

MAILER:

Cohen's Fashion Optical

OBJECTIVE:

Cohen's Fashion Optical faced the challenge of informing customers of store re-openings after the COVID-19 pandemic shut down.

SOLUTION:

Cohen's Fashion Optical wanted to let all of their current and potential customers know that the Cohen's Fashion Optical store in Patchogue, New York has re-opened after the COVID-19 mandatory shut down. They also wanted to inform customers of all of the safety procedures and precautions that would keep customers safe in the store. eTargetMedia planned and deployed a targeted email marketing campaign that reached eyeglass and contact lens wearers with an annual household income of over \$50k per year. The campaign was geo-targeted within a 10 mile radius around the 11772 zip code. The creative featured the Cohen's Fashion Optical store re-opening message along with a \$50 off the first pair of eyeglasses and 50% off second pair of eyeglasses special offer for email recipients. The creative also included the many ways Cohen's Fashion Optical is ensuring the safety of customers in their stores which included adhering to CDC safety procedures, routine disinfecting of stores, sneeze guards, temperature assessments, reduced number of patients in stores and more.

OUTCOME:

The email marketing campaign performed with an exceptionally high open rate and click through rate. It also helped to promote Cohen's Fashion Optical re-opening.

OUR STORE IS OPEN!

TO ENSURE THE SAFETY OF YOU AND OUR STAFF:



We are adhering to CDC, local, state and federal safety procedures.



Patients will have their temperature taken with a Non-contact Digital Thermometer.



Patients will sanitize their hands and be given a Mask & Gloves. All Staff will also wear a Mask & Gloves.



All equipment, counters, and eyeglass frames will be cleaned & disinfected after each Patient use.



Only 2 Patients will be allowed in the store at one time. Everyone else can wait in the parking lot.



Acrylic Sneeze Guards will be used at the front desk & in the exam room.

\$50 OFF 1ST PAIR OF EYEGLASSES + **50% OFF 2ND PAIR***

STORE HOURS: Mon - Sat 10am - 6pm | DOCTOR HOURS: Mon - Sat 10am - 5pm

Schedule Your Eye Exam

GET INFO + BOOK EXAM

COHEN'S
Fashion Optical
cohensfashionoptical.com

499-80 Sunrise Hwy
Gateway Plaza Shopping Ctr.
Patchogue, NY 11772
(631) 289 2010

*Valid on complete pairs. 2nd pair of equal or less value than the 1st pair. Not valid with any other offers, discounts or vision plans Valid at the Patchogue location only.

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