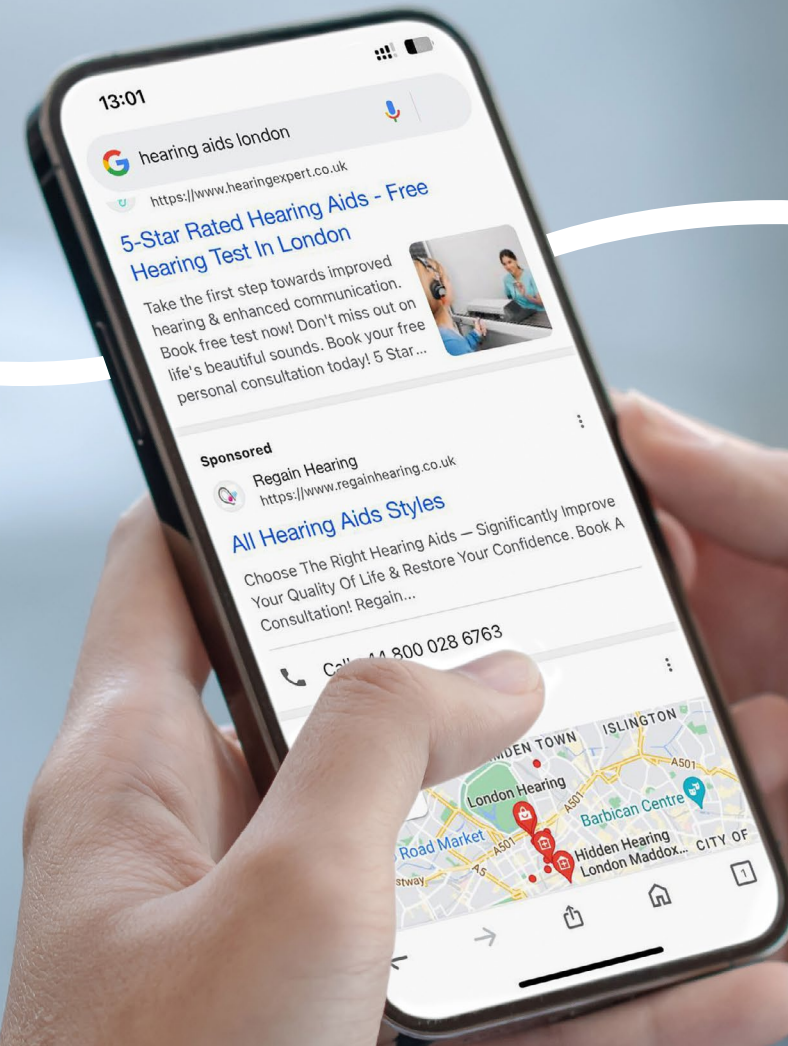


Auditdata

Marketing Guide for Hearing Care Professionals

How to get more qualified leads through
a wide range of marketing channels



Marketing Excellence is all about the complete end-to-end customer journey starting with your patient insight and data. It’s about increasing traffic in your clinic, converting more prospects into patients, and retaining those patients for life.

The accepted retail audiology industry benchmark for a new client acquisition is **\$450** or more. While many factors contribute to that cost, a low overall return from marketing activities is a problem.

Both patients and their relatives search for solutions to the patients’ hearing problems. Patients’ and prospects’ use of media channels is fragmented, yet they expect a unified and seamless experience when dealing with a brand or chain of hearing clinics. Since each of the patients may react to different channels, disseminating a uniform message across a variety of channels is the strongest and most effective approach.

It is clear that patients and prospects demand content on the marketing channels that are most useful to them in the moment. It is challenging to match these patients’ wants and needs without a clear omnichannel strategy and deployment.

To take an omnichannel approach to marketing and lead acquisition, professionals working in hearing clinics need a unified strategy and patient experience across all channels: traditional, virtual, and physical.

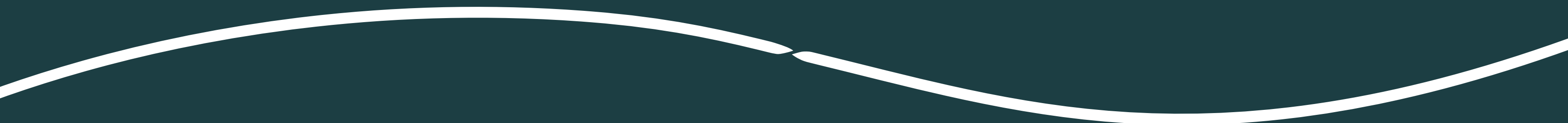
To help marketers in hearing care, we have created this eBook. We will discuss what omnichannel is, how it pertains to the hearing profession, and the elements hearing clinic leaders need to consider to excel in marketing efforts. We will also discuss digital channels and strategies and methods for converting leads to sales.

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Generating leads is a constant challenge for hearing care practices. It can be difficult and expensive to get qualified leads through the front door.



Chapter 1

The Omnichannel Marketing **Approach** To Hearing Healthcare



What Is Omnichannel?

- Why Omnichannel?
- How To Capture And Use Data For Omnichannel Strategy
- Omnichannel Approaches
 - Hearing Tests On The Go
 - Using Manufacturer Apps As Part Of An Omnichannel Strategy
 - In-Clinic Experience
 - Remote Care Is The New Normal
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What Is Omnichannel?

The omnichannel sales approach uses multiple communication channels to provide each patient and prospect with an integrated brand experience. The phrase “omnichannel” pertains to a comprehensive digital strategy in combination with a physical retail strategy.

The concept is that the patient should have a seamless experience whether shopping online from a desktop, mobile device, phone, or in a brick-and mortar clinic. The omnichannel approach extends to the patient’s experience with support and marketing touchpoints to cover the end-to-end patient experience.

The key to omnichannel is that patients can use whichever channel they prefer to engage with you. More importantly, you can use the channels they prefer, to communicate with them. An omnichannel strategy ensures your brand is available and consistent across all possible channels. This will increase: **trust, awareness, and brand value.**

Applying the omnichannel strategy to both marketing and patient support allows your clinic to reach patients needed to ensure business growth in the long term. It will also drive a high re-purchasing rate, which is vital for your hearing practice’s success and keeping ROI on marketing high.

There are already large, successful businesses within hearing care that focus on an omnichannel customer service.

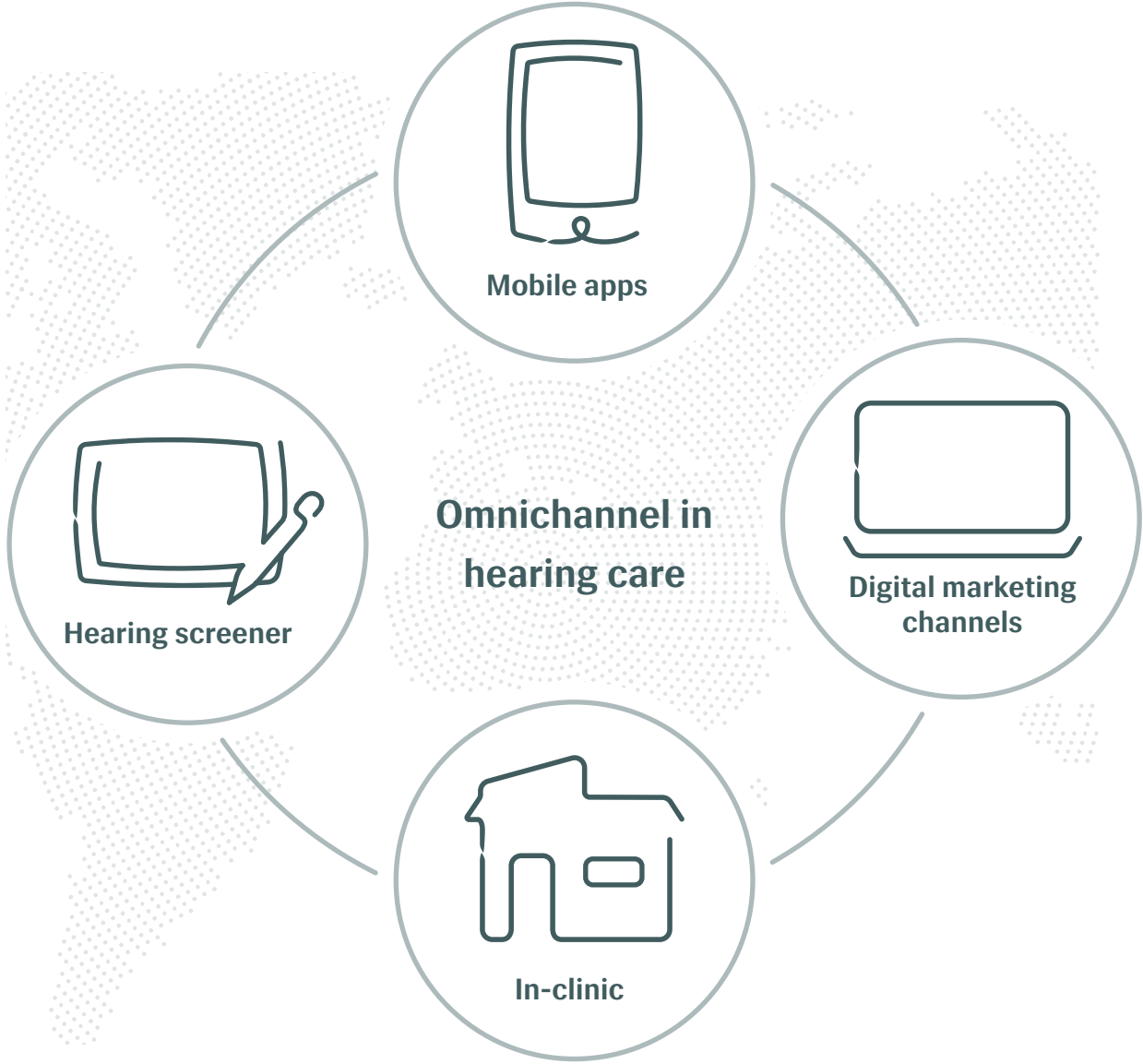


For instance, Specsavers has been actively streamlining and innovating its IT systems and introducing new digital technology to transform the in-store patient experience.



Another example is Sonova, whose omnichannel experience gives patients a full choice of where, when, and how they wish to engage with their hearing care providers.

The phrase “**omnichannel**” pertains to a comprehensive digital strategy in combination with a physical retail strategy.



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Why Omnichannel?

Marketers using three or more channels in a campaign can earn a 287% higher purchase rate vs. using a single-channel campaign. Additionally, customer purchase frequency is 250% higher when using an omnichannel vs. a single channel campaign, and even the average of orders rose by 13% using omnichannel. [These statistics](#) show the effectiveness of this practice.

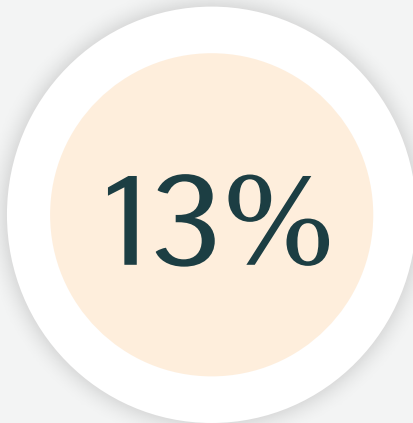
An omnichannel approach has proven to be more profitable for businesses. While the following statistics pertain to [a study on e-commerce](#), the findings still have value.

After interacting with three or more channels, clients purchased **250%** more frequently than those who interacted with only one channel



Brands who employ omnichannel marketing enjoy **90%** higher client retention rates and **19%** higher client engagement rates

The average order value of stores using omnichannel marketing is **13%** more than single-channel marketing



[What Is Omnichannel?](#)[Why Omnichannel?](#)

How To Capture And Use Data For Omnichannel Strategy

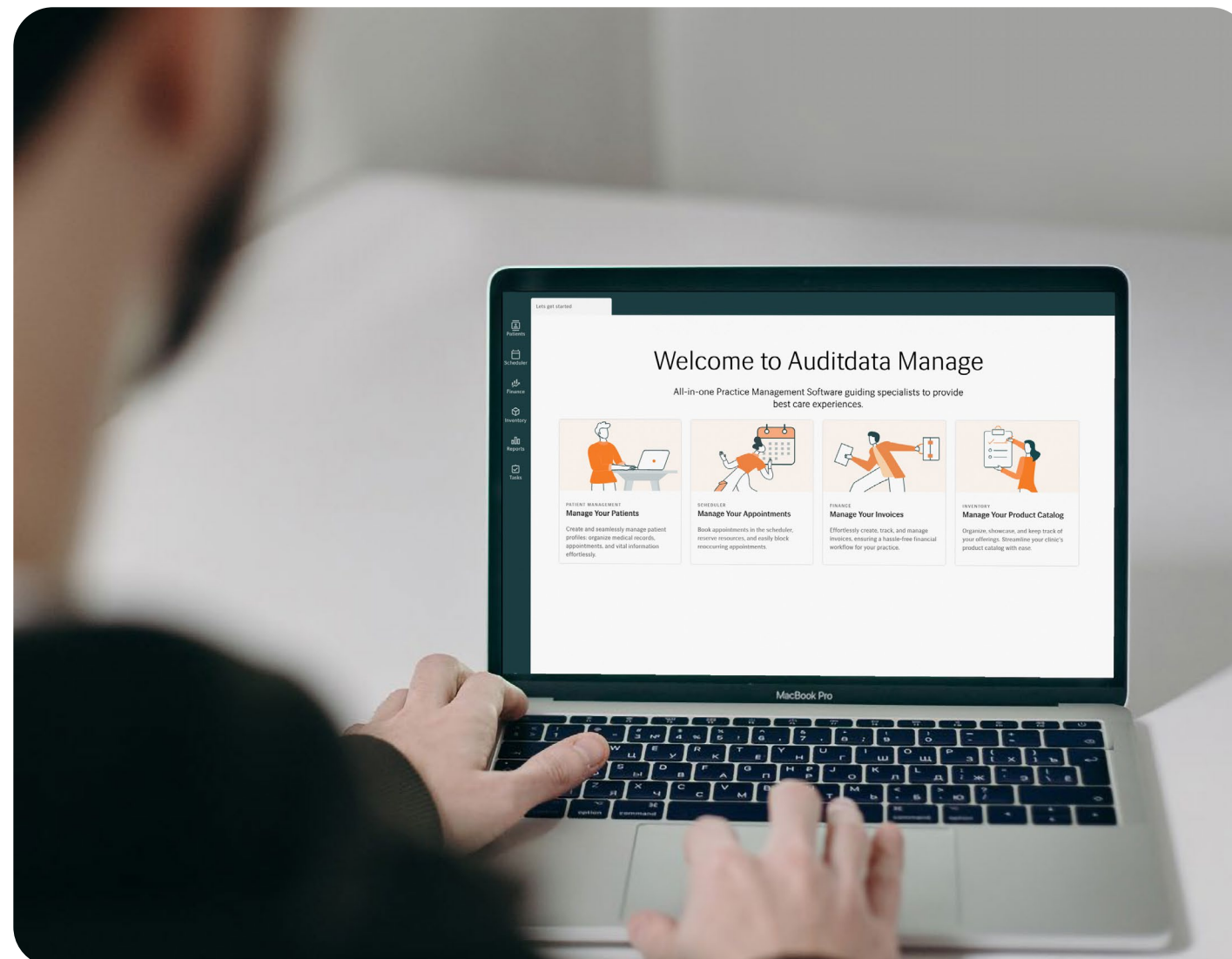
[Omnichannel Approaches](#)[Hearing Tests On The Go](#)[Using Manufacturer Apps As Part Of An Omnichannel Strategy](#)[In-Clinic Experience](#)[Remote Care Is The New Normal](#)[Digital Marketing Channels In Hearing Care](#)

How To Capture And Use Data For Omnichannel Strategy

The center of a broader omnichannel strategy is **gathering information** and using it to **offer a better patient experience**.

That requires clinics to capture and use data automatically and use this data in all patient-directed communication. That is why **Auditdata** is focused on creating comprehensive, integrated systems that allow the capture of crucial data insights from across hearing clinics. This enables audiology professionals to control, administer, analyze and activate data to meet their patients' demands, see trends and operate their business efficiently.

As a backbone of the hearing practices, **Practice Management Software (PMS)** allows administrators to manage clinical needs and offer **Best Care Experiences** for all patients. A system should integrate Noah clinical records and enable a hearing clinic to manage in-depth patient communication strategy in a structured manner.



The fully-featured PMS should help you automate your communications and ultimately measure them for long-term return on investment. Some of the PMS options now offer deeper integration with your website.

Auditdata Manage features a campaign management tool to design a patient journey that delivers communications at different stages that provides real value for your patients.

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Hearing Tests On The Go

In the last 10+ years, remote hearing screeners have offered a new way to engage with patients and prospects. Stand-alone devices, usually tablet-based, allow patients and prospects to scan, pretest their hearing and capture personal data.

Specsavers

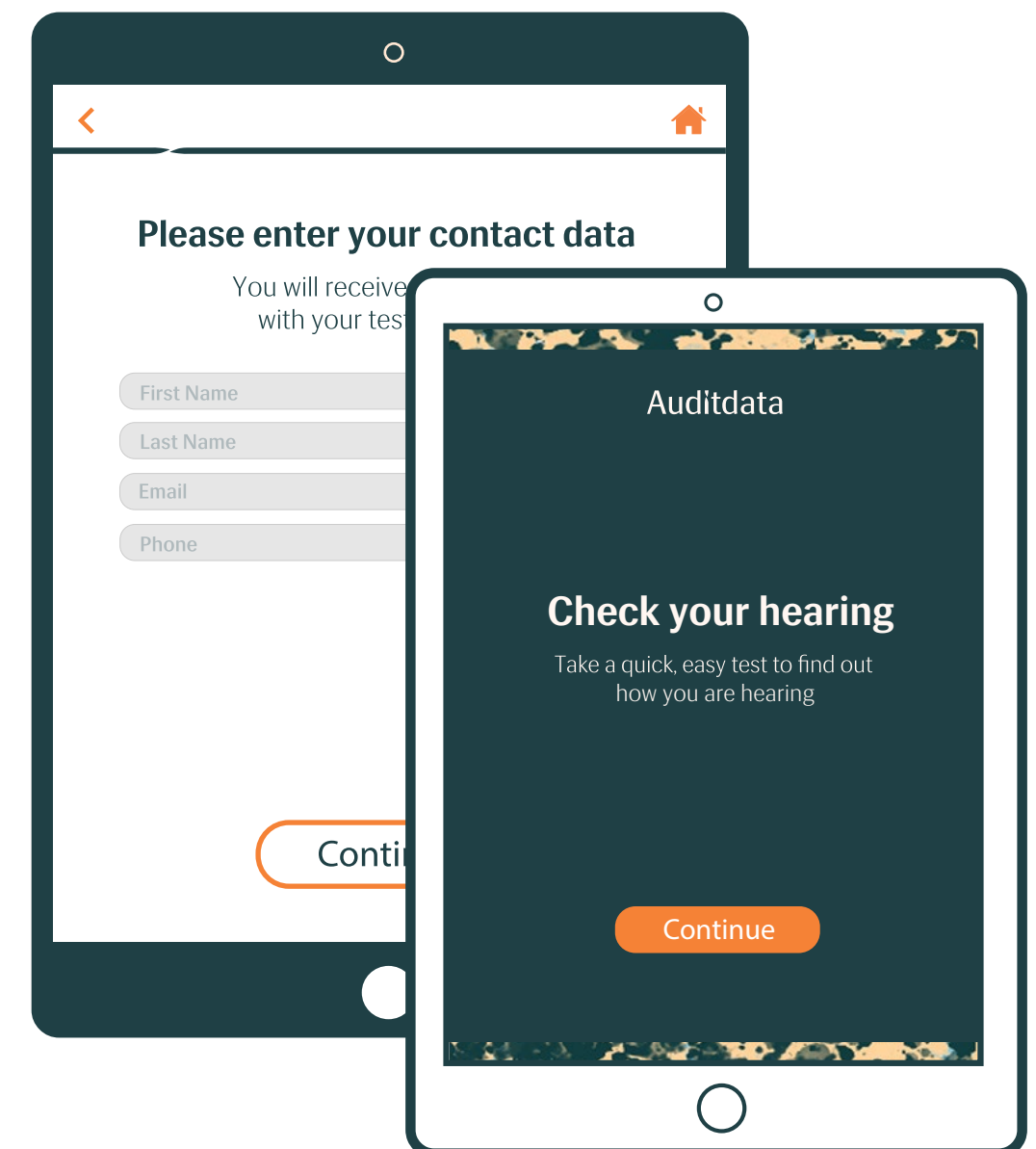
Specsavers in Australia has deployed this strategy with significant effect. [A recent Audiology Australia report](#) detailed that they had provided hearing screening to one million people over three years. Specsavers reflected that screening efforts had raised their profile for hearing care immeasurably.

These tablet-based tools are ideal for areas like waiting rooms, or anywhere that people congregate and have to wait for something. The tablets raise awareness, encourage people to try them, and may spur people to action (e.g., see an audiologist for a more comprehensive hearing exam.)

These hearing screeners also allow your front desk staff to triage patients and prospects, ensuring that only people with hearing loss see your audiologists. This helps optimize your clinicians' time as well as your clinic's resources. Advanced systems allow more in-depth capture of data vs. simple name and contact details.

You can also use these devices in the waiting areas of any aligned partners, including opticians, physicians, senior centers, shopping centers, etc. Doing so will extend your footprint, engage patients and prospects, and finally capture patient data for your marketing activities.

With **Auditdata Engage**, you can capture all details, including audiometric information that integrates with your Noah records and PMS. A fully-featured system, like Auditdata Engage, will enable smoother data capture and follow-up communication as needed.



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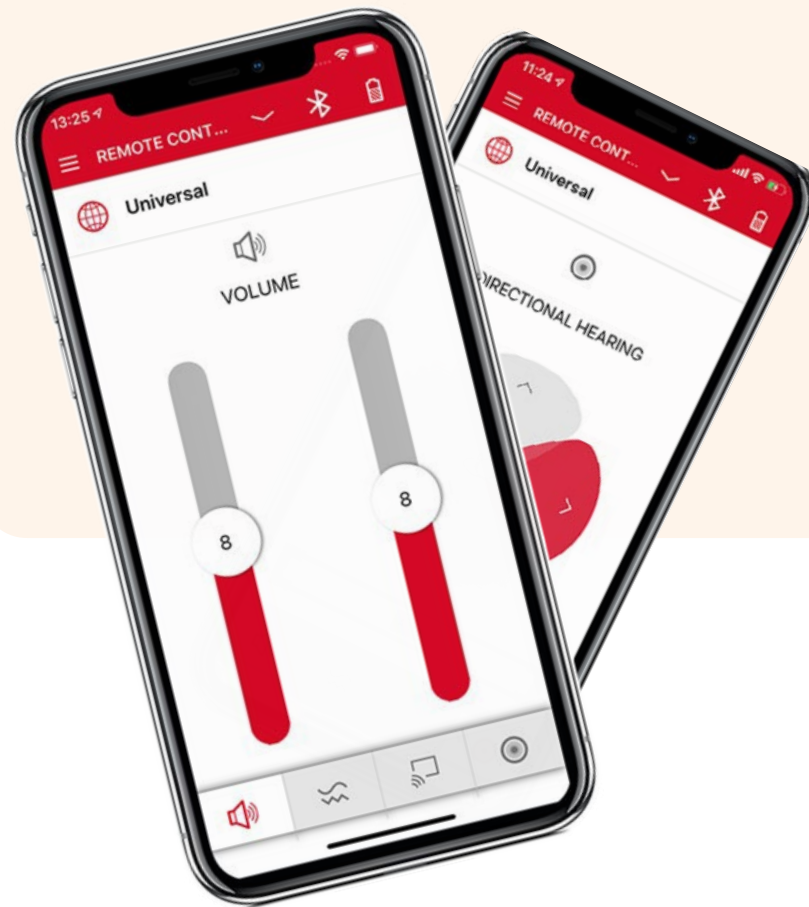
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Using Manufacturer Apps As Part Of An Omnichannel Strategy

Manufacturer smartphone apps offer you another tool for engagement with your patients and prospects. They are a vital element in a broader omnichannel approach to patients. Discuss the apps with patients, explain their functions and their power, and the options for ongoing communications, onboarding hearing aids, aftercare, and hearing health management.



Integrated systems, such as the remote service offered by Signia, Resound, and others, benefit both the hearing providers and their patients. These systems offer remote fine-tuning, early patient feedback and both text and video call communications. It is an ideal part of a more comprehensive omnichannel strategy for your patients.

Any patient with a smartphone will decide whether this is an attractive communication channel for them. In the future, many patients will see these apps as valuable tools.

The key to getting the best out of this strategy is data entry and management. Good data entry allows you to understand your patients. It will enable you to map out the patient journey and communicate relevant content at the right time through the manufacturer app. As technology improves, manufacturers' apps will integrate more smoothly with **Practice Management Software**, providing a singular view of your existing patients.

Information like hours they wear their devices, sound environments they are exposed to, and changes to sound profiles are valuable to understand their needs. Mobile apps also allow integrated requests for remote assistance, automatic booking of those sessions and an overview record of those sessions as appointments within your PMS.

Knowing your patients and being able to provide them with the services they want in the way that they want it, will determine your future success. For instance, improving the onboarding of using hearing aid is key to reducing return rates.

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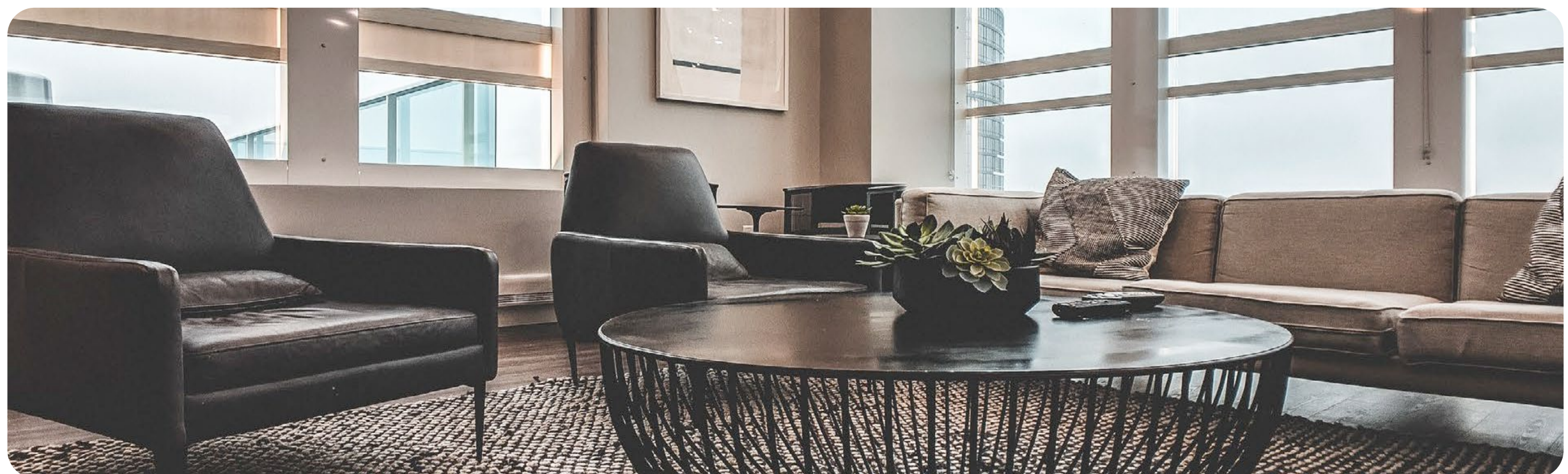
In-Clinic Experience

Consider your clinic’s window and signage; what do they say about your business and brand? Your clinic’s exterior is one of the first tangible things that any patient or prospect observes. Be mindful of your clinic’s exterior, ensuring that everything is clean, attractive, welcoming, and aligned with the image that you wish to portray.

You can use your clinic’s exterior to effectively communicate your clinic’s key messages and draw attention from passing traffic. Use your windows effectively, plan displays carefully and change them often to maximize attention. Many manufacturers now provide sophisticated P.O.S. (Point Of Sale) material, which you can use to create attractive, eye-catching displays.

Consider your reception area. When patients walk through your front door, what greets them? Is it bright, airy, well decorated and laid out, and a welcoming space? It should not feel too clinical, and you should add personal touches to your clinic’s interior. Make sure to have all the accessories you sell on display so that patients can see them “in action”. Consider high seated soft furnishings that are both comfortable to sit in and raise yourself from.

Instead of offering the typical magazines, you could provide copies of your quarterly newsletter. It could include new product lines, new tinnitus strategies, news about your staff, and patient success stories. Fill it with details about your clinic and staff, which are the very relationship details that encourage patients to feel a sense of belonging and to remain.



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Hygiene factors for a hearing clinic

It is a hearing health clinic: decide on a simple design and keep interior meticulously clean and professional looking.

Accessibility

Ensure that your clinic is easy to get around - especially for patients in a wheelchair.

Patients’ well-being and involvement

Comfortable seating is key. Consider placement of PC screens and audiology instruments to easily involve patients in findings and consultations.

Space for relatives

Many patients bring a relative to the appointments to help in the decision making. Make sure that the relative can see the screens you are displaying and be engaged in the dialogue.

Maintenance and cleaning

Sloppiness, clutter, old furniture, and cables on the floor can ruin the overall impression of the clinic. Review your clinic’s interior and ensure that everything is neat and clean.



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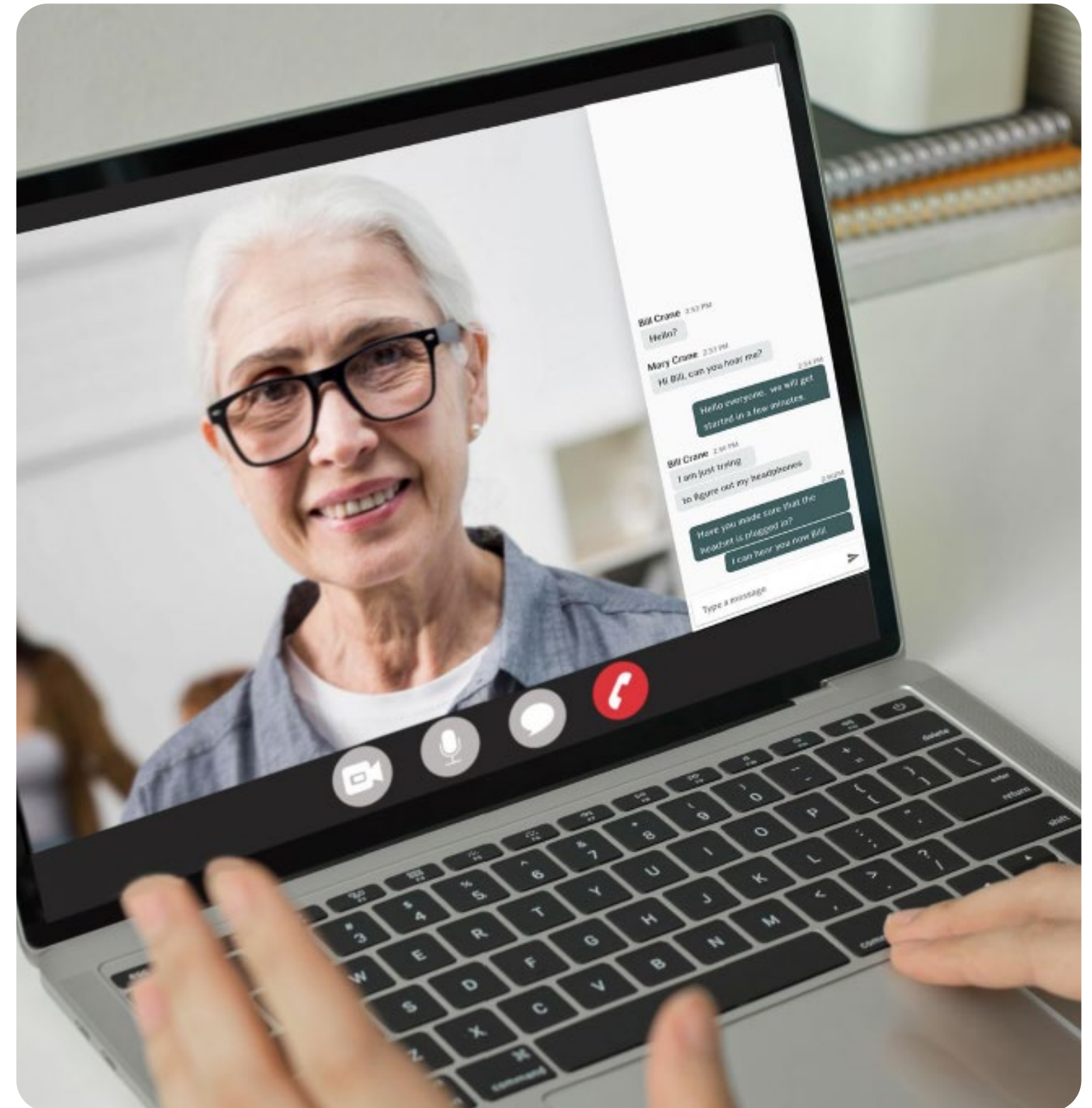
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The COVID pandemic has changed **client behavior**, and not just for the short term.

In-person visits will remain an integral part of the patient journey. However, there will be a growing number of patients who want remote appointments, including patients with restricted mobility, health issues, or who live in rural areas. They will expect it, and if you aren't offering it, you will lose out on business.

To support this demand, it will help if your clinicians become completely comfortable with hearing aid manufacturers' remote assistance systems. Integrating them into your patient journey makes perfect sense, especially since many patients now expect (or demand) remote care.

It is clear that the demand for remote care has continued even post-pandemic.



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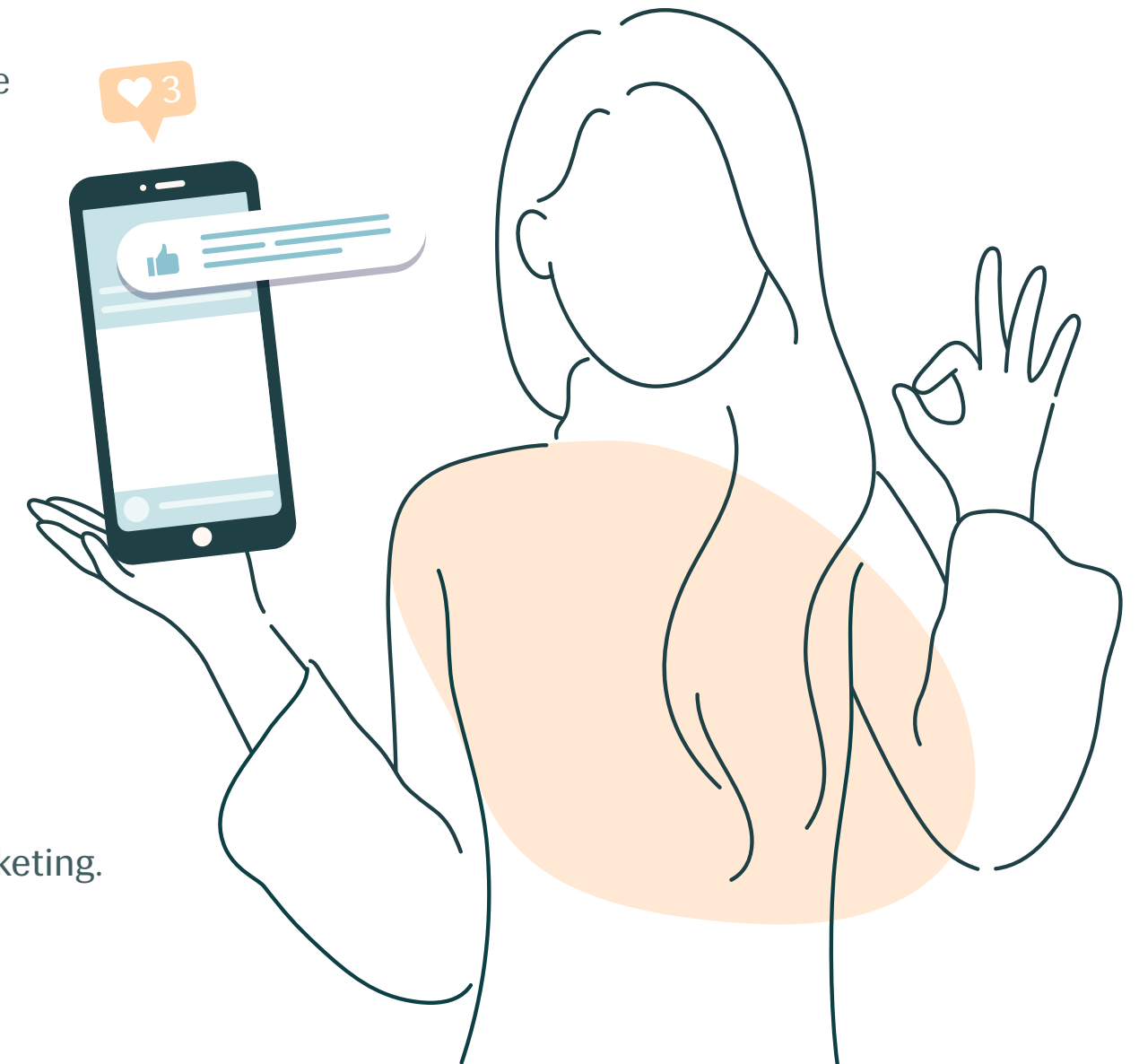
Digital channels have grown in importance over the last ten years. They are imperative for any omnichannel marketing strategy. An audiology practice needs to be wherever the patients are. It is crucial to consider which channels your patients are frequently using so that you focus on the right ones.

Mapping your patients' journeys helps establish what content you will offer them. Your understanding of the different phases of the journey and their possible objections will allow you to design the right content. Your website is a critical element in your strategy. It is one of the key places that patients and prospects will engage with you. However, it isn't the only element you need to consider. Also, think about the following:

- Easy to use, informative, accurate, updated and mobile-friendly website
- Multiple channels of communication, both online and offline.
(e.g., Facebook Messenger, WhatsApp, WeChat, mobile number to text, chatbox on-site, phone number, a submission form)
- Cross-channel support including remote care and different channels of communication
- Patient portal with customized information and e-commerce options
- GDPR compliance

These different elements offer a comprehensive experience for patients and prospects. They maximize your touchpoints and allow you to reach both prospects and patients where they feel comfortable.

In the next chapter, we discuss how you can get started with digital marketing.



Chapter 2

Get Started With **Digital Marketing**



Omnichannel is not only about online presence; however, digital channels are a central and ever-growing part of any omnichannel approach.

Get your focus right and lower your lead acquisition costs

It is essential that you lay the foundations to integrate your digital channels into your broader strategy. Fully-featured Practice Management Software should be at the center your communication to patients, and also improve your data management. Integrated systems will allow you to have complete visibility and enable you to communicate with your patients when and where they wish.

The key to any successful omnichannel strategy is understanding the target market and the digital channels they use. Understanding your patients is crucial so that you do not waste precious time or resources and maximize your return on investment.

Healthcare businesses who engage in this process have seen a massive benefit. For instance, [Boston Pain Care in the US](#) saw their cost-per-lead drop by **58%**, they increased their inbound calls with geographic targeting, and saw tremendous growth in the previously untapped mobile search market. What follows is an outline of where you should focus.



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Using Customer Success Messaging

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Offer Demos Of Products And Services

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Add Your Clinic Location(s) On Search Engines

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Email Marketing

SMS Marketing

Track Your Achievements

Your Business Messaging And Value Proposition

In a sea of hearing provider websites, you need to stand out. The key to doing so is to find your unique value proposition, and use it in your messaging. The simple definition of a unique value proposition is the things that set your practice apart from the competition. This could be:

- Service
- Support
- Availability
- Location
- Price
- Quality
- Staff
- Know-how

It is vital for your clinic to understand what is unique about your offerings to communicate that effectively to patients and prospects. Your unique value proposition should shape your messaging and brand across all of your marketing activities.

Mountain View Medical Center in Oregon, USA launched a process to understand who they were, what they offer and how best to communicate it. Their success of that journey has astonished them. Where once they couldn't imagine seeing **65** new clients per month, now they often see **65** new clients per week:



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Testimonials are powerful motivators; a **good review** tells potential clients that you have successfully helped others.

Hearing health patient testimonials might reference difficult issues such as feelings of loneliness, isolation and even depression caused by untreated hearing loss, with an explanation of how your clinic’s service and hearing aids have changed their life for the better. The honesty and frankness of this approach allows prospects to identify themselves and their problems and demonstrates that your clinic offers proven solutions for some of their physical and emotional challenges.

Patient testimonials can be useful as part of your web presence, and on all campaign communications online and offline. Video testimonials are especially effective, as they create a deeper engagement with the viewer. You can use these testimonial videos on multiple channels online, including on your social media platforms, and even play them in your waiting room. Keeping the testimonials as local as possible creates even more trust. You can consider having some local patients be a **(compelling!)** part of your marketing efforts, and even include their photos, quotes, and/or videos in your clinic’s windows.



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Also consider more in-depth case study that explore a patient’s challenges and initial needs, the treatment your practice delivered, and the eventual results. These case studies can be used on your website and in your newsletter marketing. The success of your patients reflects well on your ability. It will help to drive your authority as the go-to hearing clinic with experienced, knowledgeable staff.

1. Find a good copy writer

On [Fiverr](#) you can find really good affordable freelancers.

2. Select a good case and get patient approval

Set date, time and location(s). Expect around one hour for the interview.

3. Decide on goals and objectives for the testimonials or story

- Decide length
- Visual style
- Tone
- Message from the patient

4. Do pre-call with the patient

5. Write out interview questions

- About the patient
- Situation
- Problem
- Solution
- Why they selected your clinic
- Results
- Relatives’ comments

6. Thank patient

Conduct interview and thank the patient (perhaps, send a bouquet of flowers).

7. Edit text

8. Show the story to the patient and get approval

This can also be used if you want to create the story as a video.



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Create A Content Eco-System

The right content is key to making the most of all the different facets we have discussed here. Design your content with the reader in mind. Use engaging visuals. Layer the content so that it reaches everyone. For instance, designing the top page of the content with short and pertinent copy will satisfy patients who are only skimming your materials.

At the end of the document, link to a webpage that goes deeper, which should satisfy people who want more information. Always track and measure any content to determine what methods and message yield the best results. Experiment with copy, particularly the headlines, to see if tweaks ensure your content performs better.

A content eco-system consists of an overview of everything you do. Please find inspiration here, including types of communication you can use on the various channels to attract leads.

Types of content:

1. Website content

Use this space to promote your concept, services or specific areas of expertise:

- Brand pillar pages
- Reports
- Videos
- Press releases
- Webinars

2. Thought-leadership

Become a thought-leader by providing insights and expert advice about a trending topic:

- Deep dive blog posts
- Podcasts
- Expert report
- Presentations
- Explainer videos
- Handouts
- Infographics

3. Social content

Activate your thought-leadership assets and promote them on online platforms. Assets can be activated on all digital marketing channels.

- Facebook
- YouTube
- Instagram
- LinkedIn

4. Email content

Activate your prospects and patients by developing a community in which they can receive exclusive content.

- Customer Newsletters
- Exclusive Member newsletter
- New offerings, deals, and incentives

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Your Website

Your website needs to be clean, inviting, easy to navigate and mobile-friendly.

More searchers than ever are using mobile phones and tablets to search the web and view websites. Ensure that your website, phone number, address, directions, and link to book (or reschedule) appointments are easy to find.

Many designers will use a so-called sticky head or sticky menu to do so. The sticky head ensures that the menu bar and any other information in the website's head stays visible as the user scrolls down.

Use plenty of high-quality visuals on your site; best practice is to use imagery of your practice and your staff undertaking different elements of your services on pages where you are discussing them. Doing so allows the viewer to immediately become familiar with your practice and the people who work there.

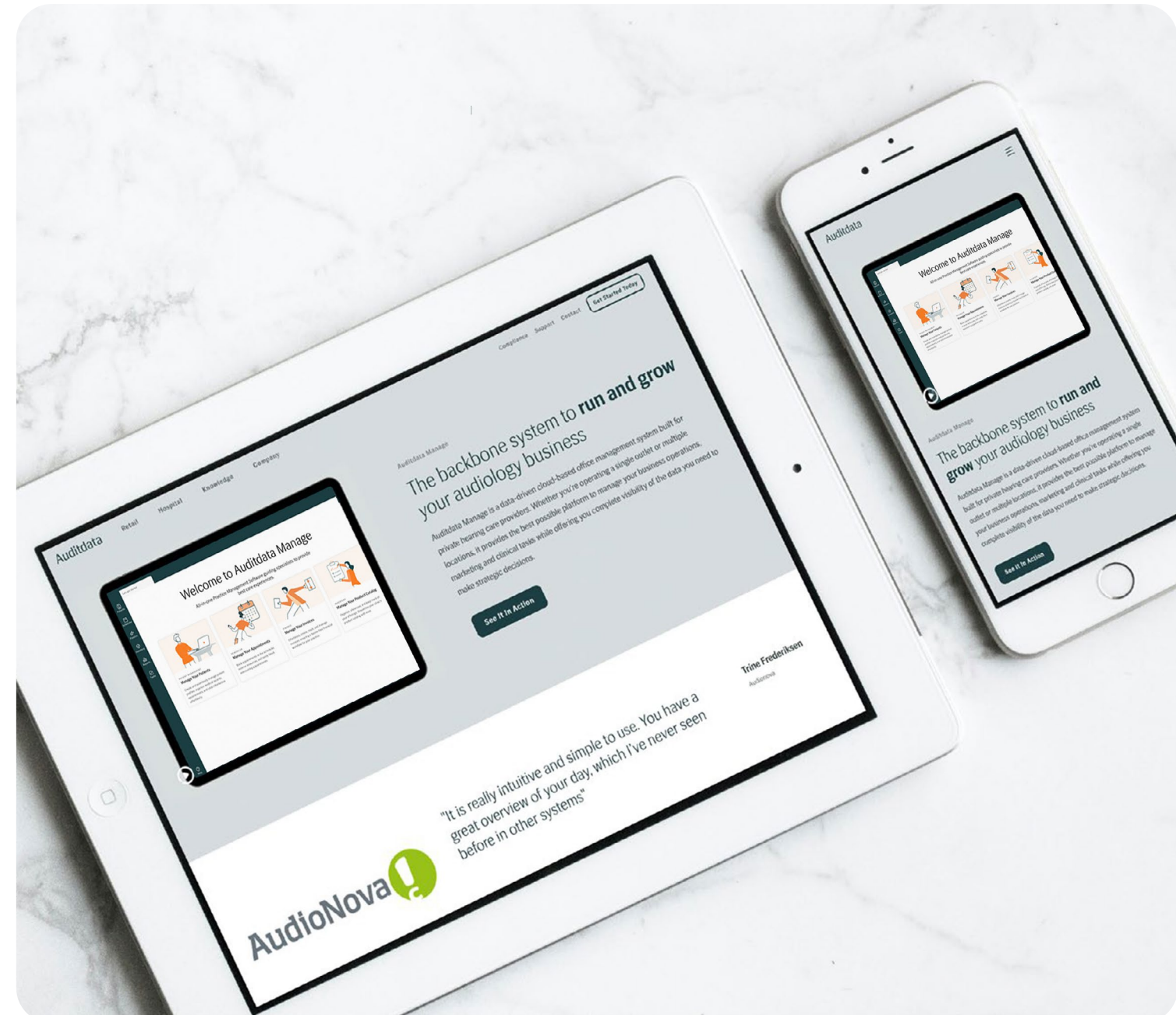
Think very carefully about value proposition messages and the imagery that you use on your website to maximize attention and interest in your practice. Try to use these value proposition messages and images at the top of the page. It is the first thing a user will see and will hopefully grab their attention to look deeper.



Your tool box

Free Website Design Resources

Explore all of HubSpot's website design content, in one place:
<https://www.hubspot.com/resources/website-design>



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Strong Call-To-Actions

The value proposition is only half of the equation, however a **strong Call To Action (CTA)** is equally important.

A combination of good copy and sound design can help convert a visitor to your site into an inquiry. Good CTA elements can be used across your website to make it easy for a viewer to contact you either by phone or through a dedicated form on your site.

The best place to use CTAs is above the fold and at the end of any explanatory text. Above the fold is a term used to describe the part of the web page that is immediately visible to a viewer. For instance, with your earwax removal service, show an image element at the top with copy that allows the viewer to contact you for the service immediately.

Include both your phone number and a CTA button to a contact form on your site. Alternatively, have both your phone number and a small contact form on the image element. Place CTAs where they make sense within the page's flow. On the topic of CTAs and contact forms, it is essential to create webforms that make facilitating contact quick and easy.

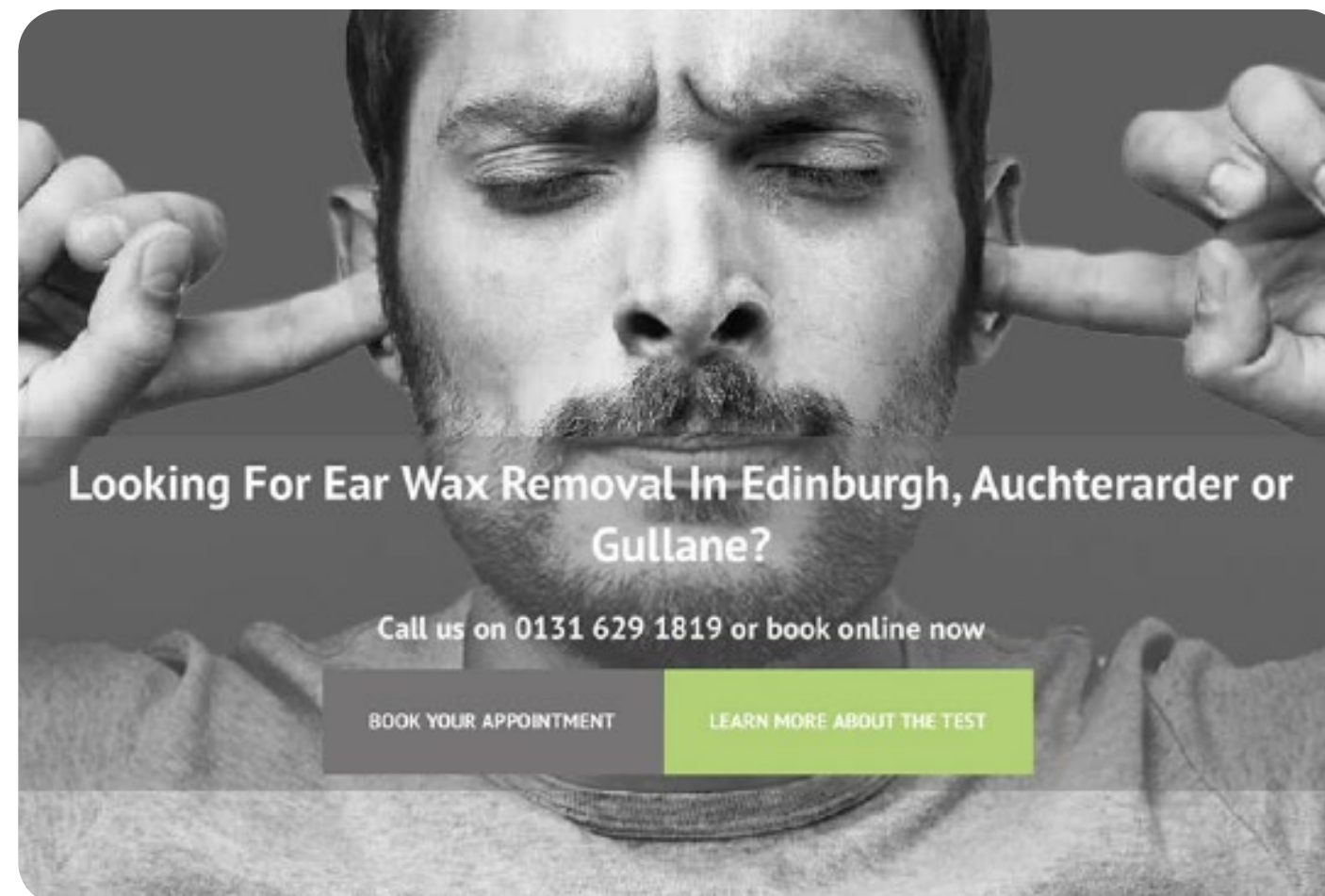


Photo taken from:

<https://www.edinburghhearingpractice.co.uk/microsuction-earwax-removal-edinburgh>

Asking for too much information may turn off privacy-conscious or time-strapped clients. The rule of thumb is that the less information clients have to give, the more likely they are to fill it in. Find a balance between the amount of information you need to nurture the lead and the amount of information they are willing to give.

Also keep in mind that privacy regulations such as the European Union's GDPR require that you have consent to use a patient's data. Your site must have a clearly stated privacy policy that spells out how you store personally identifiable data, what you use it for and if it is shared with anyone else. Make sure that this patient information is safely stored in your Practice Management Software and easy to access in the system in case of audit.

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While it is clear from MarkeTrak results that cost and stigma are major impediments for patients moving forward with treatment, uncertainty about the benefit of wearing hearing aids is also an issue.

The best way to overcome uncertainty is through experience.

Offering demos of hearing devices is the best way to settle the minds of patients worried about making a purchase. As part of your sales process, it is recommended to allow your patients to experience the difference that hearing aids make at every appointment where you identify a hearing loss. Make it clear on all marketing content that you offer this service.

You can also consider a demonstration day where previous and current clients, as well as prospects, are invited to try new technology that can help improve their hearing. Running an online campaign targeting prospects in your area through a channel like Facebook or other social media platform can also be an effective strategy to get new patients in the door.

You can also ask existing patients to be ambassadors for your clinic in the community. Get them involved in demonstration days by asking them to bring along friends who might benefit from your services.

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Search Optimization

Search Engine Optimization (SEO) can be as complicated or as simple as you want to make it. There are profoundly technical SEO elements, and honestly, you don’t need to know that much about them. In its most simple form, on-page and off-page SEO is about intelligently targeting search phrases. Google, in particular, has made most search returns for products and services local. That strategy makes sense: If you are looking for a plumber in London, a search return that offers details of plumbers in Berlin is not much use to you. For larger chains outlining locations and popping up the right places is critical for your clinics to be found.

Focusing on your local area needs to be part of your SEO strategy. SEO has gone beyond simple keywords. More often than not, searchers use long-tail keyword phrases. For instance, a searcher in Dublin may use the phrase **“Earwax removal in the Dublin area”**. A headline saying **“Earwax removal in Dublin”** helps to attract people in that area who are searching for that service.

Having copy like this with locations mentioned on your webpages should help you rank higher in searches for those services in that area. Other strategies to improve your website’s chances of appearing in front of prospects include:

- Identifying key words and phrases around your industry
- Localizing the data so that you can target prospects in your area
- Deploying an SEO strategy designed to leverage those localized terms
- Designing and deploying content through your online marketing channel to leverage the data
- Leveraging that content through multiple online channels, such as Twitter, Facebook, and your Google My Business profile



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- Create A Content Eco-System

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- Offer Demos Of Products And Services

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Online Marketing Activities

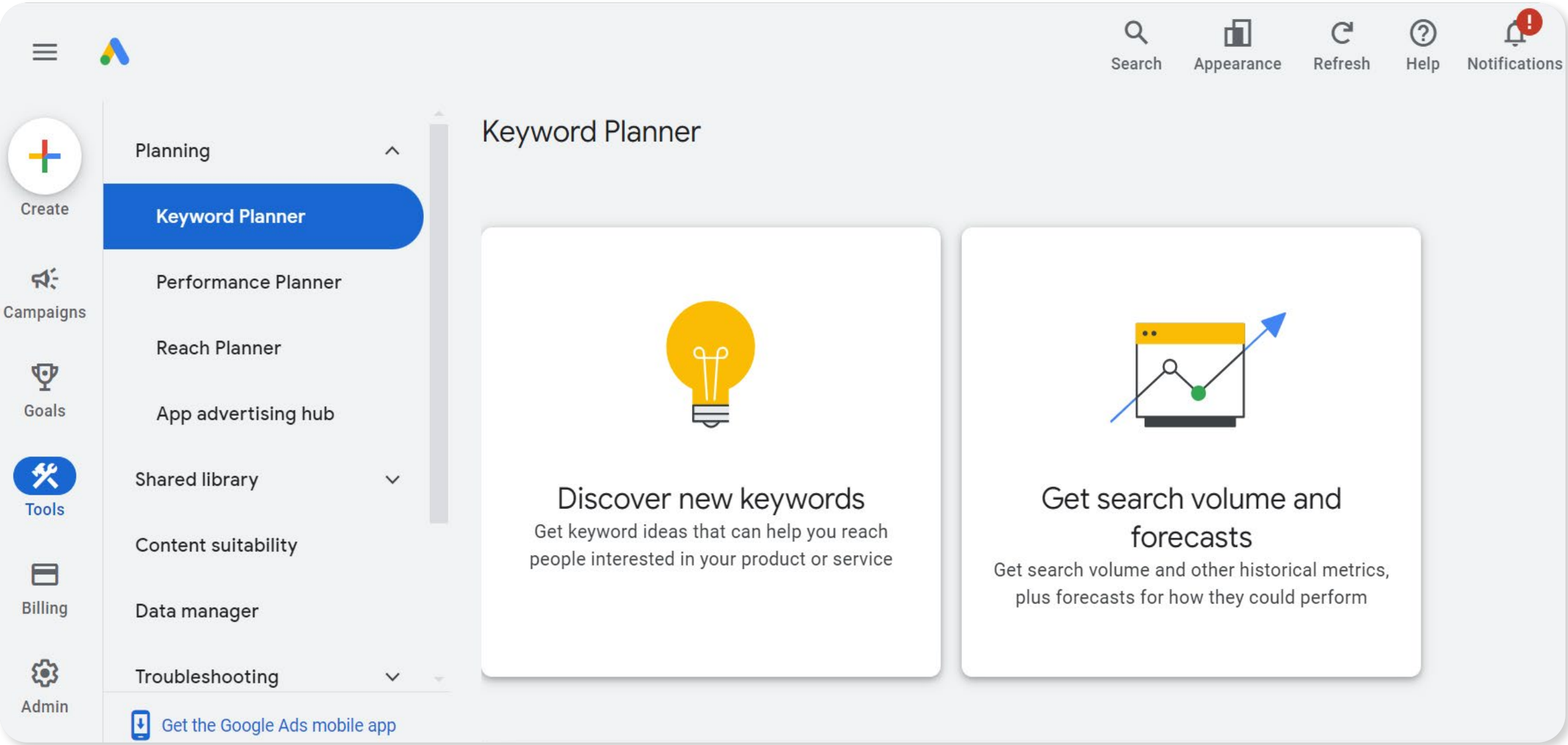
- Add Your Clinic Location(s) On Search Engines
- Facebook Marketing
- Email Marketing
- SMS Marketing

Track Your Achievements

Google Keyword Planner

You can use the keyword planner tool in Google Adwords to identify keywords and historical metrics, all localized down to your geographical area. [An article by Geoffrey Cooling](#) detailed global keyword searches for the hearing aid industry. While the article is dated, the basis of the keywords have not changed dramatically.

If you plan and deploy this strategy, you will begin to drive lead generation across your site. Don't forget, getting patients to your site is only half the battle. Getting them to stay on the site and give you their contact information is the end goal.



For more information, refer to [Google Ads support](#)

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Add Your Clinic Location(s) On Search Engines

Local SEO is about local signals on your website, and also about elements such as Google My Business profiles, Yelp profiles, and Facebook Business Pages. Your website’s local signals are your name, address, and phone number along with any mentions of the areas you serve. Good SEO targets services or product searches in the area where you provide them. Having your phone number in your website’s footer is essential.

Explaining which areas you serve is important. In this way, you send a clear signal to Google where you are, what services you provide, and where you provide them. The map pack profiles include an aggregate of patient reviews and is populated by businesses who have set up a profile on Google My Business.

It is imperative for your local search strategy to set up a profile and use it to its fullest. Be sure to add pictures, products, and services to your profile and encourage your happy patients to leave positive reviews about your hearing practice. Remember that a well optimized Google Places profile will help you appear on the map pack, but that doesn’t mean that you can ignore your website. The two things work holistically.



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The number of reviews that appear about your hearing practice is not necessarily as important as the quality of reviews, although a larger volume of reviews can provide an edge for businesses in highly competitive areas. While Google Places is probably the most critical profile, you can’t afford to ignore Yelp in the United States. It is a similar concept to Google Places, and you should use it in the same way. Ensure your Yelp profile is set up to its fullest and encourage your your patients to leave positive reviews there.

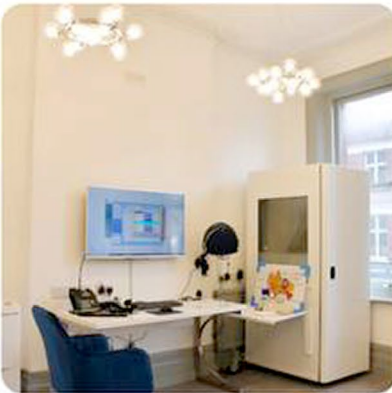
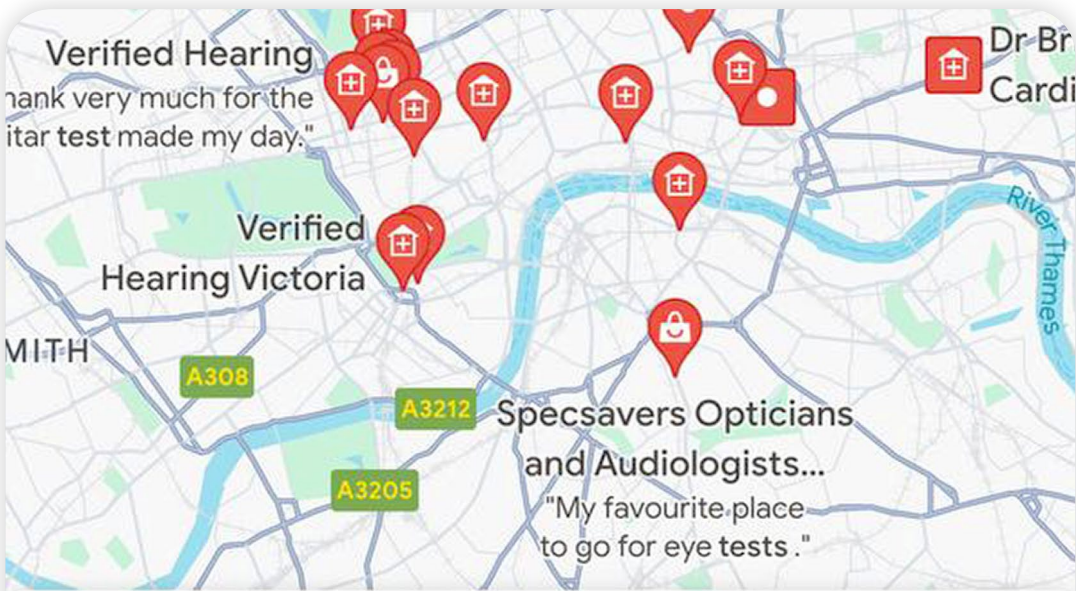
The “**map pack**” is the name given to the map box and entries that appear on many Google search results. Many searchers will choose a provider from the map pack before looking further down the search returns.



Your tool box

How to create a Google My Business profile:
<https://business.google.com/create>

Create a Yelp business listing: <https://biz.yelp.dk>



London Hearing Specialist

4,9 ★★★★★ (467)

Audiologist ·

Open · Closes 18:30

"Free hearing test after."



Directions



Services



Call



View map

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Facebook Marketing

While discussing profiles, it would be negligent not to cover Facebook, which has become an important channel for many businesses. A considerable proportion of people use Facebook regularly. Facebook offers robust marketing tools for any company who cares to use them.

The key to Facebook marketing is to be innovative, use strong visuals and relatable messaging, and narrow your targeting to a segment that makes sense. Facebook is excellent for targeting; it allows you to focus on the people within your coverage area that make the most sense as prospective patients. It also offers robust experimentation tools and metrics so you can track your return on investment. It will allow you to undertake focused marketing, such as a demonstration day or specific product campaigns.

Facebook can be an ideal place to experiment with imagery and messaging to increase conversion, as it will allow you to run two versions of an advertisement side by side, a practice known as A-B testing. You can track which version is making the most impact and even tweak them as your campaign evolves. It is worth your time and energy to become familiar with the [Facebook business and advertising tools](#); they can be a vital part of your marketing

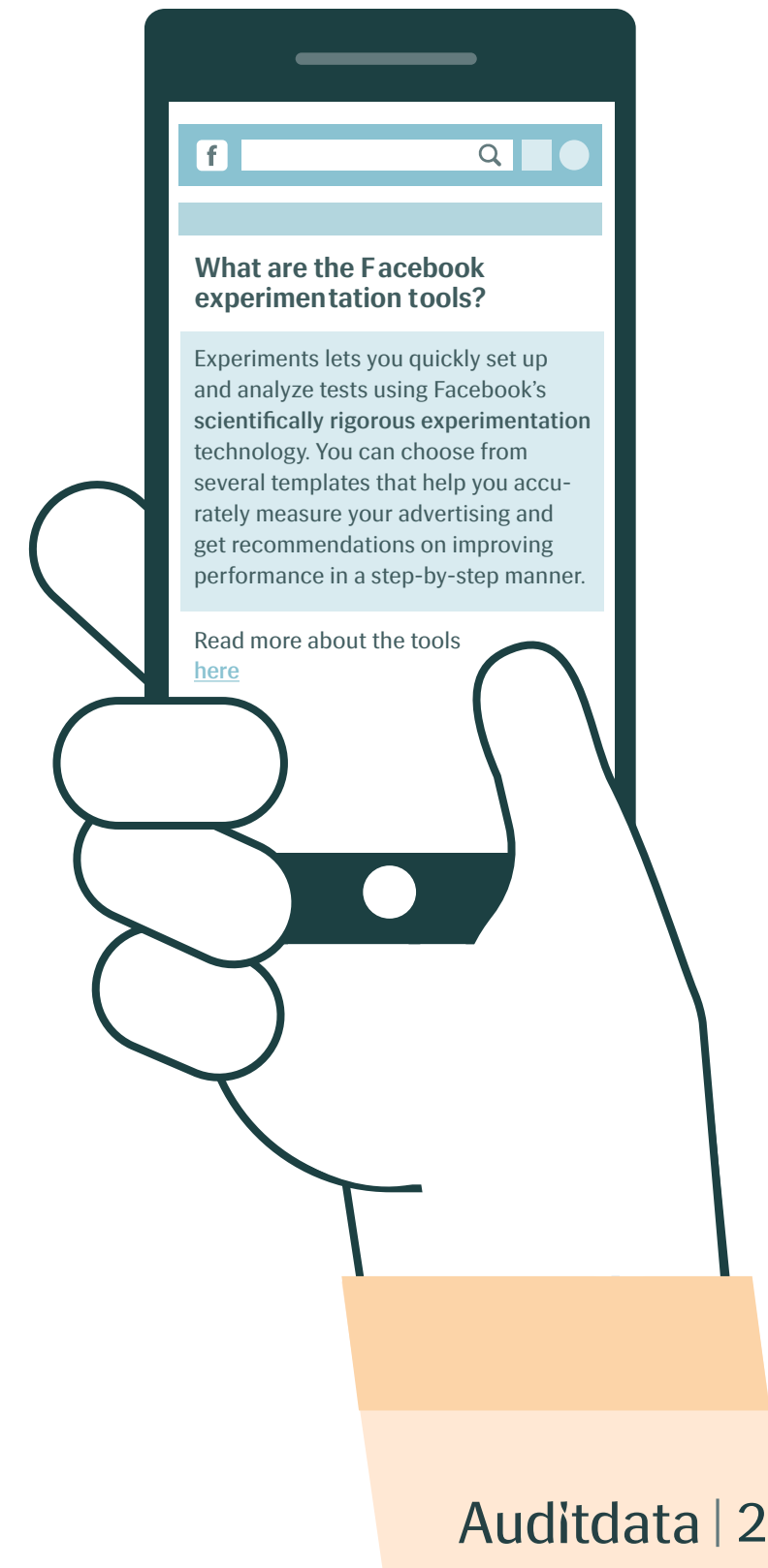
You can use Facebook advertising for multiple marketing messages around products, promotion days and simple information campaigns. For example, many prospects are unaware of the long-term impact of untreated hearing loss. Information campaigns around the issues of isolation, depression and even more rapid cognitive decline can help patients and prospects understand the importance of dealing with their hearing loss.



Your tool box

Explore How To Set Up A Facebook Page:

<https://www.facebook.com/business/pages/set-up>



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Email Marketing

Email marketing can be a useful tool for nurturing a lead to a conversion. It can also be an effective channel for newsletters and post-purchase communications.

A strong email strategy requires reliable information. That is a key reason why Practice Management Software (PMS) is critical. The right PMS will allow you to design and run email campaigns within the application. More than that, it will enable you to track your return on investment with ease.

Both email and SMS campaigns can be thought of as “interruption marketing”- messages that interrupt a patient’s regular routine. Even if your patients have happily signed up, you must still make sure that your communications provide value for them. Important considerations for launching email and SMS marketing campaigns include:

Segmenting your subscribers

One of the most critical steps is segmentation of your subscribers by:

- Geography
- Last-buy
- Equipment
- Last check-up

Well-targeted segmentation grows valid, personal, and engaging communications.

Personalizing your messages

Impersonal communication will not impress your prospects or existing prospects.

Sending mobile-friendly emails

Many patients and prospects will glance at their emails on their mobile device, and if they can’t view them properly, they may not bother viewing them later on their desktop.

Testing copy, design and buttons

Often the decision to open an email is made because of the subject line, so be sure that yours are short, relevant, and catchy. Test your copy, design, and buttons on your emails and any landing pages you set up on your website.

Automating email campaigns when possible

Automating your email marketing ensures that the emails go out on a set schedule without requiring extensive action on your part. Track your metrics carefully and see which messages, timing, etc. is working best for you.

With **Auditdata Manage**, you can set up a defined patient journey. A related efficient communication strategy is key to keeping your patients engaged. A patient journey helps you design a structured approach to your communication and marketing efforts. This includes the **SMS Appointment Reminder** feature allowing you to send automated text messages based on upcoming patient appointments.

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SMS marketing is a fairly recent concept in healthcare. While it is most commonly used for operational communications, such as appointment reminders, there is also an opportunity to use SMS post-sale to drive a better patient experience.

A few SMS strategies might include sending timely messages to your recent purchasers to remind them about changing wax guards, or to go over cleaning and care for their devices. Encouraging messages talking about wear time and coping mechanisms to use in different sound situations may also yield significant benefits.

Links to videos or web pages with more information can be very useful for patients with smartphones, especially as a way to guide them through their first days with a new device. You could use email marketing to meet similar needs; the beauty of an omnichannel approach is that you can experiment to find the best channel for each patient or even ask the patients about their preferences when they visit your clinic.

Again, remember that it’s crucial that the messages you send are relevant and have real value for the recipients.

In some countries, the same messages can be used on channels that are widespread like “WhatsApp” or “Wechat”.



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None of this is of real value unless you are tracking and measuring everything that you do. For each of the different channels we have discussed here, there are different measurement tools. To know how effective your marketing is, you need to measure it. Sound measurement principles will enable you to see the strategies that aren't working so you can change or dump them.

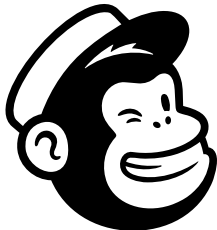
The top KPIs that are data-driven:

- Web traffic sources
- Brand awareness
- Cost per lead
- Website traffic leads
- Returning visitors
- Online conversion rates
- Lead conversion rates
- Click-through rates

Your money is hard-won, and spending it on failing marketing is a waste of it. However, the only way to know whether an expenditure is worthwhile is by having all the facts in front of you. While your PMS can help you with segmentation and communication, it should also offer more in-depth commercial analytics and insights. You need the full picture - including metrics - to make solid, fact-based decisions.



For instance, you can track your website traffic and engagement through **Google Analytics**.



Mailchimp and Aweber have excellent analytics tools built in that will allow you to track, experiment and measure.



Facebook offers superior analytics on both your business page and your marketing campaigns.



Even **Google My Business** has rudimentary analytics that allow you to understand how well your profile is doing.



Your tool box

If you think the above mentioned tools are confusing, Oribi is a great tool to analyze your data.

Oribi is available at: <https://oribi.io>

Oribi

Cool features to explore:

- User friendly dashboards
- Event tracking
- Visit journeys
- Marketing channel analysis
- Funnels and correlations
- Marketing attributes

Chapter 3

How To Nurture Your **Lead To Conversion** With Omnichannel



Stay Relevant And Convert Your Leads Into Paying Customers

You Need A Good Management
System

Stay Relevant And Convert Your Leads Into Paying Customers

Each of the prospects that contact you is an individual, and you need to combat the thought that **a one size** fits all approach will work.



At the beginning of this guide, we said that the accepted industry benchmark for patient acquisition cost is over **\$450**. To reduce those costs, you need to maximize the return from every marketing campaign, and every prospect touched. Each person is at a different stage of their journey and recognizing that, allows you to design good communications for them.

You need to design strategic content relevant to each patient and prospect, and help them move forward in their journey with your clinic. If you do it correctly, it will allow you to engage more of your prospects and convert them to patients. If you align omnichannel marketing and experience with good strategic communications, you can reduce cost per acquisition.

You also have to recognize that once you convert a prospect to a patient, you should design their experience, including communication, to ensure that they are onboarded with the hearing aid, correctly fitted and remain engaged patients to nurture for re-purchase, references and upselling.

The communication should be relevant to the patient and their stage in the journey.

Ask each patient about their preferred communication platforms. And if the patient is not very digitally active, ask a relative if they can assist and make a communication flow towards the patient. The key to all conversations that help you drive the patient experience is value.

Relevance is an essential factor; that's why a deeper understanding of your database through proper segmentation is vital. The way forward is a **Practice Management Software** that offers you the tools to segment and communicate to your database with ease.

Stay Relevant And Convert Your
Leads Into Paying Customers

You Need A Good Management System

You Need A Good Practice Management System

A critical part of our strategy should be the automation of the patient journey and the communications you provide. In that way, you can ensure that you deliver that strategy with every patient every time. That means that you need a PMS that is a functional patient relationship management system.

Use an integrated PMS that offers in-depth function, the ability to customize workflows and be easily integrated with any other software you use.

A fully-featured PMS will allow you to run your communication plan and over time, determine how it is doing so that you can tweak it, as necessary. It will enable you to design the communication flows and parameters for each campaign type to deliver the best results.

A acquiring leads and nurturing them to convert to a patient is a crucial part of your business. Ensuring that your existing patients remain your patients is also imperative for long term growth and success. That is where a sound PMS comes into its own.

Don't Forget Your Existing Patients!

It will allow you to design the communications parameters you want and integrate the different copy and content to run your campaigns and assess their benefit. It will allow you a complete overview of how things are working to react if they are not. A strategy to nurture prospects is imperative, and we will be investigating clear strategies and processes to deliver them in our Nurturing Leads to Conversion e-book.

Auditdata Manage is a data-driven cloud-based Practice Management Software built for hearing care providers. Whether you're operating a single outlet or multiple locations, it provides the best possible platform to manage your business operations, marketing and clinical tasks while offering you complete visibility of the data you need to make strategic decisions.



Raise Awareness of Hearing Loss Easily with **Marketing Integrations**

From first contact to structured aftercare, **Auditdata Manage** collects and connects patient data, so that their history and notes are captured—leading to a more customized patient experience and tailored hearing solutions.

- Reach more people with hearing impairment
- Get existing clients to buy different products
- Ultimately, help more people with hearing loss

[Contact Us](#)

