

WE ARE SOCIAL

REACH MORE CUSTOMERS WITH SOCIAL MEDIA

3 THINGS YOU NEED TO KNOW WHEN COLLABORATING WITH INFLUENCERS



AN OPTOMETRIST'S GUIDE TO INFLUENCER MARKETING WITH ZYLOWARE



1 REACHING OUT

When contacting an influencer, through email or DMs (*direct message*), it is always important to highlight **WHY** they would benefit working with you. Customize each correspondence to reflect **WHO YOU ARE** and **HOW YOU CAN HELP THEM**.

TIP: For a fashion blog, let them know you work with top designers and have the hottest trends in eyewear. If the influencer is lifestyle, explain how your frames work with everyday life.

Dr. Jennifer Lyerly styling in Via Spiga Stella in Navy/Tort



2 BUILDING THE RELATIONSHIP

Influencers are a reliable, trustworthy source for their followers, your potential customers. That's why it is important to **BUILD A STRONG RELATIONSHIP**.

TIP: Be social and frequently engage with your influencers by liking and leaving thoughtful comments on their posts. Influencers also need **CONTENT** and appreciate it when you continually provide. Just make sure it works for their brand.

DR. JENNIFER LYERLY

Dr. Lyerly is the founder and Editor-in-Chief of the popular optometrist blog, EyedolatrY. Dr. Lyerly uses her platform to cater to optometrists and students, helping them navigate the ever evolving eyewear world. Check out Zyloware at <http://bit.ly/2jkHUfg>

