

OMG! OPTICAL MARKETING GROUP PRESENTS

# The Optometrist's Guide to **VISUAL MERCHANDISING**

*MASTER THE ART OF RETAILING THROUGH SMART STORE DESIGN*

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**36% OF PATIENTS WHO RECEIVE AN  
EYE EXAM PURCHASE ELSEWHERE DUE TO  
INEFFECTIVE MERCHANDISING.**

The average capture rate for patients who receive an eye exam by their ECP is only 64%.\*

**HOUSTON, WE HAVE A PROBLEM....**

**YOUR RETAIL  
SPACE IS FULL  
OF UNTAPPED  
OPPORTUNITY...**

## Effective Retail Design

FLOORPLAN :: LIGHTING :: FIXTURES :: FURNITURE :: COLORS

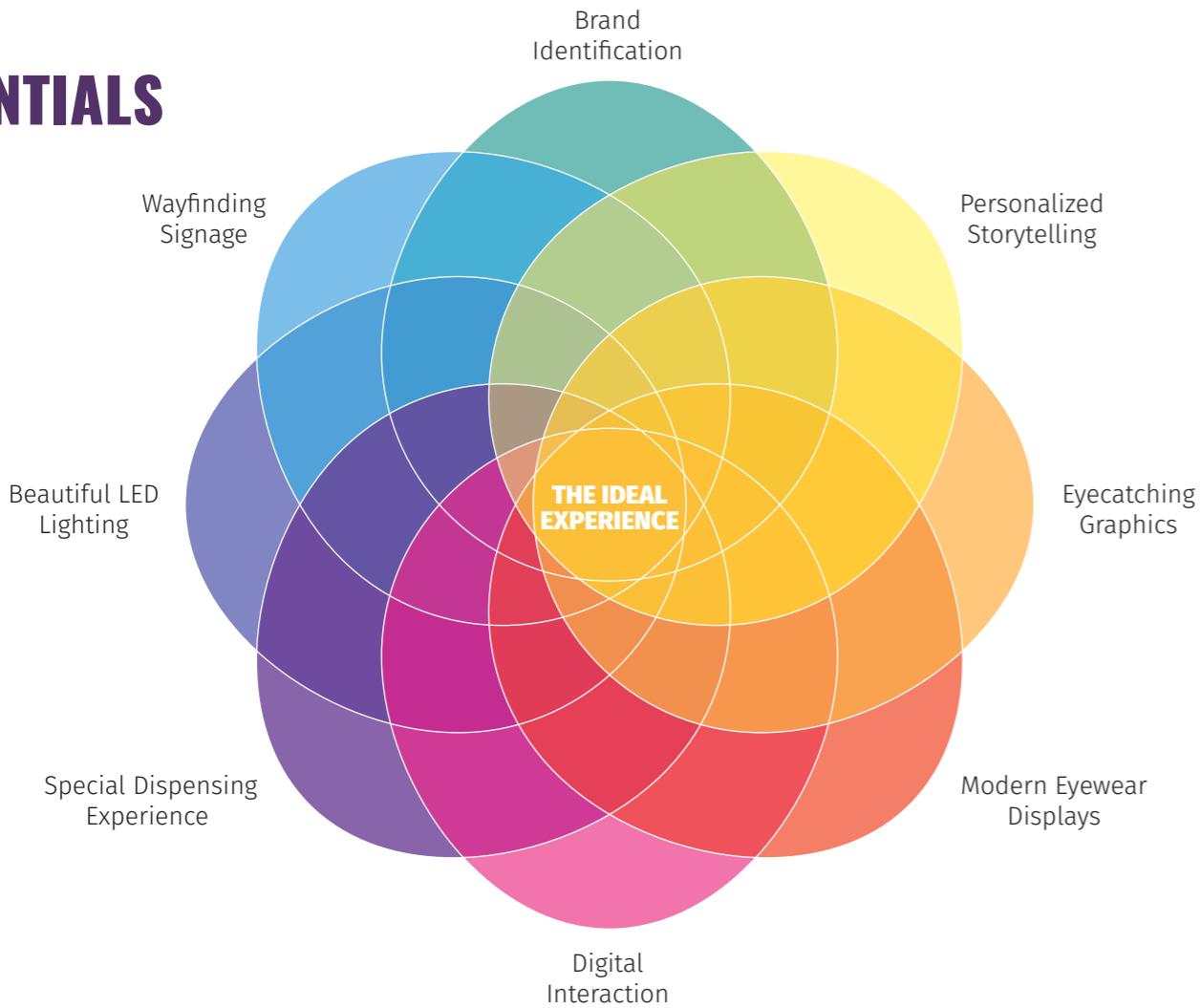
## Excellent Merchandising

+ FRAME DISPLAYS :: STORYTELLING :: SIGNAGE :: GRAPHICS :: DIGITAL

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# INCREASED SALES

retail  
**ESSENTIALS**



the customer journey

Customers often stroll around in search of inspiration. As you walk through your optical, look at the space through your customers' eyes to determine if it meets the following goals:

**ATTRACT** | LEVERAGE THE POWER OF YOUR STOREFRONT, WINDOWS & DISPLAYS BY USING BEAUTIFUL GRAPHICS, FIRST-CLASS LIGHTING & DIGITAL IMAGERY

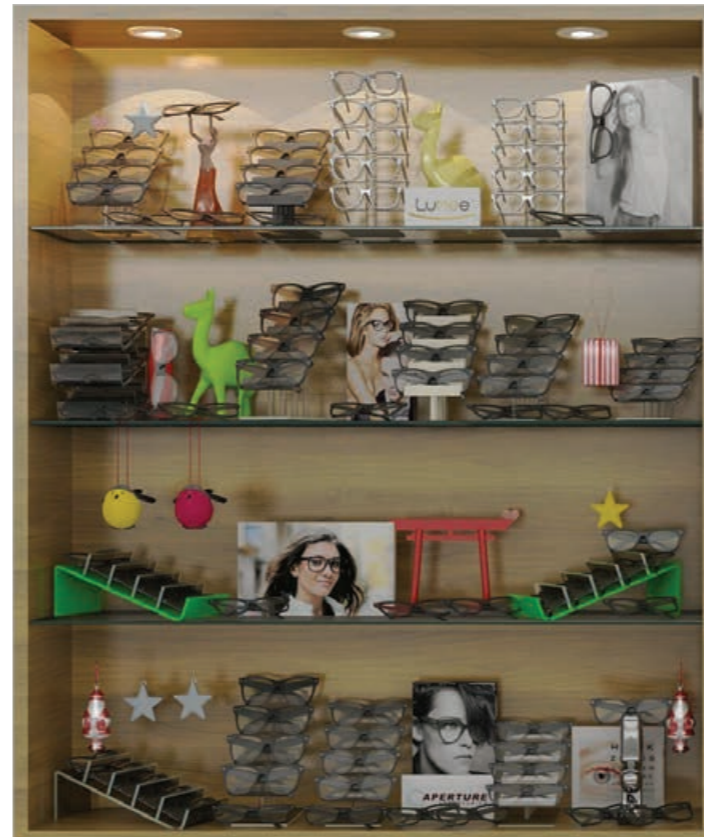
**DISCOVER** | INCREASE DISCOVERY WITH CREATIVE STYLE CENTERS, FREQUENTLY UPDATED GRAPHICS & PERSONALIZED BRAND STORYTELLING

**DECIDE** | CREATE CLEARLY DEFINED SECTIONS ALONG THE PERIMETER WALLS WITH SIGNAGE THAT HELPS CUSTOMERS EASILY FIND AND SELECT THE STYLES THEY CRAVE

**CELEBRATE** | MAKE THE DISPENSING EXPERIENCE MEMORABLE SO THAT YOUR CUSTOMERS FEEL EXCITED AND APPRECIATED

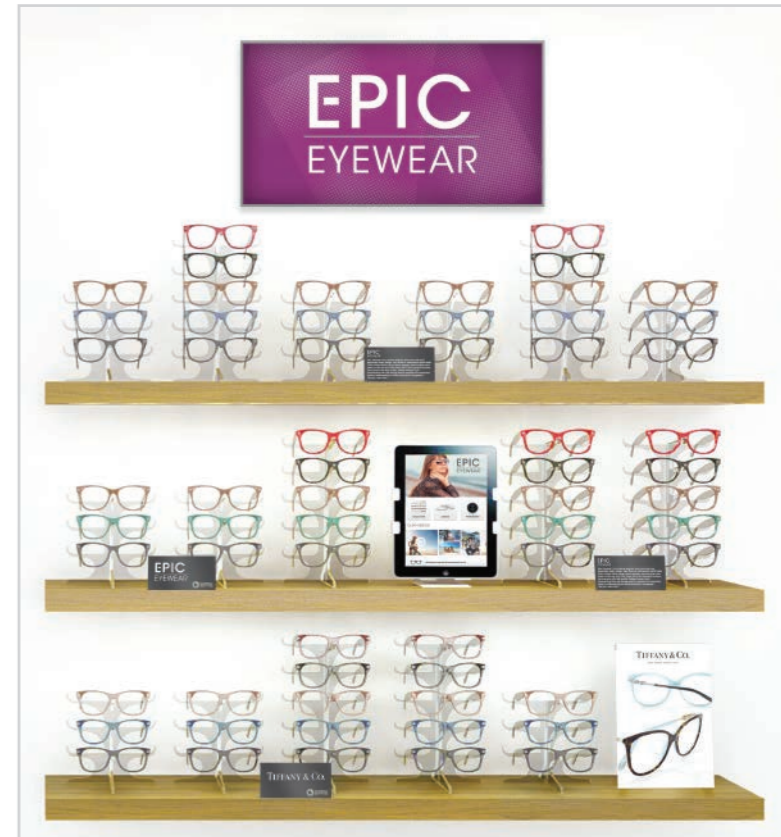
# DITCH THE CLUTTER IN FAVOR OF PROVEN TOOLS & TECHNIQUES THAT DRIVE SALES

YIKES...



The combination of bad lighting, outdated graphics, mismatched displays, filler decorations, and lack of cohesion creates an environment that detracts from the eyewear and confuses the viewer.

YES!



LED lighting, clear brand identification, eye-catching digital content, clean and modern displays and personalized storytelling signage create an easy-to-browse, impressive display that encourages interaction and try-ons.



### This OMG! Optical Design Features:

LED Lit Floating Shelves | Personalized Brand ID / Brand Story Signage | Framed Fabric Graphics  
3 Frame / 5 Frame Tree Stands | Digital Interactive Screens Powered by Contentling

# A WELL PLANNED SPACE DELIVERS EXCEPTIONAL SALES & SATISFACTION

## PRESENTATION

- Utilize frame displays that maximize the cubic space of your shelving and present the eyewear fully open
- Replace halogen and fluorescent lighting with LED and add extra lighting where needed
- Still using frame boards and rods? Make the switch to shelving and thank us later!

## ORGANIZATION

- Organize eyewear by brand, style, color & material for a better browsing experience
- Create a separate sun section that increases the visibility of your assortment
- Designate a special area for new arrivals (frames and/or collections)

## ENGAGEMENT

- Attract your customers with interesting digital interactive content at point of sale
- Tell the stories of your collections through personalized signage
- Well-informed staff members who are well-versed in your brands are essential to business

## WE DON'T JUST MAKE YOU LOOK GOOD.

At OMG, each design is created with the intention of increasing engagement, discovery and sales for your business.



Interactive Digital Media Powered by Contentliq



Complete Practice Design & Signage Packages



Sourcing, Printing & Installation of Custom Window & Wall Graphics



Jumbo 3 Frame / 5 Frame Tree Stand & Personalized Brand ID / Brand Story Signage by OMG!





### This OMG! Optical Design Features:

- LED Smart Panel System | Window Displays | Personalized Brand ID/ Brand Story Signage
- 3 Frame / 5 Frame Tree Stands | Digital Interactive Screens Powered by Contentling
- Dispensing Tables | Dispensing Bar | Freestanding Grid Display

OMG IS READY TO  
HELP TAKE YOUR  
PRACTICE FROM  
**GREAT TO EPIC!**

## Our Products & Services:

- Optical Design
- Eyewear Displays
- Signage Programs
- Retail Consulting
- Window Graphics
- Digital Displays
- Digital Media Management



**CLIENT:** Pinnacle Eye Associates  
**LOCATION:** McKinney, TX  
**PROJECT:** Practice Design  
**PROJECT GOAL:** To design a spa-like setting that customers look forward to visiting. Combining rich colors and patterns with sleek displays and luxurious logo presentation.



**CLIENT:** Glendale Optometric  
**LOCATION:** Glendale, CA  
**PROJECT:** Practice Design, Logo Design, Digital Content  
**DESIGN GOAL:** To create a space that feels modern yet accessible while highlighting brands and their stories and providing opportunities for digital interactive engagement.



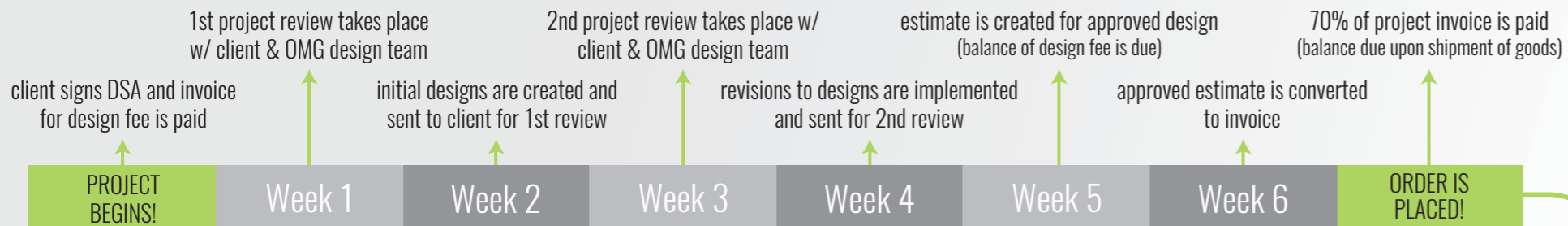
**CLIENT:** BuckEyeCare Optometrists

**LOCATION:** Northfield, OH

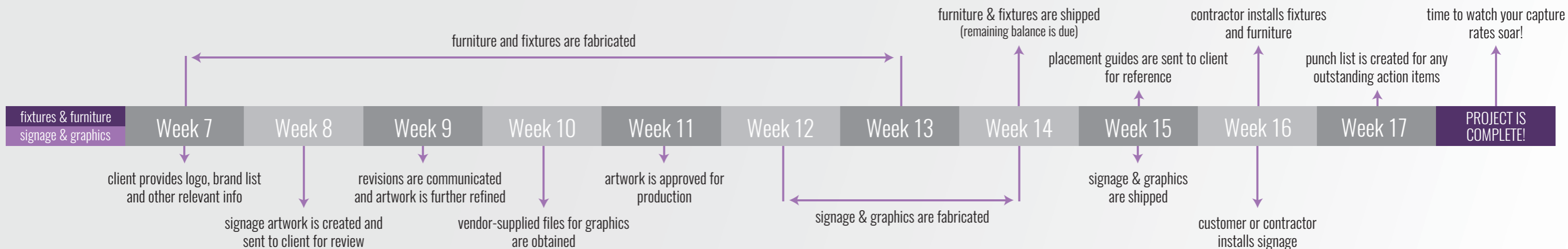
**PROJECT:** Practice Design, Logo Design

**PROJECT GOAL:** To develop a space that reflects the collegiate football theme beloved by patients and staff alike in a modern, professional manner.

## DESIGN TRACK



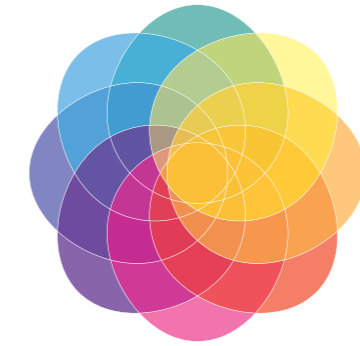
## PRODUCTION TRACK



# Optical Design Timeline

Our OMG design team is here to create the practice of your dreams. Whether you would like to be involved in the process a little or a lot, our goal is to ensure your project runs smoothly, efficiently and on-time. Many people are overwhelmed by the thought of designing their practice, but we are here to help every step of the way and will take care of the heavy lifting so that you can focus on your thriving business!

WHETHER YOU'RE IN  
NEED OF A MAJOR  
**RE-DESIGN** OR A  
MINOR UPDATE...



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**WE CAN HELP YOU MAKE YOUR OPTICAL  
MORE EFFECTIVE AND PROFITABLE!**

**LEARN MORE TODAY!**

Practice Design, Signage & Graphics, Retail Consulting, Point of Purchase Design:

**[WWW.OMGHOME.NET](http://WWW.OMGHOME.NET)**

Digital Media Management & Distribution:

**[WWW.CONTENTLINQ.COM](http://WWW.CONTENTLINQ.COM)**



# MORE WAYS TO CONNECT

## OMG! OPTICAL MARKETING GROUP

**EMAIL**  
info@omghome.net

**PHONE**  
978.712.0664

**FACEBOOK**  
@opticalmarketing

**INSTAGRAM**  
@omg\_opticalmarketinggroup

**YOUTUBE**  
Omg! TV - Optical Marketing Group

## CONTENTLINQ

**EMAIL**  
success@contentlinq.com

**PHONE**  
978.712-0664

**FACEBOOK**  
@contentlinq

**YOUTUBE**  
Contentlinq

**TWITTER**  
@contentlinq1



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OMG Merchandising Panels featuring LED Lit Shelving, 3 Frame / 5 Frame Tree Stands, Personalized Brand ID / Brand Story Signage, Customized Graphics, and Digital Touchscreens Powered By Contentlinq.