

Del Negro & Senft Eye Associates

2014 - Present

Impact

From Scattered & Time-Consuming
to Consolidated & Effective

Service Areas

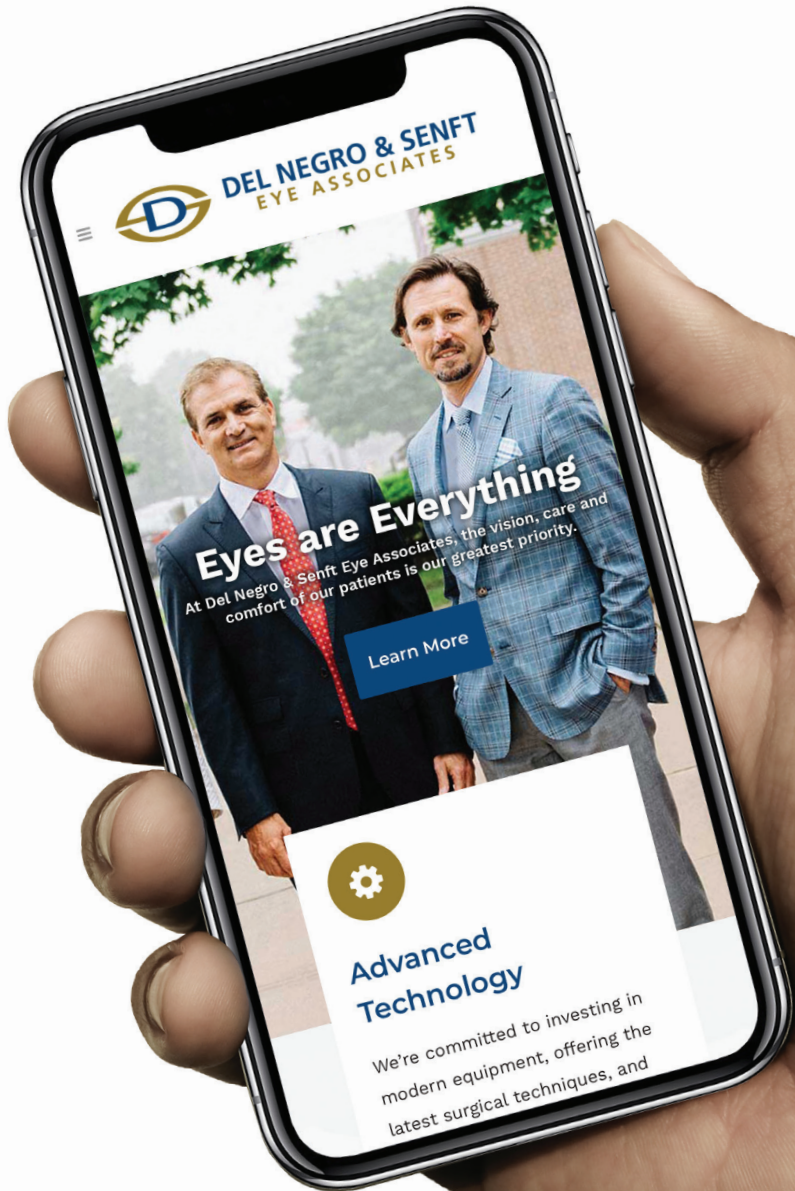
- Marketing Strategy
- Lead Generation
- Brand Awareness
- Graphic Design
- Local Search
- Office & Doctor Reputation Management
- Social Media Management
- Website & Maintenance



Tripled

new patients per month

from Google from 2017 to 2019 at
their new Red Bank location.
(roughly 5 per month to now
exceeding 15 per month)

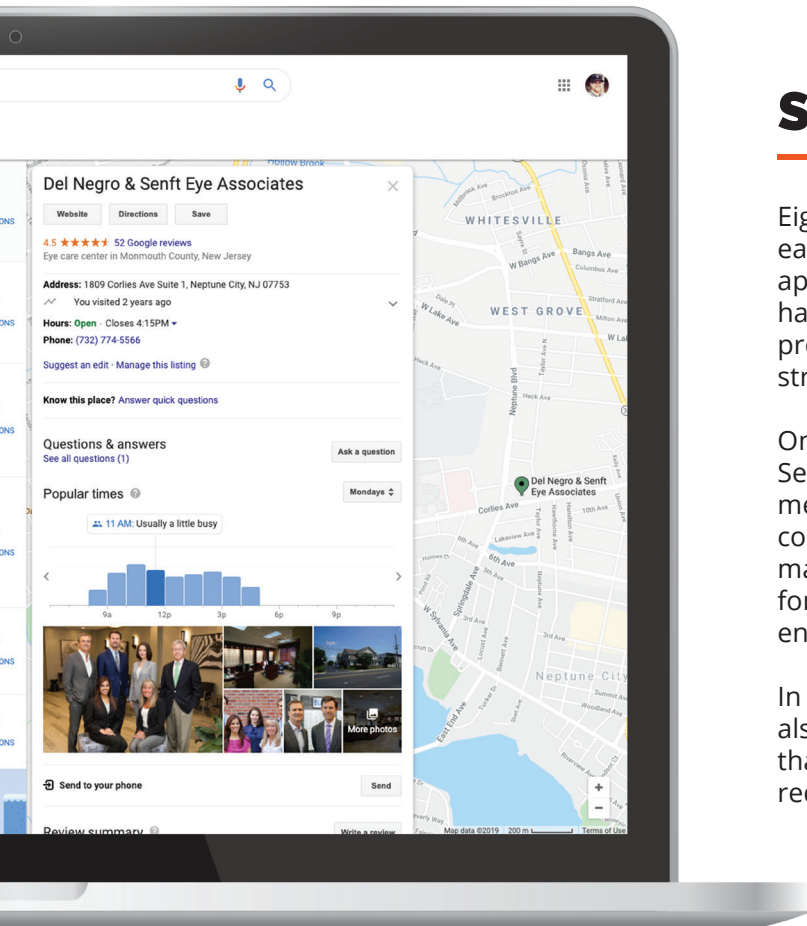


Situation

Del Negro & Senft Eye Associates brings unsurpassed specialty eye care to Neptune, Red Bank, and Brick, New Jersey. Over time, they had built up their marketing efforts in a fragmented way without a clear top-down vision for the business as it grew. Many things were evolving in the marketing landscape.

EIGHTY6
CASE STUDY

**CUSTOMER
ACQUISITION**



Solution

Eighty6 provided a single-source team of experts who could easily translate a marketing need or challenge into the appropriate combination of tactics and simply make it happen. Ultimately, Eighty6 provided a more efficient process, more effective marketing, and a better collaborative strategy to truly deliver on the objectives.

On a monthly basis, Eighty6 manages all of Del Negro & Senft Eye Associates' marketing needs. This includes social media accounts, website updates and maintenance, blog content, and print promotional materials. In addition, Eighty6 manages their reputation, visibility and business information for both the practice and the doctors on popular search engines such as Google, Yelp, Foursquare, Yahoo and Bing.

In addition to providing ongoing marketing support, Eighty6 also updated Del Negro & Senft's website, giving them one that is responsive and modern and allows for a patient to request an appointment and easily access their records.



350%

increase in web traffic per month since working with us.



Over 175

total reviews across Google, Facebook & Yelp. Up from 8 total reviews prior to working with us.



2014

Proud to be their Agency of Record since 2014.

**Get a Complete
Pair of Eyeglasses
from \$99-\$199.**

**Includes lenses with scratch-resistant coating.
Choose from a select group of frames.
Visit our optical associate for details.**



Additional charge may be applied for other progressive, specialty lenses, and specialty lens options.
Cannot be combined with other discounts, vision, or insurance plans. Mail-in excluded. Manufacturer's warranty of no extra charge.

**DEL NEGRO & SENFT
EYE ASSOCIATES**

20% OFF

at The Eyewear Boutique
in our Red Bank office.



DSeYE.com | 732.774.5566
152 Broad Street, Suite 2 | Red Bank, NJ 07701

*Expires June 2017. Red Bank location only.
This offer does not apply to \$99-\$199 specials. Excludes Maui Jim and Oakley.*



DEL NEGRO & SENFT
EYE ASSOCIATES

The Eyewear Boutique
at Del Negro & Senft Eye Associates

Our optical shop offers a wide variety of attractive and affordable eyeglasses and sunglasses for the entire family. Optical Manager, Kortney Gesell, is focused on providing the type of glasses that are appropriate for your lifestyle. Ask how these lenses can benefit your daily routine:

- **Varilux Progressive Lenses**- If you want to read and drive with the same glasses, progressive lenses boast a continuous, natural, clear field of vision from distance through mid-range to near.
- **Transition® Lenses**- If you lead an active lifestyle, this is the right option for you. Lenses darken outdoors and lighten indoors.
- **Specialized Computer Glasses**- Increase your intermediate zone to help reduce eyestrain and fatigue. Also, consider office progressives to incorporate both your intermediate and near range if you are continuously scanning from screen to book.
- **Anti-Reflective Lens Treatment**- Provides the best protection against distracting glare. AR coatings also fight enemies such as scratches, smudges, damaging UV rays, dust, and water to provide you with your best vision.
- **Polarized Lenses**- These lenses cut down on eye-fatigue and are an excellent option for providing clarity, vivid color, glare-free vision, and 100% UV protection.

Met Optical Manager, **Kortney Gesell**, who began her optical career almost a decade ago. Early on, interest in pursuing an architecture and design degree prompted her to move from NJ to Manhattan to attend NY School of Interior Design (NYSID). While immersed in her undergraduate studies, Kortney realized that her true passion was in optics.

She was given an opportunity at high-profile Madison Avenue boutiques Oliver Peoples and Robert Marc Opticians. There, Kortney excelled in frame styling, pre-screening exams, and fitting and measuring for progressive lenses. Since she stocked the lens and frame inventory, Kortney became very familiar with current trends and advanced technology, as well as lens coatings, treatments, and materials. By marketing these two classic lines, she continued to develop a keen eye for both luxury and fashion.

Most recently, she has participated in the Ophthalmic Career Progression program through the National Academy of Opticianry (NAO). She joined the team at Del Negro & Senft Eye Associates in 2015 and actively works to offer stylish, functional eyewear to benefit patients' daily activities. **Feel free to stop in and take advantage of our wide variety of services, from complimentary adjustments, cleaning, and minor repairs to a full selection of prescription eyewear, sunglasses, ready readers, and optical accessories.**

Neptune
1809 Corlies Ave. Ste. 1
Brick
100 Drum Point Road
732-774-5566
DSEYE.com

Interesting Fact:
Kortney has always had an interest in vintage eyewear, its intricacy, and how it translates to modern trends.

