



# Changing the game with digital marketing

Phonak Australia

A Sonova brand

**PHONAK**  
life is on



Introduction



Website



Local  
SEO



Online  
reviews



Social  
media



Email  
marketing



Lead  
generation



Additional  
resources

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# Introduction

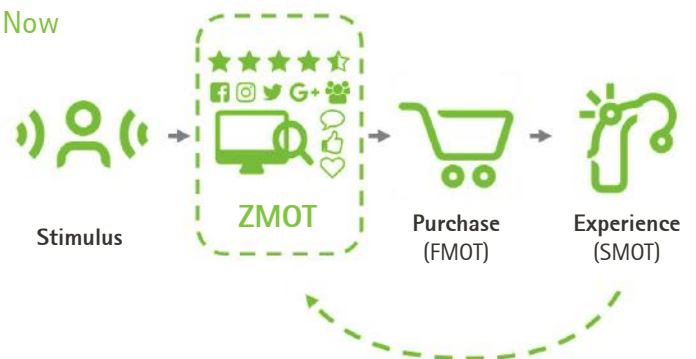
Evolving with the digital age

- The digital age today heavily influences a clients' decision making process and hearing instrument purchases.
- Consumer behaviour has changed. There is a new phase, coined by Google, called 'The Zero Moment of Truth (ZMOT)'<sup>1</sup>:

Then



Now

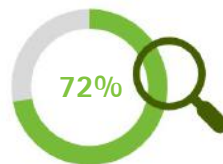


The decision-making process now includes extensive research. Clients will go online to read reviews, compare services between clinics, look for deals/promotions, and more. Businesses need to have a strong online presence in today's digital age to compete.

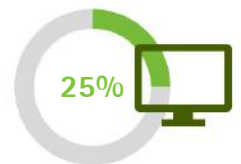
Aussie consumers' digital touchpoints



**84% of Aussies**  
access the internet daily<sup>2</sup>



**About 3 in 5 Aussies** use search engines to find information on local businesses<sup>3</sup>



**1 in 4 Aussies** search for local businesses' websites to find more information<sup>3</sup>



**Almost 1 in 2 Aussies** look at online reviews, forums, and blogs when considering a local business<sup>3</sup>



**Every 4 in 5 Aussies** are social media users and most engage with businesses only through their newsfeeds<sup>2</sup>

To support you with your digital marketing initiatives, we've compiled a comprehensive guide including insightful information, tips, tricks and free resources to help your digital presence.



# Website

84% of Australians access the internet daily<sup>2</sup>. When searching for a local healthcare service provider, about 1 in 4 Aussie consumers would visit a businesses' website for information<sup>3</sup>. Is your website user-friendly enough to keep them and also hold the information they need?



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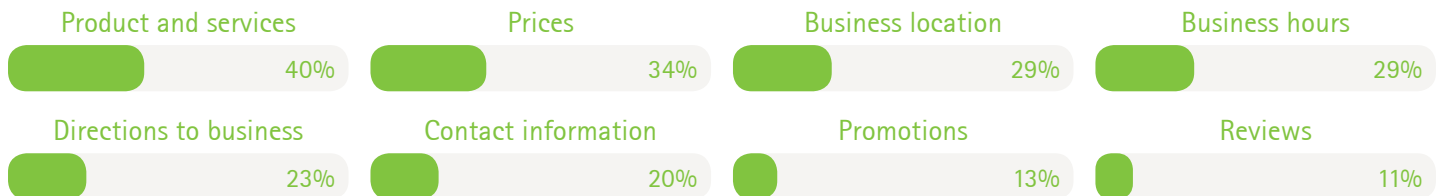


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## Website

What potential/existing Aussie clients look for on your website<sup>3</sup>

The bars below reflect the type of information people in Australia look for in local business websites. Be sure to review your site and check if you've included all of this relevant information on your site:



8 web pages your site should have



### Homepage

An overview on your clinic and what it does. Consider the first page people will land on and be sure to put up compelling content that will draw audiences in within seconds. This is also a good space for you to showcase your latest marketing activities and products.



### About

Include a brief introduction and pictures of your clinic, along with your point of difference that sets you apart from your competition. It is also a good idea to include your fitters and audiologists in this page, preferably accompanied with a brief write-up, along with photos and also what makes them qualified.



### Articles and blogs

Share your expertise and engage your potential clients. Having relevant blog posts positions you as an authority in the space, boosts visibility on search engines and provides you with a platform to soft-sell. An active blog indicates the website is still active, and therefore, so is the clinic.



### Products and services

List details on the products you carry and services you provide. Consider separating products and services if they get too extensive. Include a clear call to action after readers learn about you. For example, "schedule an appointment today" or "read what our clients have to say".



### Location, contact and book an appointment

Show clients all the ways they can get in touch with you and where they can find you. It is also important to have your phone number and email address on your website's footer on each page. Within the same or on a separate page, allow clients to easily arrange a hearing test.



### Frequently asked questions (FAQ)

This will save you time answering the same questions on an individual basis. Provide honest answers for each one. Where possible, your answers should lead to a call to action, persuading potential clients to take the next step with your clinic, such as a hearing test.



### Testimonials and reviews

Testimonials and reviews about your business, particularly those that include photos and videos, help enhance your credibility and reliability. Be sure to get approval from your existing clients before putting their feedback up on your website.



### Privacy policy

Outline how any personal information you collect will be used.





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## Website

Enhance your website with functionalities and plug-ins

A business website can do more than provide existing customers with contact information. Its functionalities can range from simple display of products and promotions to appointment booking. Here are some of the common functions across many audiology websites for you to consider implementing with your web developer:



Appointment  
booking plug-in

Allow patients to easily arrange for a hearing test.



Contact  
form

Keeps your whole team in the loop and prevents spam.



Web push  
notification

Re-engage users who have not visited your site in a while.



Live chat  
Module

Instant connectivity with your patients.



Social  
links

Connects clients to your social media.



Simple online  
hearing test

Lead generation tool for your business.



Newsletter  
subscription

Grows subscribers for your future email marketing initiatives.



Social share  
widget

Promote social signals to your website and increase outreach.



Privacy policy

Where collection of personal data is involved, point clients to your privacy policy page.

### Quick wins

#### Increase time spent on site

Guide new potential clients through your website by creating internal links (where appropriate) to increase time spent on your site, and potentially convert these visitors into leads.

#### Example



Homepage



Services



Appointment



Testimonials



Lead

#### Include call to actions (CTA)

Where appropriate, include CTA throughout your webpages. For example, get your site visitors to subscribe to your newsletter if there are no special offers at the moment.



Sorry!

There are no promotions at the moment.



Sorry!

There are no promotions at the moment.

Never miss another promotion!

Sign up for our free newsletter now and stay up to date on all the promotions.

Sign up



# Local SEO

72% of Australians use search engines to look for information on local health-related businesses<sup>3</sup>. Optimising for local search increase your clinic's chances to rank higher and get noticed on Google.



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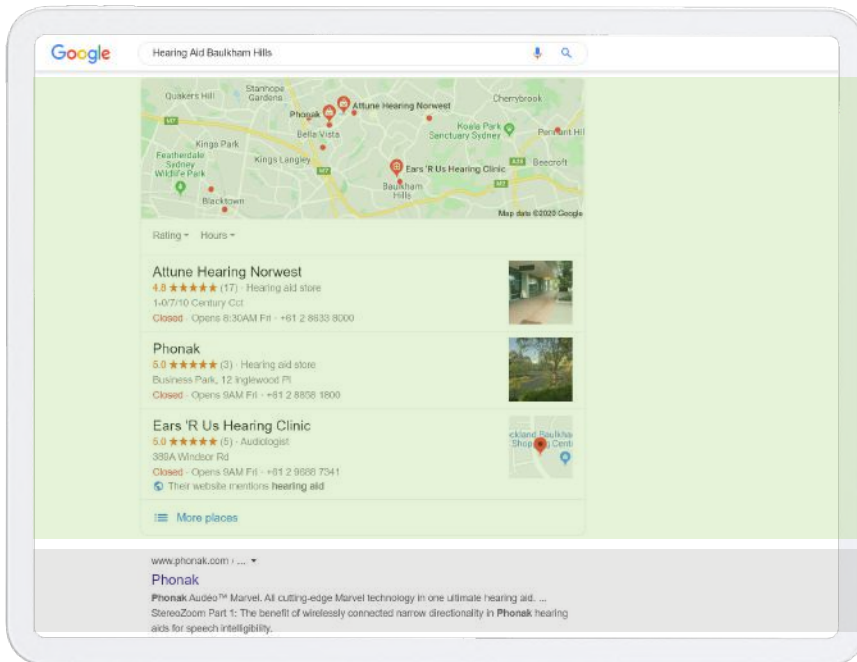


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# Local SEO (search engine optimisation)

What is local SEO?

- When end-users plan to get hearing aids, a typical search query will include a location (*i.e. hearing aid Baulkham Hills*).
- Showcasing relevant businesses nearest to the searcher's proximity or queried location is what local search is.
- Optimising your [Google My Business \(GMB\) listing](#) will help improve local search visibility on Google.

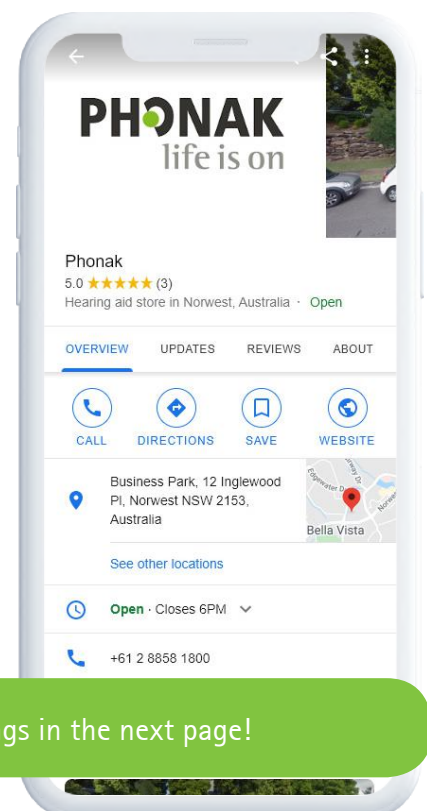


Local search results

Organic search results

Ranking factors for your listing(s) on Google.

- Verified listing
  - Perform a search on your business name on Google to see if you are managing the business listing ([sign up](#) if there isn't one).
  - Optimise and complete all information GMB asks for (including photos and images).
- Consistency in your **business name, address and phone number (NAP)** across online business directories contribute to your local SEO efforts and is what many call a 'citation'.
- 1 listing for 1 location
  - Keep the better ranked business listing and delete the duplicate listing(s) for the same location, if applicable.
- Leveraging on posts within GMB.
- Creating location pages on your website
- Embedding your listing from Google Map on your website.
- Get Google reviews – **huge influence on local SEO ranking!**



Let's explore tactics to garner more Google reviews for your listings in the next page!





## Online reviews

44% of Australians look at online reviews before making a decision on products and services<sup>3</sup>. Prospective clients are more likely to visit a clinic with average reviews rather than one in the same area with no reviews at all. Start encouraging clients to leave online reviews today!



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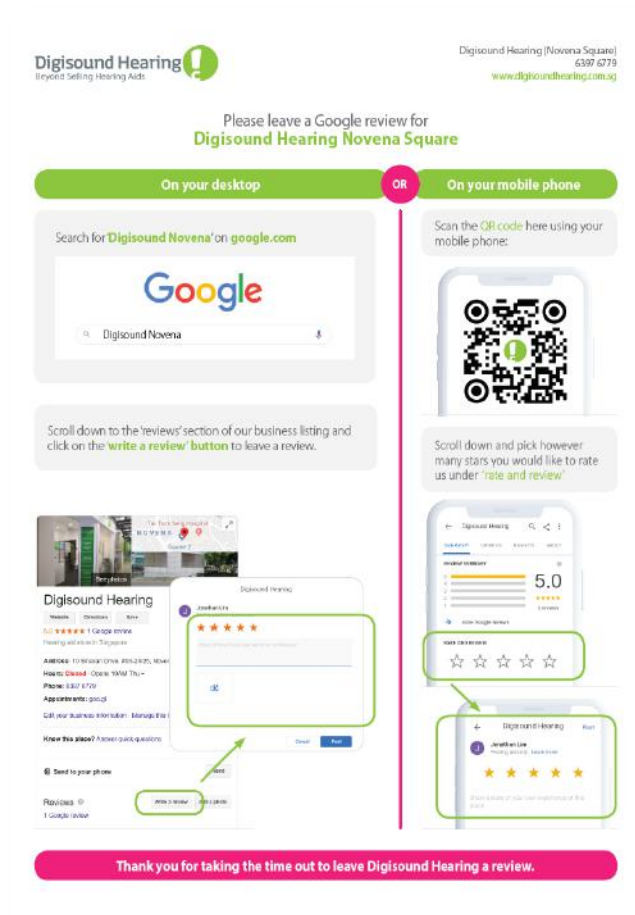
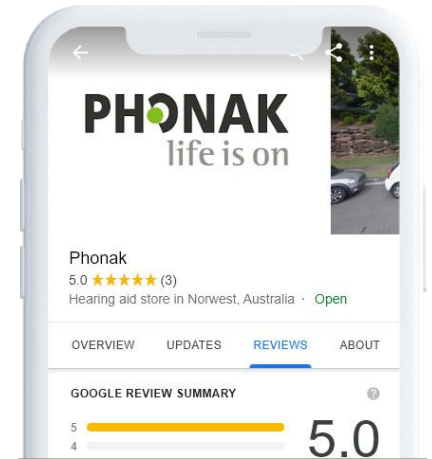
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## Online reviews

### Importance of online reviews

Online reviews have created a new form of marketing and communication that bridges the gap between simple word-of-mouth and a viral form of feedback. In a highly competitive hearing care space, reviews will help you differentiate your clinic from your competition. All other things equal, prospective clients are more likely to visit a clinic with average reviews rather than one in the same area with no reviews at all.

Mentioned in the previous section, **collecting Google reviews contribute towards improving your local search visibility on Google**. The more that is written about your business online, the more important a search engine considers you to be. Start encouraging your clients to leave reviews on your clinic and services. Let them do your marketing for you.



Make it seamless for clients to leave you reviews in both online and offline mediums

### Offline (see sample on left)

- Develop a Google review guide for your clients, unique to each different locations.
- Make the overall layout look simple and clean – to encourage existing clients to easily leave you reviews.
- Print it as a table tent and display them in your clinics (reception and consultation room) to drive immediate reviews, with your HCPs asking for it.
- Print the same design as handouts for clients who wish to review at home.

### Online

- Include direct links to respective locations' Google reviews within each location page on your website.
- Use your social media channels to direct your clients to your Google reviews.

Always respond to reviews to thank your clients for leaving them.





# Social media

79% of Australians are on social media, with over a third accessing them more than 5 times daily<sup>2</sup>. Most social media users engage with others only through their newsfeed. Is your clinic doing enough in this channel?



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## Social media

### Usage

Social media usage is evident across all age groups with almost everyone between 18 to 49 years of age on it, with Facebook being the top social media platform in Australia<sup>2</sup>.



99%

18 – 29 years



96%

30 – 39 years



86%

40 – 49 years



66%

50 – 64 years



47%

65+ years

### Growing your social media following

Building brand awareness and driving more social signals to your clinic requires an engaging community with your social networks. Optimising your profile, remaining active and posting quality content are just a few ways to grow your following. Below are other ways to attract the right audience to your social networks:



#### Promote your social media organically

Include links and usernames on your email signatures, marketing materials, business cards and other print media. Make it easy and seamless for your clients to get to them.



#### Invite new and existing clients

Send out personal invites to get them to follow your social networks if they haven't already. Another opportunity would be to get clients to follow you after a consultation or follow-up appointment.



#### Use social plug-ins

Incorporate them on your website, for example [Facebook plug-ins](#) where you can let site visitors preview your social content, like your page, comment and share your content on their own newsfeed, expanding your reach to potential new clients.



#### Use #hashtags strategically

Explore popular, trending and relevant hashtags that you can incorporate within your posts. This can help expose your clinic to non-followers who will possibly like, comment and follow as a result. Following [best practices on hashtags](#) can help improve performance.



#### Photo tagging during your clinic's events or seminars

With your clients' permission, have photos taken when your clinic host events or seminars. Load the photos onto your Facebook page. Encourage event attendees to check out your page post-event and encourage them to tag themselves. If attendees have uploaded their own photos, request they tag your business page too – this provides valuable and free exposure of your clinic and Facebook page.



#### Run contests, social media exclusive campaigns and giveaways

Running a competition, exclusive social media promotions and giveaways is a quick and effective method used by many small businesses today to grow followers. Adhere to guidelines set by the platform. Remember to encourage your followers to share your post for extra exposure.



#### Run ads

Another way to gain exposure for your clinic's Facebook page is to run ads. Have something of value ready to offer to the potential patient viewing your ad. It can be insightful content such as hearing care tips or a social media contest. This will encourage them to engage with your ad and possibly follow you.



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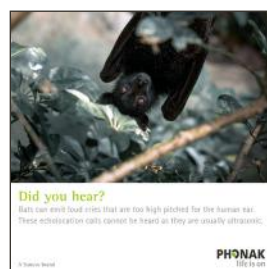
### Content suggestions

Apply the **80/20 rule** when creating content. 80% of your social media posts should be on educating and entertaining your audiences, while only 20% goes into promoting your clinic. Social media should be 'social'. If you're constantly selling, it will appear as though you're not interested in building relationships or engaging in conversations with your clients. So be sure you're creating an engaging community by providing content that is relevant, interesting and high quality. Below are some content suggestions for inspiration. Rotate to see which resonates best with your audiences.

#### Fun facts on the ear and hearing

Light, fun and interesting insights your followers may share on their newsfeed. Search for interesting facts and circulate them on your page. Posts accompanied with photos receive about 39% more interaction<sup>5</sup>.

Recommended formats: still images, GIFs and videos



#### Snippets of helpful hearing-related blog posts/articles

Whenever you have a new blog post/article, share them on your social media to increase traffic and social signals to your website. Source external blogs and articles to share in the mean time if your blog is not ready.

Topics to explore: tips, lifestyle guides, hearing loss facts, case studies, patient spotlight, hearing aid maintenance, etc.

Recommended formats: short snippet with link preview



Find articles on [www.hearinglikeme.com](http://www.hearinglikeme.com)

#### Content suited for video format

Videos are easy for end users to consume. Share informative or how-to videos, lifestyle content, your client's hearing loss journey and testimonials, as well as emotional videos like when someone hears for the first time.

Quick wins: upload your videos onto the social platform such as Facebook instead of using an external link to leverage on the 'suggested videos' feature to your advantage.



#### Your business

Use that 20% to promote your clinic effectively. In your brand related posts, integrate persuasive clear call to actions that motivate your audience to learn more about your:

- Clinic
- Services
- Latest products
- Upcoming events
- Ongoing and upcoming marketing campaigns



Experiment posting quality content at different times of the day to assess which timing gives you most engagement with your audience.





# Email marketing

Email marketing in the Australian healthcare sector has one of the highest open rates at an average of 37.3% and a click-through rate of 5.3%<sup>4</sup>.



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# Email marketing

## Overview

Email marketing in the Australian healthcare sector has one of the highest **open rates at an average of 37.3% and a click-through rate of 5.3%<sup>4</sup>**.

Still an integral component in many marketing campaigns across Australia, email marketing is easy, effective, and inexpensive. They also provide extra content allowance in comparison to text messages and social media posts.

Keep your clients informed on topics they may be interested in, such as your services, new products, promotions, events, and hearing care tips.

## ★ Improve effectiveness

Gone are the days of one-size-fits-all emails. Today, clients expect relevant content that is tailored to them.

**Segment your subscriber lists and deliver customised, relevant content.**

## Email marketing checklist

### General

- Goal(s) of campaign defined.
- Target audience for campaign defined through segmentation.
- Verify that subscribers have opted-in for updates from your business.
- Recognisable name and email address.
- Subject line and preview text optimised to encourage open rate.

### Content

- Campaign template customised to your business.
- Relevant content according to the target audiences' interest(s).
- Use clear call to action(s) that corresponds with campaign goal(s).
- Business information is present (website, address, phone number etc.).
- Under Australia's Spam Act, every commercial electronic message must contain a functional and legitimate 'unsubscribe' facility, therefore ensure a link to unsubscribe is included in every communication.

### Design

- Images are working and optimised for email marketing.
- Look out for 'ALT (alternative) text' option within your campaign builder to describe images should clients choose not to download images.
- Preview campaigns and run a test, ensuring campaign is responsive, rendering well on different devices and email reader applications before sending.

## 🔧 Email marketing tools



[getresponse.com](https://getresponse.com)



[mailchimp.com](https://mailchimp.com)



[campaignmonitor.com](https://campaignmonitor.com)

[Click here to check out some email marketing examples from other industries focusing on conversion](#)



# Lead generation

The process of attracting leads (your potential clients), nurturing them throughout the buying process to convince them about your products and services, and then convert them into a paying customer. We included some examples for your inspiration!





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# Lead generation

## Campaign ideas

A lead is any person who indicates interest in a company's product or service. We gathered below some of the most common examples of lead generation campaigns in our industry for you to draw inspiration from, to attract potential clients to your clinic.

**Download the "Hearing aid buyer's guide"**

Choosing the right hearing aid can seem daunting at first. There are hundreds of devices in the market for all types of hearing loss and functions to meet a wide range of lifestyle needs.

This comprehensive guide makes comparing brands, models and functions easier than ever to match you with the right device. Take advantage of this FREE resource.

First Name\* Last Name\*

Phone\*

Email\*

Privacy policy\*

By contributing you agree to our [Privacy Policy](#).

**Download guide**

**Hearing Aid Buyer's Guide**

**Topics**

- Hearing loss
- Tinnitus
- Online hearing screening
- Hearing aid technology

**About us**

- About us
- Find a specialist retailer
- Arrange an appointment
- Careers
- Contact form

**How to find us**

- Facebook
- LinkedIn
- YouTube

## Lead generation offer: Hearing loss guide

### What to include:

- Introduce hearing loss and hearing technologies.
- Share about hearing aid styles, benefits, and etcetera.
- Include FAQs.
- Subtle introduction of your clinic.
- Suggest to take next steps with your clinic.

### Target audience

- New potential hearing aid wearers.
- Adults finding out information on behalf of their parents.
- Parents of children with hearing loss.

**Free Hearing Test**

Get a free hearing test conducted by a hearing specialist to assess the condition of your hearing loss and find the right hearing solutions.

Name\*

Phone\*

Email\*

**SUBMIT**

**To Be Or Not To Be**

Is a hearing aid useful for you and your family? Is hearing rehabilitation suitable for you? Does the hearing aid give you the benefit you need? Find out without making an upfront commitment with our free test.

**Your First Visit to Digsound Hearing**

**First 10 minutes GREETINGS**

Meet our friendly, experienced and professional staff. You will have a chance to ask any questions you may have.

**Next 20 minutes HEARING TEST**

1. Hearing the general level of your ears (Hearing the words back up or not).

2. Hearing your hearing aid (if you have one) and how it works.

**Next 30 minutes PERSONALISED REVIEW**

Based on the results of the test, we will give you advice on the right hearing aid solution.

**Last 10 minutes SCHEDULE FOLLOW-UP**

We can help you to better hearing.

## Lead generation offer: Free hearing test

### What to include:

- Offer a free hearing test to motivate end-users to sign up.
- Let the end user know what to expect during the hearing test.
- Should there be no purchase decision after, get ready to offer a 'return voucher' to encourage client to return and to track ROI (return on investment) and campaign effectiveness.

### Target audience

- New potential clients with hearing loss.
- Existing hearing aid users who wish to have their hearing tested by another clinic.



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# Lead generation

**Digisound Hearing**  Leading Hearing Care Call us today  
6650 2463

**ALL-NEW Phonak Audéo™ Marvel**  
Sign up for your no-obligation FREE 7-day trial.  
Take the all-new Marvel hearing aids home during your free 7-day trial and get ready to fall in love all over again.

**Limited trial sets available. Sign up now!**

Name

Phone number

Email address

Age group  
Select an age group

Which hearing aid brand are you using?  
Select a brand

Subscribe to Digisound Hearing's newsletter?  
☐ Yes, please! I want to receive special offers, news and updates from Digisound Hearing.  
☐ No, thank you. I don't want to receive any more emails from Digisound Hearing.

**Submit**

**Marvel by PHONAK**

**It's not just a great hearing aid. It's a multifunctional marvel.**

Directional sound field  
Focuses on sounds in front of you.

Reduce speech understanding in noise

Reduced listening effort in noise

Connect to all Bluetooth® phones, including iOS and Android

Enjoy that hands-free phone calls without ever leaving your phone in a room the room

Streamline music directly to your hearing aids

Experience high quality across sound on a variety of everyday electronics

Easy to use, quick to charge, and offer a full day of hearing with the rechargeable model

**See Phonak Marvel in action**

**It's not just a great hearing aid. It's a multifunctional marvel.**

Clear, rich sound

Smart app

Connects to smartphones, TV and more

Rechargeable

## Lead generation offer: Hearing aid trial

### What to include:

- Offer a free hearing test with a free hearing aid trial.
- Persuasive and supporting headline – clear and concise copy that is benefit oriented with supporting imagery.
- Include value proposition of the product, highlight the key features and benefits.
- Include social proof (testimonials and reviews, if any) to further convince the end user to claim the free hearing aid trial.

### Target audience

- New potential clients with hearing loss.
- Existing hearing aid users who try out new hearing aids.

**Digisound Hearing**  Leading Hearing Care Call us today  
6650 2463

**BIG SAVINGS ON Phonak Audéo™ B30**

ORIGINAL PRICE **\$2,000 EACH** **PROMOTION PRICE \$1,450 EACH** **YOU SAVE \$550!**

**PROMOTION PRICE INCLUDES:**

- FREE hearing test and consultation
- FREE product features support and aftercare
- FREE 1-year supply of hearing aid batteries
- FREE 2-year local warranty (includes 1-year international warranty)

**Better hearing shouldn't break the bank. Don't miss out on this big savings offer!**

Name

Phone number

Email address

Age group  
Select an age group

Which hearing aid brand are you using?  
Select a brand

Subscribe to Digisound Hearing's newsletter?  
☐ Yes, please! I want to receive special offers, news and updates from Digisound Hearing.  
☐ No, thank you. I don't want to receive any more emails from Digisound Hearing.

**Claim offer now!**

**Phonak Audéo B30 Key features at a glance**

**Discreet**  
Discreet and stylish design is 6 different colors to suit your unique style.

**SoundReceptor**  
Keeps high-fidelity sound waves to hear in all situations.

**Speech is clear**  
Noise is reduced from the back allowing you to focus on conversation in front.

**WirelessLink**  
Eliminates annoying wiretangling from hearing aids without interruption.

**Color Situation**  
Creates a comfortable battery compartment to easily use.

**Rechargeable**  
Rechargeable battery with a long-lasting noise without affecting comprehension.

The Phonak Audéo B30 is an affordable yet effective solution to enhance daily communication abilities. It provides an excellent hearing experience for those who prefer to lead a quiet life. An excellent option for individuals who wish to hear better at home, enjoy one-to-one conversations, watching TV, and in small group settings.

For a limited time, this discreet RIC (receiver-in-canal) hearing aid can be yours at \$1,450 each, saving you \$550 from the original price. Claim this offer on the form above now to avoid disappointment.

**How it works**

**01 Claim this offer**  
Consider the form at the top of

**02 We contact you**  
Our team at Digisound Hearing

**03 Visit our clinic**  
Visit the Digisound Hearing

## Lead generation offer: Promotion

### What to include:

- Savings on hearing aid promotion.
- Persuasive and supporting headline – clear and concise copy that is driven towards savings.
- Include value proposition of the product, highlight the key features and benefits.
- Increase perceived value of the product by adding in services you already provide – free hearing test, lifetime aftercare support, and etcetera.

### Target audience

- Price conscious clients with hearing loss.





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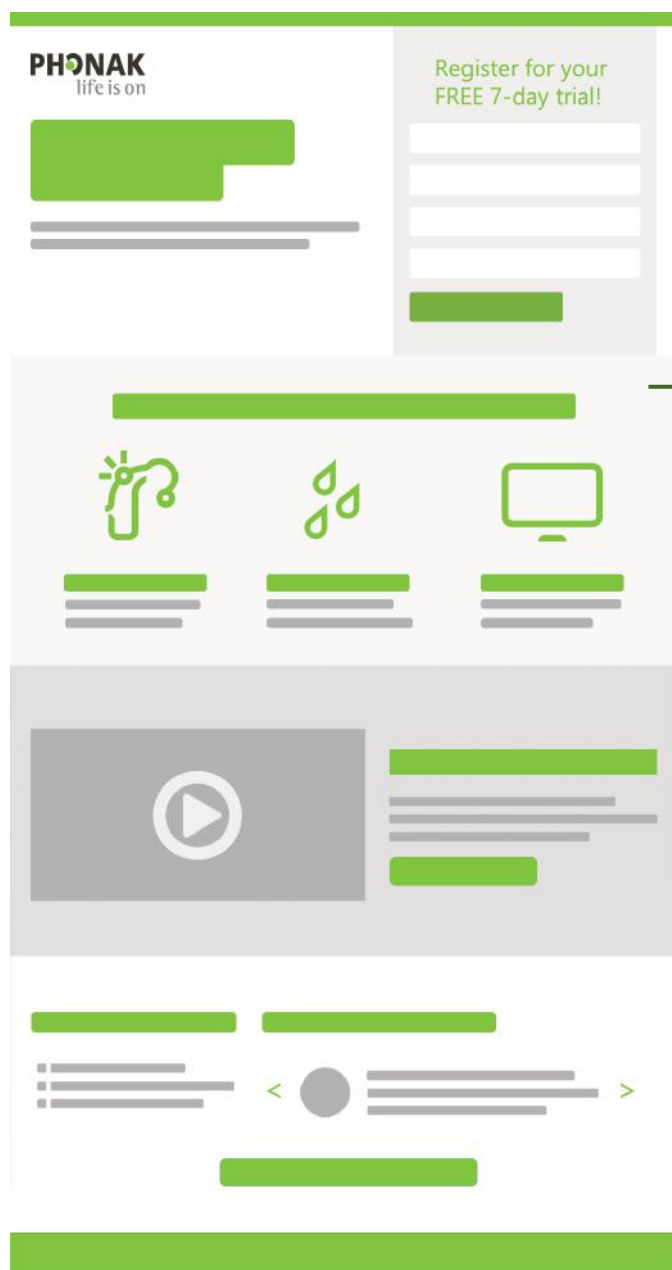
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# Lead generation

Using landing pages for your lead generation campaigns

A website is designed to deliver multitudes of information to encourage exploration, while landing pages have only one specific purpose – promoting a single clear call to action to site visitors. Landing pages are often built to persuade and capture leads in exchange for something.

Essential elements to incorporate when building landing pages



## Above the fold section

- **Company logo** – in addition to your logo, other brand elements here should be consistent with your overall website.
- **Persuasive and supporting headline** – clear and concise copy that is benefit oriented with imagery that supports your offer.
- **Simple lead capture form** – include fields such as name, phone, email, and postcode.

## Below the fold section

- **Value proposition** – expansion of your offer/product highlighting the key features and benefits in formats that works best with your target audience.
- **Social proof** – testimonials, reviews, etc.
- **Call to action button(s)** – powerful copy to redirect users to your objective such as a free hearing aid trial.

## 💡 Landing pages from other industries

There is no one size fits all approach when building landing pages. Depending on your campaign, you may have additional/less elements to incorporate.

Get inspired with 100 examples here

## 🔧 Tools to explore (paid)



[unbounce.com](https://unbounce.com)



[instapage.com](https://instapage.com)

Also, you can create your own free online hearing test here as a lead generator with support from Phonak



# Additional resources

Bonus digital resource and tool recommendations to support your digital marketing initiatives.



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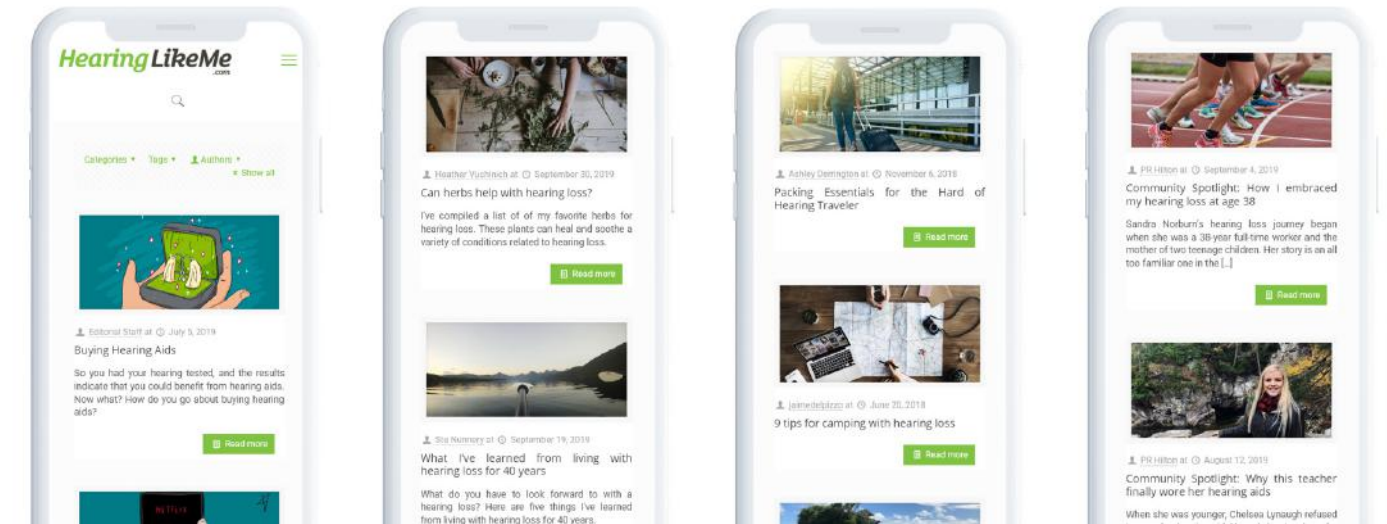


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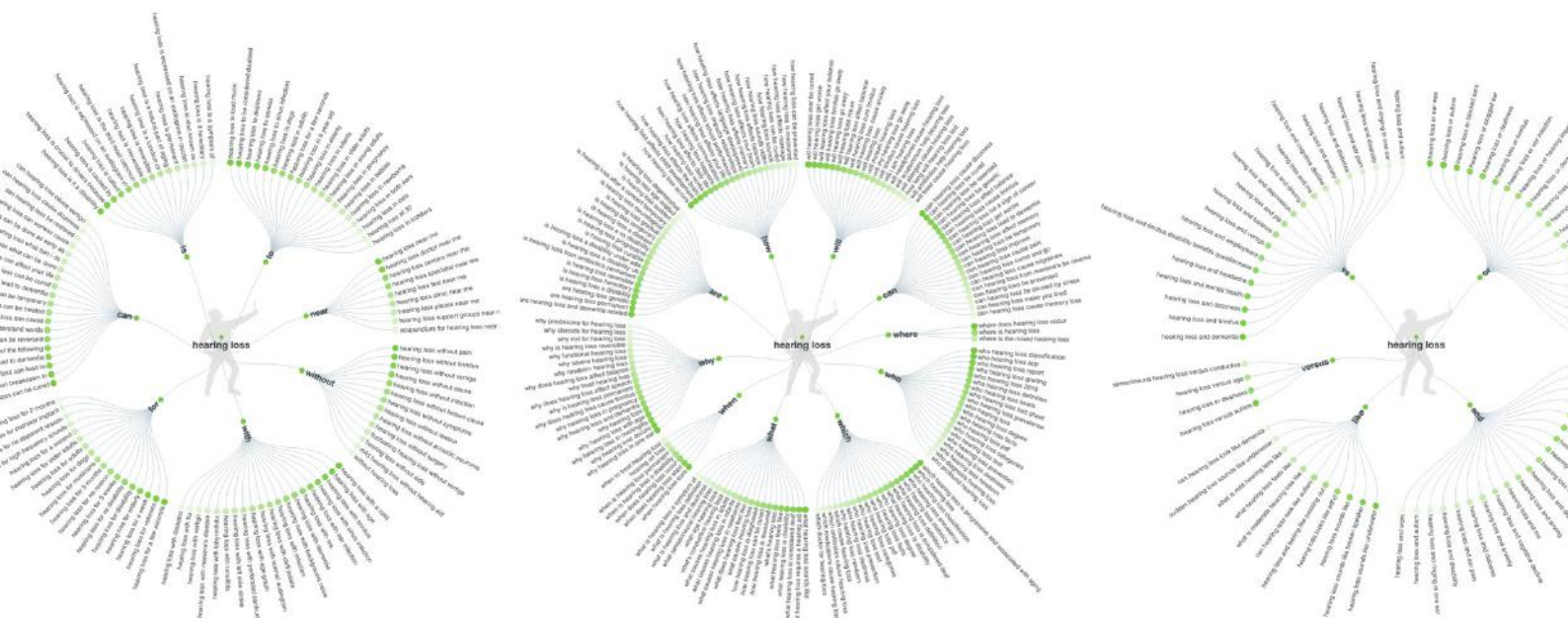
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# Additional Resources

Topics inspiration for content marketing, social media, blogpost, and etcetera.



Look at hearing-related blogs for inspiration: [www.hearinglikeme.com](http://www.hearinglikeme.com)



Find out what people want to know about hearing loss on: [www.answerthepublic.com](http://www.answerthepublic.com)



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### Royalty-free stock photos and illustrations

Visuals have always been an integral part of design. As outlined under the 'social media' section of this digital health check report, posts accompanied with photos on Facebook generally attract 39% more interaction<sup>5</sup>. While many businesses are able to think of great content to share, the challenge they often encounter is finding high-quality images to complement their content.

Thankfully, a growing number of websites have surfaced where a large selection of stock images can be downloaded. Best of all, they're free, and can be used anywhere, from your website to your social media channels. Below are some resources you may wish to try:



[pexels.com](https://pexels.com)



[stocksnap.io](https://stocksnap.io)



[unsplash.com](https://unsplash.com)



[pixabay.com](https://pixabay.com)

#### ★ Free for commercial use without the need to credit

Images uploaded from these sites are usually free under Creative Commons - CC0 and is free for commercial use without the need to provide any attributions. Nevertheless, it is always good practice to check before publishing any of the images you download from these sites.

For Phonak assets, please contact your Phonak Australia representative.

### Web-based image editing tools

Utilising a professional desktop graphic design software tool to churn out social media posts may not always be worth the investment or be suitable for all businesses. Consider using free web-based image editing tools as an alternative. With your content and images in place, the next optional step is to put it together nicely. Most social media content requires little to no editing.

There are many free web-based image editors which operate directly in the browser and to put your social media images and content together quickly and easily. Below are some free web-based image editors that you may wish to experiment with:



[Pixlr Editor/Express](https://pixlr.com)



[Adobe Photoshop Express](https://adobe.com/express)



[Fotor](https://fotor.com)

We hope you find this digital marketing guide insightful!

Start building a stronger digital presence to engage prospective and existing clients in this digital age.



# References

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# Life is on

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we remain true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

[www.phonakpro.com/au/en/](http://www.phonakpro.com/au/en/)