

On behalf of Vision Expo, we sincerely thank you for being with us this year.

**Vision Expo Has Gone Green!**

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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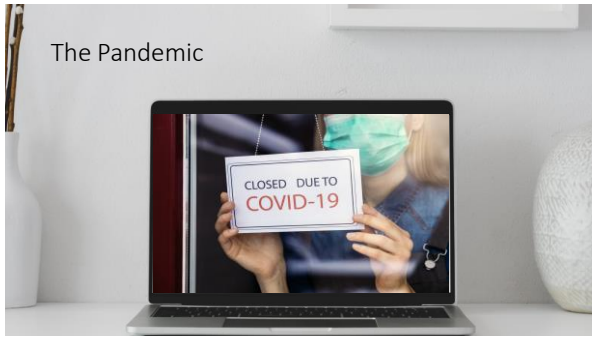
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The Pandemic



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The Stats



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The Stats



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The Stats



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The Stats



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The Stats



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The Stats



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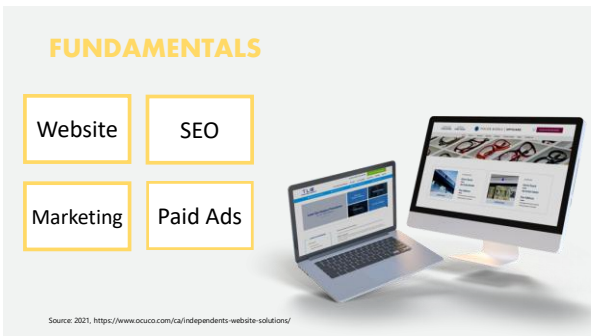
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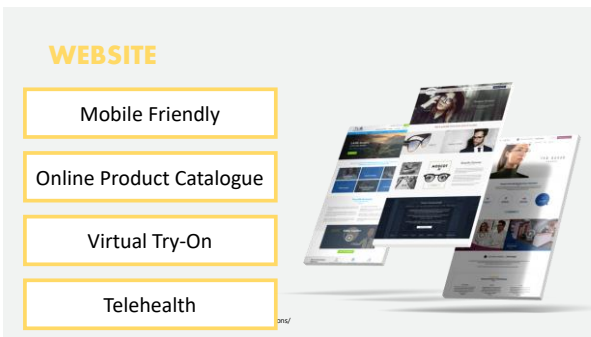
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### WHAT IS OUR GOAL?

- Compete With Big E-Comm?
- Build An Online Store
- Customer Acquisition Cost



Source: 2021, <https://www.ocuco.com/ca/independents-website-solutions/>

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### TRENDS

- Immersive Experience
- Corporate Purpose
- Customer Care
- Social Cynicism



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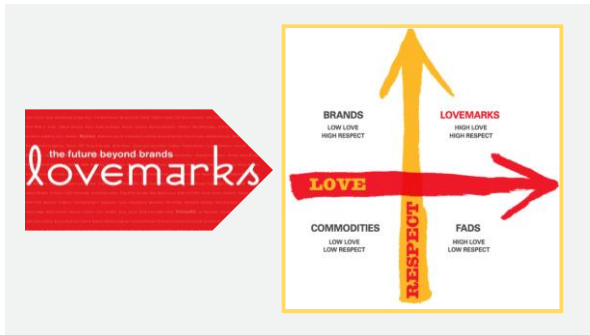
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**BRANDING**

- Provide Value
- Engagement
- Consistency

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**SOCIAL MEDIA**

- Research
- Education
- Sales
- Influencers

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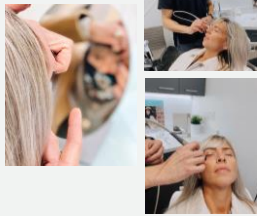
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### SOCIAL MEDIA

Purchased CL

Home Dry Eye Kit

Advanced Dry Eye/Aesthetics



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### METaverse/NFTs

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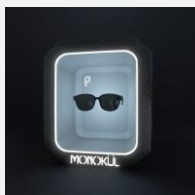
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### METaverse/NFTs



MONOKÜL



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### YOUR GAME PLAN

- Professional Website
- Marketing/Ads
- Social Media/Branding
- Track Your Results



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Thank you!

HARBIRSIAN.OO

E-COMM  
IN  
EYECARE

Harbir Sian, OD

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