

Case Study: Family Eye Center



Impressions: 519



Emails captured: 252



Conversion: 48.6%



The Business

Family Eye Center is a progressive eye care center with two Alabama offices. Family Eye Center's three experienced doctors, and caring support staff led by Dianne Smith, provide complete eye care for families in Troy and Luverne, Alabama. With a full-featured website

and successful social media strategy, Family Eye Center is fully committed to leveraging digital channels to connect with customers and build their eye care practice.

The Campaign

Dianne wanted to increase engagement on the practice's Facebook page. Dianne also wanted to bring in new email leads to whom she could promote an upcoming Eyewear sale. She decided to run a sweepstakes campaign with [Heyo](#) and give away a free pair of designer, Vera Bradley sunglasses. With a single campaign, Family Eye Center gained 252 new email leads and over 300 new Facebook fans.

"This campaign created a lot of interaction with our fans. We were thrilled with how this campaign increased our fanbase and created buzz for our sunglasses show. This year we sold over twice as many sunglasses as we did last year! It was a big success!" – Dianne Smith, Director at Family Eye Center

Family Eye Center Vera Bradley giveaway

Family Eye Center

Thank you for your support. This contest has ended.

2. CLICK TO LIKE

3. CLICK TO SHARE

4. CLICK TO TWEET

CONTEST COUNTDOWN

05 11 36 18
Days Hours Minutes Seconds

1. ENTER EMAIL BELOW:

SUBMIT

2. CLICK TO LIKE

Our last sunglass giveaway before Sale on April 10th-11th has just address for a chance to win a pair sunglasses on Monday, April 7th information on our grand pr Apple TV and an iPad Air on information on our Sunglass What's New section at www.t

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