



**FOURPLUS**  
MEDIA

Introducing

**go!**  
*Phygital*

Transforming  
Optical Stores for  
the Digital Age

**DEAR ESTEEMED OPTICIANS,**



## **Are you ready to take your optical store to the next level?**

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Embrace the future of eyecare with “Go Phygital,” a comprehensive service offered by FourPlus Media that seamlessly integrates the physical and digital aspects of your optical business.

## WHAT IS “GO PHYGITAL”?

**“Go Phygital” is a cutting-edge service designed to empower optical stores...**

...with a strong presence both in the physical and digital realms. By leveraging the power of technology and marketing expertise, FourPlus Media enables your store to thrive in the modern age.



## OUR SERVICES



### Professional Website Development

We'll create a custom, user-friendly website for your store, showcasing your products, services, and brand identity.

### Local Search Engine Optimisation (SEO)

Help enhance your store's visibility in local search results to attract more footfalls and online inquiries.



### Social Media Marketing

Help engage with your local community and potential customers through targeted social media campaigns on Meta.

## Content Creation and Marketing

We will craft compelling content like eye health tips, product highlights, and educational material to engage your audience.



## Online Advertising

Help reach potential customers in your locality through strategic online advertising campaigns tailored to your unique business goals.

## Reputation Management

We'll help you build and maintain a positive online reputation through customer reviews and testimonials.



## WHY “GO PHYGITAL”?



**Stand out from the competition by  
establishing a strong digital presence**

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**Reach and engage with a wider audience in your locality**

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**Seamlessly integrate your physical store with the digital  
landscape for enhanced customer experience**

Join the

# go!

***Phygital***

**MOVEMENT TODAY!**

Contact us to schedule a personal consultation  
and learn how “Go Phygital” can take your  
optical business to new heights.

## CONTACT INFORMATION



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# Let's take your optical store from physical to "phygital"!

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trust it to be good!*