

## TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

The screenshot shows the homepage of 4ALLEYES.CO. At the top, there are social media icons for Facebook, Twitter, and Instagram, followed by the website name and a 'Call' button. Navigation links for 'Home', 'About', 'Contact', and 'Shop' are visible. The main banner features the text 'Styles to see!' and 'Bold colors and subtle design'. A prominent white popup with a blue header offers a '10% off your next order' discount for signing up for an email list. The popup includes an email input field and a 'SUBSCRIBE' button. Below the popup, there are sections for 'Shop Men' and 'Shop Women'. Further down, a 'Summer Sale!' banner promotes sunglasses. Below that is a 'Donate Your Old Glasses' section, and at the bottom, a 'Happy Customers' section featuring photos of people and a dog wearing glasses.

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Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you. They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.

4ALLEYES.CO

Are you wearing the  
**right frames  
for your face?**

Watch  Video



**Having trouble with what frames best fit your face?**

*It's a common problem; but you're in luck! With our video, you'll learn that there's a frame for everyone – and what the best fit is for you!*

Watch the Video