

## For eyewear distributor, a focused marketing strategy includes LocatorSavvy from OnTerra Systems



**Customer:** ZIG Eyewear USA  
**Web Site:** www.zig-eyewear.com  
**Customer Size:** 4 employees  
**Location:** Madison, WI  
**Industry:** Optometry Products



### Customer Profile:

ZIG Eyewear USA has been selected as the exclusive distributor of ZIG Eyewear Products, an established distributor of products in Canada and Europe.

### Software and Services:

- OnTerra LocatorSavvy
- OnTerra RouteSavvy
- Bing Maps

*“The ease-of-use combined with the stylishness of the templates made LocatorSavvy an easy choice for us among several options, and we’ve built its use into our marketing strategy for our clients.”*

*Natasha Vora, Director of Business Relations  
ZIG Eyewear USA*

### The Challenge

Though just a startup, ZIG Eyewear USA had just recently scored big by winning the distributorship of ZIG Eyewear in the U.S. for the Montreal-based ZIG Eyewear, which has been creating and distributing designer eyewear for the Canadian and European markets for the past 10 years. They were in the process of building their Web site and executing the marketing campaign, which was going to focus on both their traditional clients – optometrists – as well as a new target – consumers - whose demand would ultimately pull the product through the optometrist channel.

Part of this marketing strategy was to allow consumers who heard or read about ZIG Eyewear’s product to be able to quickly search for nearby locations to purchase the eyewear. This required the development or acquisition of a “locator”, an online tool that map-enables a table of data with addresses that a consumer can use to quickly zero in on where to go and how to get there. “Buy vs. build” would enable them to launch more quickly, staying on track and reducing the need for more in-house programming resources.

### The Solution

They turned the challenge of identifying and evaluating locators over to their Web developer, Shane Faherty of Fisheye Design, who came back with 2-3 online solutions for them to consider. One of them was offered by a well-known, global provider of mapping tools, while another was already used by recognized, national retailers. But neither of these locators offered the ease-of-use and well-designed templates offered by LocatorSavvy from OnTerra Systems, which was ultimately chosen by ZIG Eyewear and Fisheye Design. “We preferred the look and feel of the Bing Maps, and the way it handled multiple locations when zoomed out, compared to Google. It was also easy to “plug it in” to the Web site compared to others”, said Shane.



For More Information Call:

**720.836.7201 x3**



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## About OnTerra Systems

*Founded in 2005, OnTerra Systems is a company of Web mapping experts, programming specialists, and project managers that provide Web mapping services and products, fleet optimization systems and products, and Geographic Information Systems (GIS) integration services and consulting. OnTerra Systems provides these services to businesses, non-profits, government, and research organizations that need map-based visualizations of data – either to improve operations and bring about cost savings; provide company and product location information for customers; support a marketing initiative, or to make connections and see patterns and trends for business or research planning.*

## The Benefits

The design of LocatorSavvy allowed relatively inexperienced users to quickly and easily upload data for quick display on the Web-based locator. "With this tool it took me very little time at all to get our list of retailers up and displayed on the Locator," said Heather Braem, Operations Manager. "With the OnTerra solution, we can immediately enable and test our vision of location-enabling our retailers to be found by consumers before the impulse to do so fades in the face of other distractions" commented Natasha Vora, Director of Business Relations. "We feel this also will make it a great selling tool for our rapidly-growing marketing team."

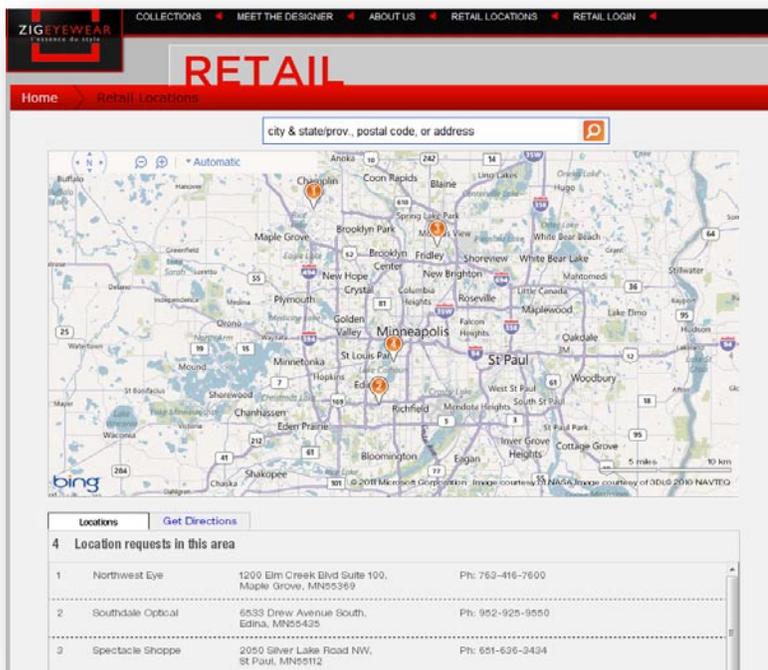


Figure 1: ZIG Eyewear's new Web site now features an easy-to-use store locator using OnTerra System's LocatorSavvy technology.



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