

How We Increased FACEBOOK ENGAGEMENT By 1,511% For Our Client IN ONLY 4 MONTHS

In just four months, we helped increase VISION EASE social media engagement rates across Facebook, Twitter, and LinkedIn. Implementing a brand strategy that directed specialized messaging produced increases in user engagement across these platforms:

- **+1,511% FACEBOOK**
- **+971% LINKEDIN**
- **+464% TWITTER**

VISION EASE is a leading manufacturer of specialty ophthalmic lenses. Home to several brands, their products can be found in wholesale labs, eye doctor offices, and retail outlets around the world, most notably in Lenscrafters®, Walmart®, Sam's Club® and Vision Works®.

While VISION EASE had a social media presence, they weren't communicating in a way that prompted people to interact with their content. Part of this was due to their own brand chaos. The lack of a brand strategy is symptomatic of evolving companies. There comes a time when a company needs to revisit their branding in order to move forward.

We explored the current branding, looking at internal attitudes, reviewing competitors, and researching trade and consumer trends. We defined the VISION EASE purpose and launched a renewed, cohesive brand strategy.

With this new direction, messaging was specialized not only by channel but also by audience.

The newly defined VISION EASE brand strategy guided content (i.e., language, imagery). Research defined the main audiences and their preferred platforms: Retail Optical Dispensers and Trade Purchase agents. In this case, we needed to present essentially same content but craft it for two distinct audiences.

Social media tactics featured clean, concise images with messaging that remained consistent with VISION EASE's product collateral. This allowed both audiences to identify our posts and engage with their message.

And then we measured the campaign. The results speak for themselves!

Let us do the same for your brand. Contact us today.



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