

Customer acquisition with Lyric

Acquire **new prospective customers** with various Lyric marketing activities and set up new **Lyric trials**. Lyric sets you apart from other specialist hearing care specialist stores.



Our service for you:

- **Individual consultation** to choose the right advertising materials for you
- Large selection of **layout templates** – digital and print
- **Adjustment** of templates to your personal requirements, e.g. format and logo
- **Advertising flyers:** Complete processing from the creation of print data to printing, fast delivery after print approval

Get in touch with us!

Your contact at **Phonak Marketing:**

Email: XYZ@phonak.com



Sample ad templates

Sample Facebook posts

Tips and tricks – successful advertising with Lyric

Keep your website up to date

81% of customers do research in advance online*

Inform all employees

and update them on the product and the aim of the advertising

Use learning effects

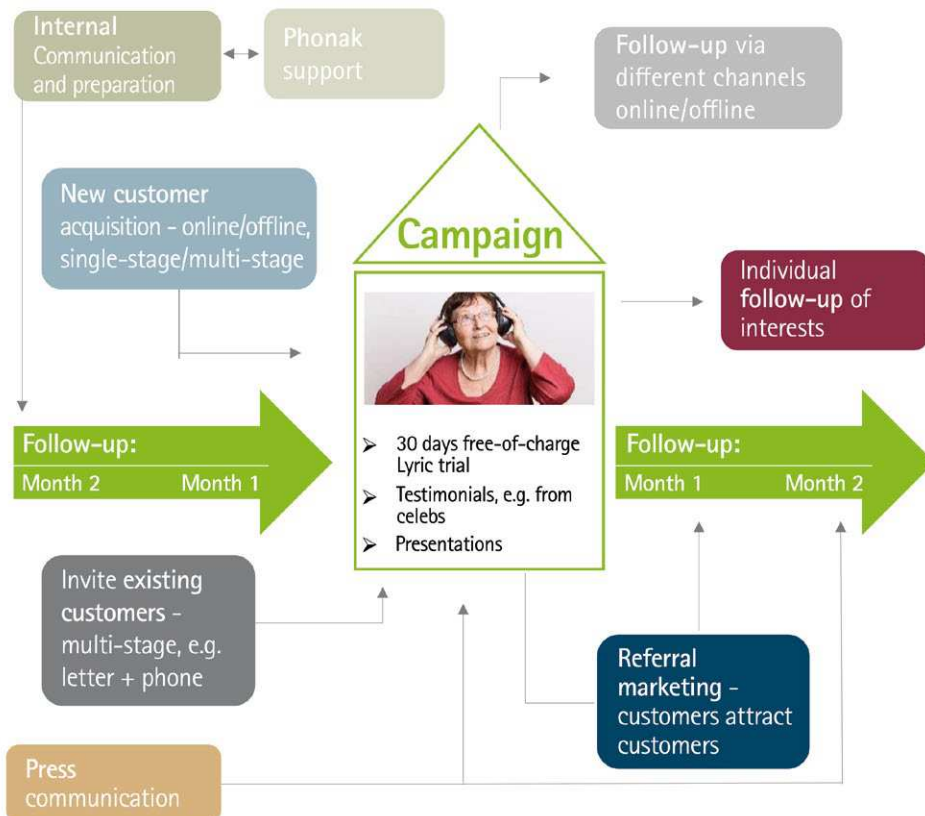
Track which forms of advertising worked well/badly.

Digital advertising forms

Often more cost-effective, better to assess and easier to adapt

Ongoing marketing planning made simple and efficient – using the example of a campaign day

- Plan and promote the campaign day 6-8 weeks in advance
- Follow up Lyric campaign day and take further action
- Use the full Lyric marketing portfolio – digital and print



Checklist on campaign day:

- Can you invite a journalist, an ENT specialist, or a satisfied or prominent Lyric customer such as the local mayor?
- Contact Phonak for support in creating your advertising campaign.
- Reserve a trade fair wall or Vario displays for hire from Phonak.
- Is your Lyric fitting area ready? Do you have the programming cable and your login details for ALPS?
- Do you have enough brochures in stock?
- Do you have enough Phonak products and Lyric products in stock?
- Inform your employees about the aim of the campaign day and the exact procedure on the day, e.g. Lyric and alternative products, appointments
- Do you have Lyric films for your TV, as well as display materials for your shop?

* Source: Waypost Marketing