brand and a good reputation, because smaller clinics don't take anything out of that, they might not really have a reputation, but on the other hand, small clinics don't have 900+ locations either...."

Reason 1 TLDR; It's cheap and fast. (and take a lot of insurances also)

Reason 2 TLDR; They have 900+ clinics, which almost gaurentees it's near.

Small reasons:

- They do limited deals so people FOMO in, they even have an OFFER section.**
- Chances are they send things to your email that remind/get you to buy.**
- Easy to navigate website, not confusing.**
- Good customer service, although quick paced.**

Place 2: focuses on Quality and Cheap, it's not the cheapest, but it's like 'cheap luxury' so for people who want it to be like good quality, but still very affordable, 95\$ on most frames, so for like medium income, or even lower income.

Reason 1 TLDR; It's pretty much "Cheap Luxury", Affordable, but still they present their brand in a quality way.

Reason 2 TLDR; They also have like 200+ locations, which definitely helps.

Reason 3 TLDR; Both this one, and the one above, have a very strong brand and presence online, so both are trustworthy.

Smaller reasons:

- New's letter, (advertises deals and stuff)**
- Easy to use website with lots of cool features.**
- They've got a few deals**
- People want to look stylish, so they choose this brand over others because it's affordable.**

Place 3 is focused on Quality.

Reason 1 TLDR; It's good quality and I'm tempted to say pretty luxury, definitely for higher income people although they do have a few cheaper frames.

- Pretty good website, but could be a little better, although it is luxury.
- New's letter once again, (advertises to people, builds trust and relationship.)
- Convenience, since there is a lot of them, 900+
- Speed, you can get order very fast

3. How are they getting attention?

Facebook and Instagram are the platforms they use, rarely Twitter.

How do they actually get attention exactly though?

Place number 1 get's attention by:

Social media:

Put a nice frame and then talk about how it will elevate your style or how it is trendy, or how they stand out/how they are special, or stylish for that season,

"Vacation? Get the perfect glass.."

TLDR; Say the glasses stylish and for or why with 4k image.

Other things:

- They've partnered with celebrities,
- Sponsors events or things,
- A loyalty program, so customers return
- Donating or doing charity stuff.

Place number 2 get's attention by:

Social media:

Picture of a person, with glasses that match him/her and the person's name/the brand's name and maybe how they are stylish for that period of time/season.

Other things:

- Charity, big part of it, they match each glasses bought as a donation.
- Quality frames, and they're good at marketing
- Mostly media beside that.

Place number 3 get's attention by: Just pictures of people with glasses, random captions, and stylish, "trending" glasses.

Other things:

- Loyalty program
- Donates glasses to community type of charity stuff sometimes.

4. How are they monetizing their attention?

Pretty much all of them are similar.

Charity events: Probably have their logo all over

Social media: Link's to glasses

Sponsoring events: Have their logo all over

Partnering with celebrities: Obvious benefit, people will either buy those glasses from them, or check out their brand.

5. What is this brand doing better than anyone else?

Places number 1 is:

Affordable and very convenient, tons of them exist.

Place number 2 is:

You get the bang for your buck, good quality for good prices.

Place number 3:

Sort of a Luxury brand, but honestly, not much that stands out them beside the very clean and luxury website, store, and identity.

6. What mistakes (if any) are they making?

Places number 1:

Sometimes bad customer service (returning stuff, shipping the right prescription or size, that type of thing)

List of little things:

- Website looks a little old and looks like costco's website, but it has an iconic look and it's simple, so I guess it's alright,
- Instagram doesn't look as professional, it looks like half-random content from some wanna-be tiktocker, not like 4k images of glasses.
- No newsletter (atleast publicly available, maybe they do have one when you actually get an exam and give your email)

Place number 2:

Once again poor customer service sometimes, particularly online, just like the last one.

Beside that, nothing much, they're really good.

Place number 3:

- Posting long, chunky posts, that nobody will read and not curious and attention grabbing, with their brand they should be taking like 4k photo's and they'd do a LOT better, especially because their brand is sort of luxury.
- One small thing beside that, website was slightly not visually appealing, although it was almost almost there.

7. What can other brands in the market do to win?

Top things a brand can do to also win in the market:

Get a newsletter and use it to advertise and build relationships.

[First thing that tons of vision clinic's don't have, is a newsletter. Using one, you can just send out like emails every week or two.

Ideas of what you can send in the newsletter:

-Reminding them they haven't had an eye exam in x months, and studies show that you should take a exam ever x months or else x could happen.

-Limited time deals/offers,

-Seasonal eye exam/glasses, for instance, "It's august, and your kids are going to school, make sure to check their eyes", and for glasses, "It's almost summer!

Time to level up your style and level up your sunglasses!", Something like that.

-Glasses trends (assuming the clinic has those glasses)

-Giveaway maybe, like do x and the winner wins the raben sunglasses or something.

NOTE: DEFINANTLY have some systems in place where you can like tag people, and if they haven't opened it in x emails, remove them from the list after sending a banger email.]

Make social media and actually USE IT. (and ofcourse you can advertise those posts atleast sometimes when it's something special)

[Social media is a lot more powerful than some people may think, especially if you're taking high quality photos of your glasses or someone wearing your glasses, even daily or almost daily, it stacks up. Also it's a big thing to be in the know of latest trends.

You can post about similar things like you do on a newsletter such as:

- Limited Deals and Offers
- Giveaways (maybe)
- Glasses trends
- Seasonal eye exam/glasses

And if you have nothing, then you can always post a high quality picture of glasses or something to do with leveling up your style.

-(just an idea) Perhaps a before and after style upgrade

Stuff like that]

Upgrade your darn website

[Looking at many websites of vision clinics, it either looks like a decade old, or something that someone just made in a few hours with Wix.com, but still missing a lot of features and a bit confusing and random.

Ideas to upgrade an average website:

- Start off by just making it simple, appealing, so people know exactly where is what, not like weird names for the tabs etc. Simple to navigate.
 - Add a feature to schedule appointments, Here you can give them two options, either call and schedule, or do it online. This could definitely be helpful if someone doesn't want to/is unable to call, so you just do it online.
 - Add a feature to contact you, and that's where you put all the info to contact you.
 - Add limited time deals, and put a timer on them so people actually hurry.]
- , not just very average writing.

Build a strong brand.

[Building a strong brand is good so your not just like some random clinic, your actually like THE clinic in THE place.

Ideas to have a recognizable, strong branding brand:

- Have an iconic maskot, or logo, or color, or something that is rememberable and makes you unique. Not just like white text.
 - Link your social media's on your website, and everywhere.
 - Maybe have an iconic slogan where you put everywhere.
- Etc.]

