

## Waging War on Warby and Other WWW Strategies

Alan N Glazier, OD, FAAO

[aglazier@youreyesite.com](mailto:aglazier@youreyesite.com)

1. Warby – bad guy? I think not
  - a. Social good
  - b. Corporate good
  - c. Environmental Good
  - d. Devil or angel, you still are competing against them
  - e. They are now an industry player; get used to it
  
2. In order to wage war
  - a. Become a student of history
    - i. How the industry got to this point
    - ii. History of online retail 1989-present
    - iii. How the History of Online retail is relevant to you
  
  - b. Know the terrain
    - i. Trends happening now that impact us all
    - ii. Pressure faced by ECPs
    - iii. Attack of the Warby Parker Clones
      - I. Zenni etc
  
  - c. Know Thine Enemy
    - i. What you don't know
    - ii. What they charge
    - iii. What they are and aren't willing to do for customers
    - iv. How that has changed since they opened brick and mortar retail
  
  - d. Change hearts and minds
    - i. Millenials
  
  - e. Disrupt Communications
    - i. Website and Mobile Strategy
    - ii. What does your store look like?
    - iii. Creating engaging and share-worthy content and experiences
    - iv. Use mobile email

- f. Educate and Indoctrinate your troops
  - i. Emphasize “customer experience”
  - ii. Engage in customer education
  - iii. Get your messages across to staff
  - iv. Train opticians/front desk and everyone
  
- g. Defensive tactics
  - i. Showrooming
  - ii. WiFi tactics
  
- h. Play on consumer reticence to buy “sight unseen”
  - i. Discuss risks with customers
  - ii. Discuss measurements like PD etc
  - iii. PD discussion
  - iv. Protect the public from cheap products
  
- i. Wage effective propaganda campaign
  - i. Emphasize quality
  - ii. Have comparison pairs and do demos
  - iii. Beat ‘em with guarantees and warranties
  
- j. Omnichannel Strategies
  
- k. Sell from position of strength
  
- l. Warby now Brick and Mortar – How that Changes the Game