



Invision Optometry  
San Diego  
Mick Kling, OD



# What We Did **Differently.** And Why.



# Branding



**InvisionOptometry**  
@OptometrySD

#SanDiego #Optometry #EyeExam  
Invision Optometry, San Diego's #1  
Source for Whole Health Eye Care +  
Eyewear...

TWEETS 36 FOLLOWING 85 FOLLOWERS 39 LIKES 1

Tweets Tweets & replies Media

Pinned Tweet  
**InvisionOptometry** @OptometrySD · Jun 8  
#summertime in #SanDiego is here, get  
your @OfficialMauiJim #Sunglasses today  
[invisioncare.com/maui-jim-sungl...](http://invisioncare.com/maui-jim-sungl...)



Welcome to  
**Invision Optometry**

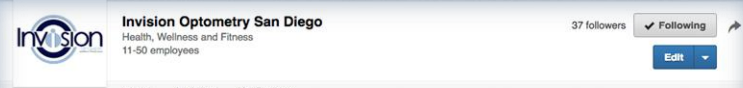
We are your premier eye care destination in San Diego  
offering the latest in technology, eyewear and medical  
eye care services. [Learn More.](#)



Meet the new Google+. Simpler, faster, better. Preview it today. [Let's Go](#)

**Invision Optometry**  
3434 Fourth Ave San Diego, CA 92103  
(619) 222-2022  
[invisioncare.com](http://invisioncare.com)  
Optometrist  
Today Closed

1 follower | 11,844 views



**Invision Optometry San Diego**  
Health, Wellness and Fitness  
11-50 employees

37 followers [Following](#) [Edit](#)

Home Analytics Notifications

**Admin Center**

**Drive engagement**  
Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)

Share an update

Share with: All followers [Share](#) [See all notifications](#)


**Today's social actions**  
Sorry, no activity on your content today. Post an update to start a conversation with your community.

**How You're Connected**

1 first-degree connection  
8 Employees on LinkedIn [See all](#)

We know your vision is important to you. And at Invision Optometry, your vision is important to us as well. That is why we work hard to stay at the forefront of new technologies and new advancements in the field.

Click, explore relevant opportunities with




**invisionoptometry** [Follow](#)

**VISION**

Invision Optometry Vision is an important part of experiencing the world. It's the most treasured of our five senses. We understand vision. Come see the difference. [www.invisioncare.com](http://www.invisioncare.com)

40 posts 62 followers 58 following



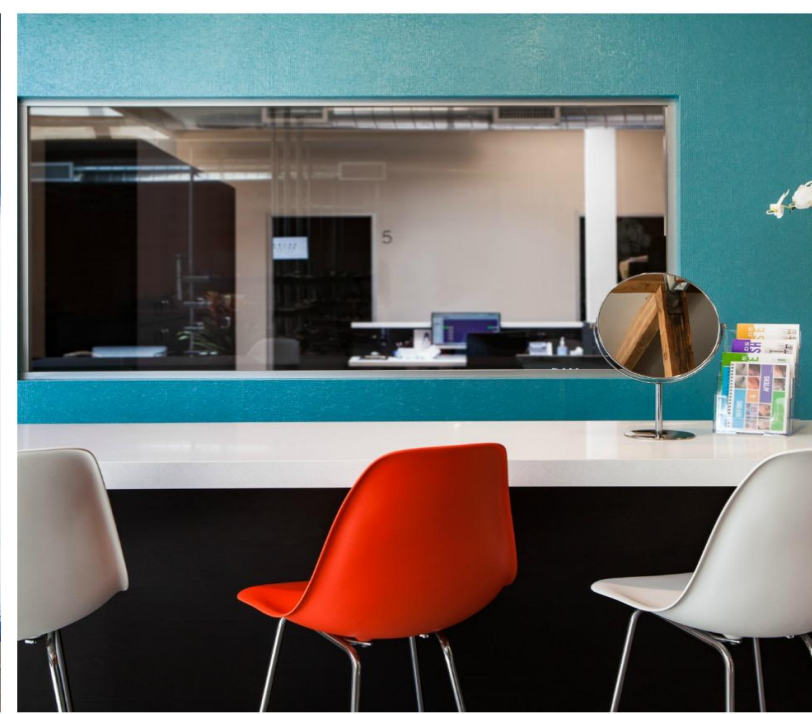
Coffee. The Universal Greeting.





Open Design

# Seating Vignettes



# Merchandising



Clean







Lighting

# Experiential Marketing



# Interview



# Technology



optovue

iVue



PRACTICE PREP-ORT



EXIT

Operations



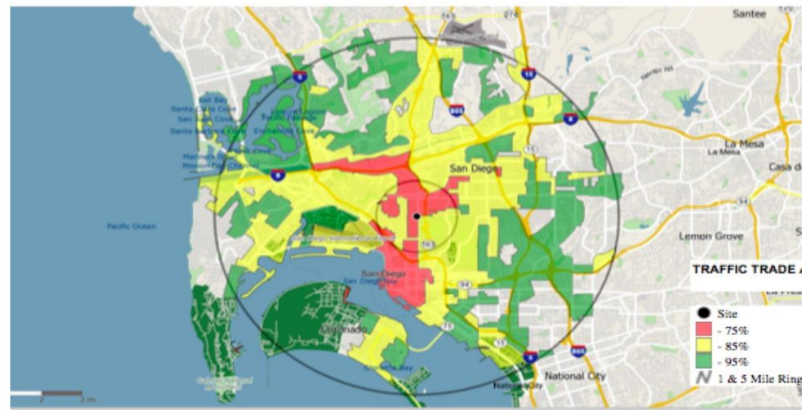
# Collaboration



# Geospatial Marketing

## Trade Area Determination and Traffic Origination Analy

The **RED** and **YELLOW** areas represent the majority of your TRADE AREA. "Where do people come from who travel within 1 mile of this location?"

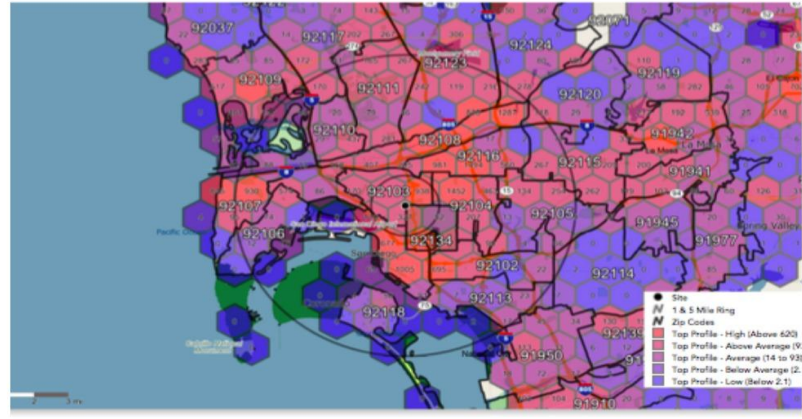


Eye Care Opportunity in your Trade Area: \$ 10,548,962  
GPS Systems were used to analyze a 1 mile and 5 mile radius around your location.

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## Heat Map of Striving Single Scene within Trade Area

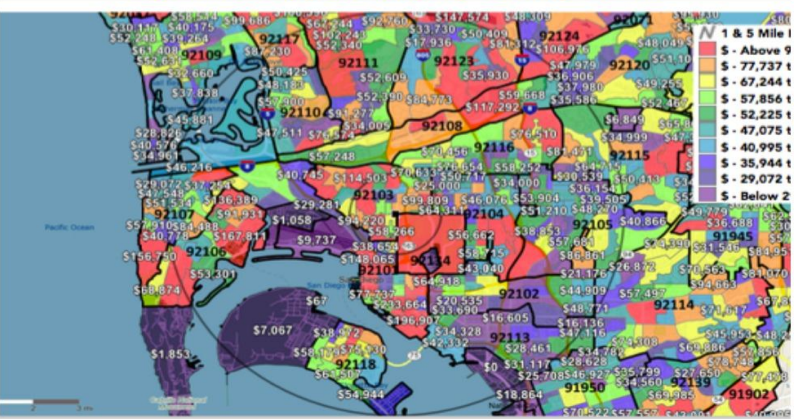
"Where do your Top Consumer Profiles live?"



Red areas indicate a higher profile presence, while **BLUE** areas represent locations with little to no presence. \*Each Hexagon represents 1 mile in diameter, and contain a count of profiles by household.

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## Eye Care Opportunity by County Block



What areas of town spend the most on eyecare?  
**Red areas** spend 10x more than **Blue** areas.  
This map shows you the eyecare dollars spent in each county block.  
\*Zip Codes are outlined and labeled in BLACK.

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**G25 Urban Edge**  
Younger, up-and-coming singles living big city lifestyles located within top CBSA markets

Andrew & Emily  
1.52% | 0.80%

**Who We Are**

- Age: 26-30 (49.8%)
- Property type: Multi-Family: 10 Units (18.7%)
- Household income: \$50,000-\$74,999 (18.0%)
- Household size: 1 Person (91.5%)
- Home ownership: Rent (68.7%)
- Age of children: 0-17 (1.1%)

**Channel Preference**

- 52
- 160
- 117
- 202
- 203
- 286

**Key Features**

- Progressive views
- Urban dwellers
- Highly educated
- Ambitious
- Environmental advocates
- Exercise enthusiasts

**Technology Adoption**

Journeymen

Mosaic USA

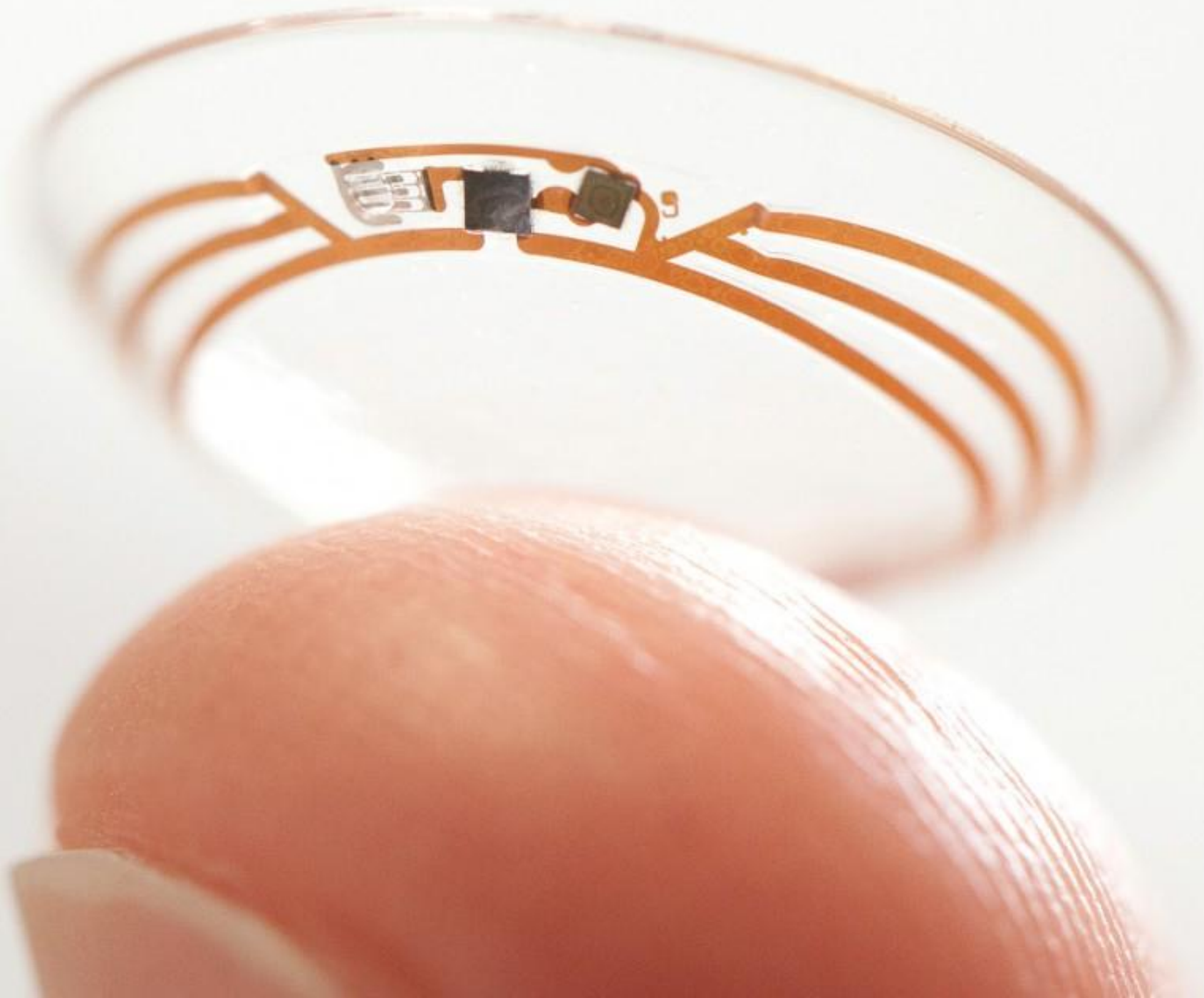
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**Growth is  
painful.  
Change is  
painful.  
But nothing  
is as painful  
as staying  
stuck  
somewhere  
you don't  
belong.**

Imagine For A Moment.





# Data Sharing.

What we offer is cross-referenced with what you want and need.

Walmart 

1 800 CONTACTS®

HOINTER™

eyeris  
emovu  
by Eyeris

 cloudtags

TESCO  






### INNOVATE

No need to sift through piles of clothes or wait on a salesperson. Tap the clothing you like and your items will be delivered to your fitting room in under 30 seconds.

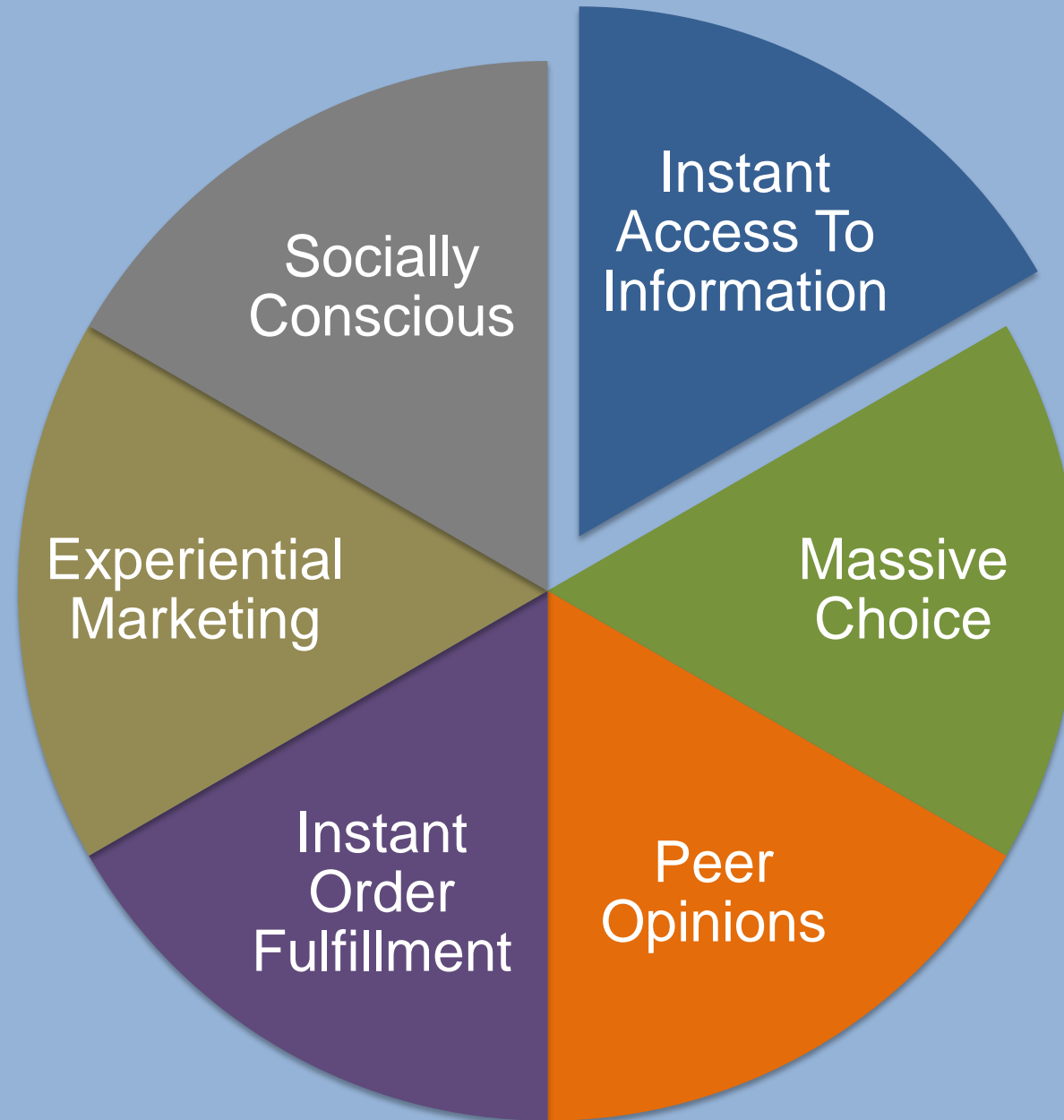
### DISCOVER

Browse and try on over 150 styles from premium jeans brands. Choose a clean dark wash for work or try the edgier raw look for a night out. Discover what you like and find the perfect fit fast.

### SIMPLIFY

Like it? Swipe your credit card and walk out--no lines, no hassle. Not the right fit? Toss it away, literally. We'll take care of the rest.

# So What?







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