



Remote Support Digital marketing guide

Phonak Australia

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Introduction

Digital technology plays an increasingly important role in the way hearing care professionals (HCPs) support their clients' needs. Caused by a pandemic or simply altered expectations due to developments in telehealth more broadly, clients want choice and flexibility.

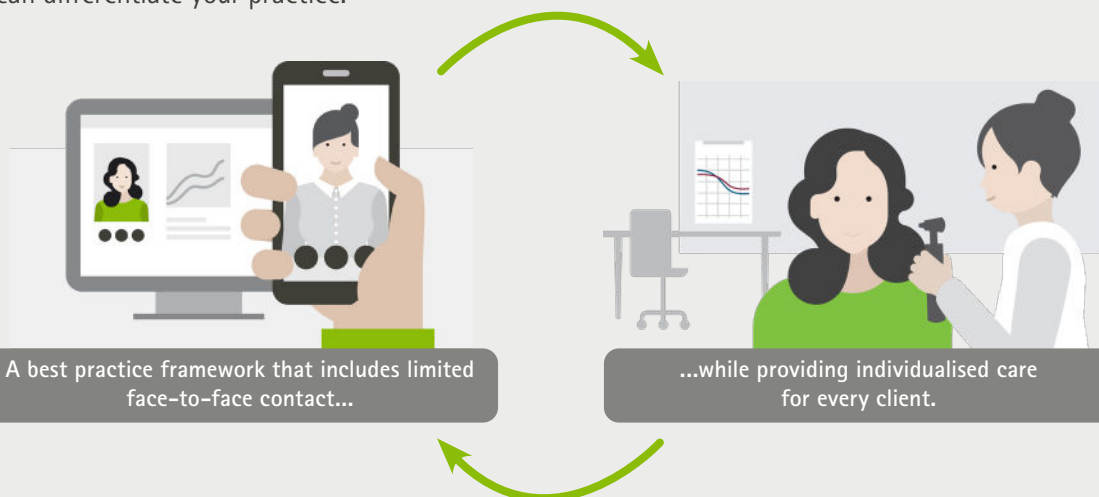
Across industries, consumers are having their needs met in a way which suits them – and increasingly, these expectations extend to their HCP. A 2019 consumer survey found that the majority of consumers are open to telehealth and adoption continues to grow.¹

The 'new' normal

Telehealth is here to stay

As a reflection of the altered needs in hearing care practice, Phonak has developed the concept of the '**blended service delivery model**' (**BRIDGE**) for flexibility and agility in response to client needs.

Phonak **BRIDGE** is a best practice framework that allows you to blend face-to-face contact with digital solutions to provide individualised care for each client. Meeting clients' needs in this way can differentiate your practice.



Phonak Remote Support

Phonak Remote Support allows you to offer a blended service delivery model to meet the needs of your current and future clients.

There is a host of patient groups to consider for Remote Support (see right) – or some patients may simply prefer the convenience of this service.



Phonak has developed a suite of tools to help you integrate the BRIDGE model into your clinic. Please reach out to your local representative or visit [PhonakPro](#) for these tools.

Remote Support digital marketing kit

As part of our commitment to assisting you not only with the adoption of digital services into your practice, but also leveraging this to differentiate your business, we have developed the Remote Support digital marketing kit.



The kit contains turn-key marketing templates designed to make it easy for you to promote your blended service offering. Templates act as a guide and can be customised to suit your brand.

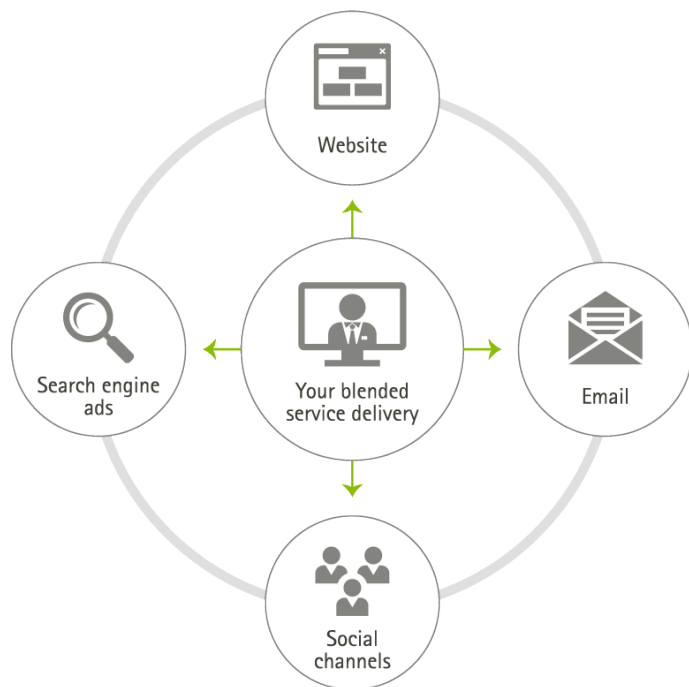
Supplied as a ZIP file, the kit contains the following components for you to use as part of your marketing and communications:

- Homepage carousel banner
- Homepage tile banner
- Homepage button
- Homepage copy
- Website landing page
- Social media posts
- Email template

More resources may be added over time in response to customer feedback.

How to use the tools

The following guide will explore the tools contained in the kit and provide tips and guidance to help you maximise your promotional efforts via your website, email, social channels and search engine advertising.



Phonak has also developed a suite of tools to help you integrate a digital service delivery model into your clinic. Please reach out to your local representative or visit [PhonakPro](#) for these tools.



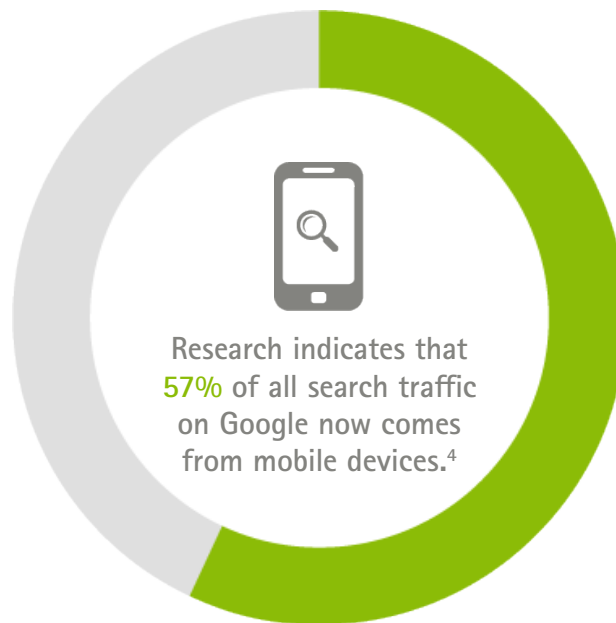
Your website

84% of Australians access the internet daily.² When searching for a local healthcare service provider, around 1 in 4 Australian consumers would visit the service provider's website for information.³ Ensure your website effectively promotes your flexible service offering.




Website home page

What is your customer value proposition? Why should a client choose your clinic over another? Is this apparent within the first few seconds of a visitor landing on your homepage?

To help you effectively promote your blended service offering to visitors, we've designed a series of homepage banner templates, homepage copy and a dedicated landing page template. We also recommend that you create a blog story and add any testimonials to your home or landing page to help boost your search engine listing position.



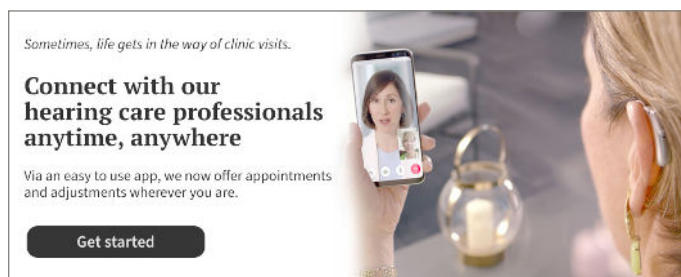
Top tips:

-  Ensure you add a 'Virtual appointment' link to your menu that links to your Remote Support appointment web page.
-  Don't forget to also include the link in your services tab and in your footer menu. This provides a way for users to navigate between pages; and will help search engines crawl the links between your pages.
-  Your digital marketing agency or web developer can also assist you to boost your search engine ranking by adding key search terms such as 'telehealth,' 'online appointment', 'virtual appointment' and page descriptions to the backend (the source code) of your website pages. This is often referred to as meta tagging.

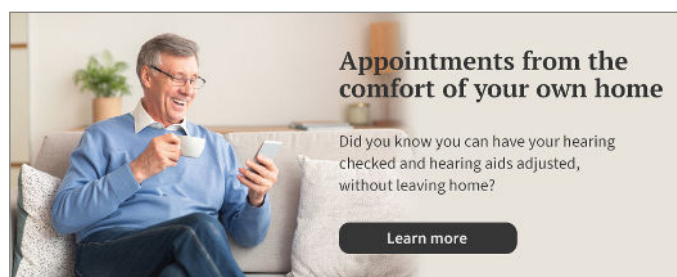
Carousel banners

These can be used periodically when running a specific Remote Support service promotion. There are four carousel banner templates to choose from.

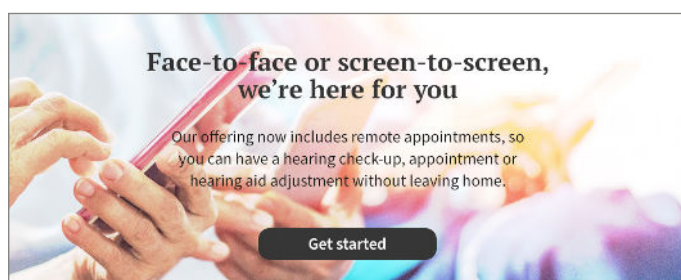
Template 1



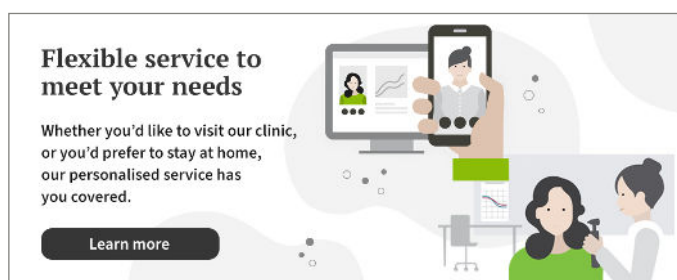
Template 2



Template 3



Template 4



Homepage strip banner

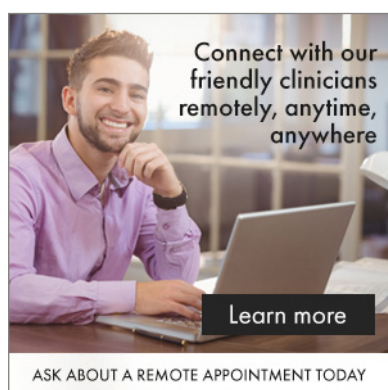
This banner can be displayed at the top of your web page to highlight that you are open for business and able to serve your clients.

We are open for business and have taken every precaution to ensure your health and safety. [See our opening hours.](#)

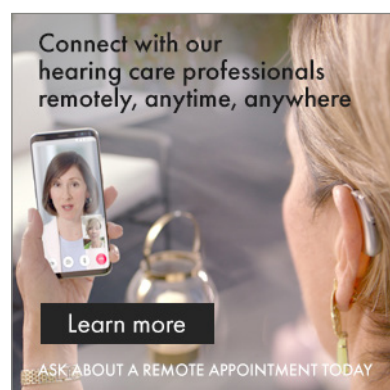
Permanent tile banner

This homepage banner is designed to permanently highlight your Remote Support service offering. There are two templates to choose from.

Template 1



Template 2



Homepage text

This copy can be added to your existing 'About us' or 'Services' copy on your homepage, not only to promote the service, but can also assist with your search engine ranking for 'telehealth' and 'remote support service' keywords.

Homepage copy sample:

Our clinic also offers telehealth, which enables you to access our services remotely. Many hearing aids can be fitted remotely; and this service can be helpful to patients who live remotely or those experiencing mobility or travel issues. [Learn more](#) about this service or ask one of our clinicians for more information.



Email marketing

Email marketing in the Australian healthcare sector has one of the highest open rates at an average of 37.3%; and an average click-through rate of 5.3%.⁵

Email marketing

Still an integral component in many marketing campaigns, email marketing is an easy, effective and inexpensive way of keeping your clients informed and engaged. You're also leveraging the most powerful marketing tool your business has: **your database**.

Email marketing provides you with the opportunity to promote your Remote Support appointment service to your existing customers; and regain appointments which may have been cancelled due to lack of availability or unwillingness to travel to the clinic. Grow your email list by consistently adding new customer details to your database.

Email template

The email template aims to communicate your remote service offering to your existing clients.



The email template features the Auditus logo at the top. Below it is a photo of an elderly woman smiling while using a smartphone, with the text "Connect with our friendly audiologists anytime, anywhere". The main body of the email is addressed to "Dear Jake Boyle," and explains the benefits of remote appointments, such as convenience and flexibility. It includes a small image of a smartphone displaying a video call. Below this, a section titled "How a remote appointment can assist you" lists four benefits with corresponding icons: saving time and travel expense, scheduling appointments to fit a lifestyle, conducting appointments in a comfortable space, and allowing for hearing aid adjustments in challenging environments. At the bottom, a blue call-to-action box asks "Are you due for a hearing check-up?" and provides contact information: "Phone us on 3467 8864 or Book online". Social media icons for Facebook, Instagram, and YouTube are at the very bottom, along with a copyright notice for 2020 Auditus.

AUDITUS
PROFESSORIAL

Connect with our friendly audiologists anytime, anywhere

Dear Jake Boyle,

Sometimes, life gets in the way of clinic visits. In addition to face-to-face appointments, we now offer remote appointments and adjustments wherever you are, via an easy to use app.

With a remote appointment, you receive the same level of service as your face-to-face appointment, with the additional benefit of flexibility.

This service is available to those with most types of Phonak Marvel hearing aids; and allows us to adjust and optimise your hearing aids in real time.

How a remote appointment can assist you

- Save the time, effort and expense of travel to the clinic
- Schedule your appointments to fit your lifestyle
- Conduct your appointments in the comfort of your own space
- Allows hearing aid adjustments to take place in challenging hearing environments

Are you due for a hearing check-up?

Call us today to learn how you can start to use our remote support service.

Make your physical or virtual appointment today.

Phone us on 3467 8864 or [Book online](#)

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Top tips:



You can also mine and segment your database to promote Remote Support appointments to patients who are currently within a free trial or eligible for an upgrade.



This allows you to focus your attention on the patients who are most in need of a hearing aid purchase.

Phonak has also developed a guide to help you offer free trials and upgrades to existing patients in your database; the guide also provides front office guidance and database communication content. [Download the guide](#)

7 reasons why your database is your most powerful marketing tool

- 1 Targeted**
Unlike other forms of marketing, your database is full of people who you know have a hearing loss and who have taken steps towards treatment.
- 2 Familiar**
Those in your database are already familiar with your team and/or your brand – so they're more likely to be receptive to messages.
- 3 Segmented**
You can communicate with smaller groups based on particular characteristics, e.g. those whose last appointment was more than 12 months ago; or those with severe to profound hearing loss.
- 4 Historic**
You have an overview of your clients' changing needs and behaviour over time, allowing you to make the best recommendations.
- 5 Cost-effective**
Rather than paying a search engine, social media platform or publication for access to an audience, you have free access to your own audience.
- 6 Consistent**
With long-term access to a contact, you can tell a consistent brand story over time, rather than potentially having to tell your story in one advertisement.
- 7 Evolving**
By entering more information about your clients over time, your database will grow and improve, allowing you to provide more targeted and relevant communications and obtain greater return on investment.



Social media marketing

79% of Australians are on social media, with over a third accessing a social media platform more than five times daily.² Most social media users engage with others only through their newsfeed.

Social media

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. Your content should be relevant, interesting and high quality.

Social media channels such as Facebook and Instagram allow you to reach your most engaged followers and their networks. Both Facebook and Instagram allow you promote your messages in a cost effective way to a wider range of audiences using boosted posts or paid ads.



Top tips:



To ensure your boosted posts and ads are effective and reach the right audience, use the Facebook segmentation tools.



Providing relevant content will increase your chance of gaining new followers and having your posts shared.

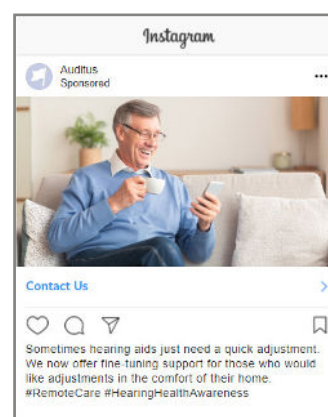
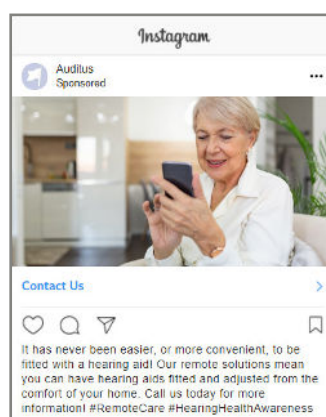
Social posts

As part of your toolkit, we have prepared a variety of posts to help you promote Remote Support, Hearing Screener and other product offerings. Social post copy (text) and images are supplied in an Excel file, ready for you to customise. We recommend rotating posts to see which resonates best with your audiences; below are some examples.

Facebook



Instagram



We kindly ask you to always mention 'Phonak' in posts which utilise Phonak product imagery.

Content is king!



Social media is a great place to share blog articles from your website.



These articles should feature interesting, factual information or stories about hearing loss, treatment options and trends (including the trend towards telehealth).



Content should teach, inspire or connect with your target audience. Assume your audience knows very little about audiology, but avoid being patronising.



Show yourself to be a trusted source of information about hearing loss and treatment options – this will put your brand on your target market's 'mind shelf' when it comes time to seek treatment.



To assist you further, Phonak has developed a Social Media Communications Toolkit to provide you with strategy support and guidance. [Download guide](#)



Search engine optimisation & marketing

72% of Australians use search engines to look for information on local health-related businesses.³ Optimising for local searches increases your chances of ranking higher and getting noticed on Google.

Search engine advertising

The holy grail of search engine optimisation is for your business to appear on the first page of a search. How will you stand out? How will customers find you and learn about your key services?

Remote Support service provides you with a great opportunity to set yourself apart from your competitors, so it's important to communicate this at every touchpoint. There are many free and paid strategies you can utilise to ensure your clinic stands out from the rest.

Below is a list of actions you can take:

Optimise your Google My Business listing

When end-users plan to buy hearing aids, a typical search query will include a location (i.e. hearing aid Parramatta).

Optimising your [Google My Business \(GMB\)](#) listing will help improve local search visibility on Google.



Top tips:



Ensure you list your Remote Support appointment service as a key offering in your Google My Business listing.



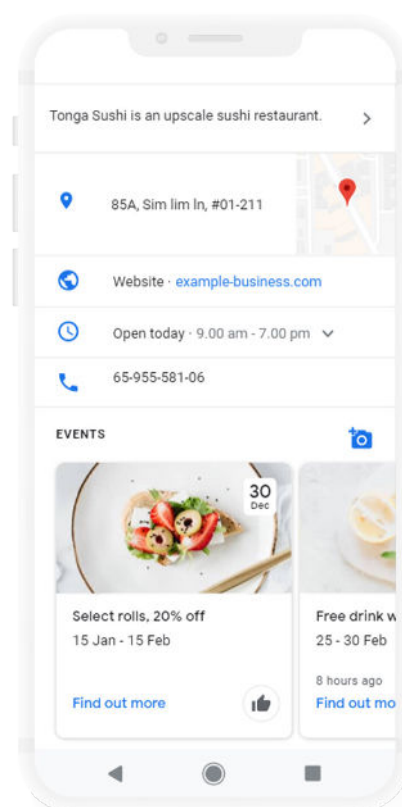
You can also post photos and offers to your profile to show what makes your business unique and give customers reasons to choose you every time.



Work with your clients to leave positive Google reviews. This will have a huge influence on your search ranking.



Don't be afraid of negative reviews – respond authentically and promptly. This will also influence your ranking.



Search engine optimisation (SEO)

The major search engines, such as Google, are always looking at ways to aggregate the most relevant search results for their end users. To ensure you continually rank on the first page of a search result, we recommend you engage a digital marketing agency to conduct a comprehensive audit of your site and provide you with more detailed advice.

In the meantime, to meet the basic requirements, follow these golden rules:

- Ensure your website is mobile friendly.
- Keep content relevant and fresh on your website (Google loves updated content).
- Use keywords organically throughout your site and don't add them unnecessarily (search engines won't fall for this).
- Add some 'About us' content to your site and link to it from the homepage.
- Ensure your web pages contain a 'page description' to tell the search engine what your page is about.
- Ensure your banners contain a mixture of text and images.
- Start a blog on your site. This will help establish you as a good source of information and keywords on the searched topic.
- Ensure you respond to any online reviews on your website, Google My Business listing and other sites promptly – even if it's just to say thank you.
- Keep your business name, address and phone number consistent across online business directories – this is important for SEO.

Paid search ads

Bidding on and monitoring popular search terms can become costly and time consuming if you don't have expertise in this area. It is wise to engage a digital marketing agency to manage your Google Ads account and help you get the best return on investment.

In the meantime, here are some basics to help you plan and manage your spending:

- Ensure your search ad contains a direct link to your Remote Support service page.
- Bid on long-tail keywords or key phrases that are more specific and usually longer than more commonly searched keywords, e.g. 'Hearing clinic in the Parramatta area that offers telehealth,' or 'online hearing appointment in the Parramatta area.' Long-tail keywords get less search traffic, are generally cheaper and usually have a higher conversion value, as they are more specific. [Google Trends](#) is a great tool to help you work out the most common keyword search trends for your industry.
- Plan a separate ad campaign to promote Remote Support that links directly to your landing page. Test and adjust/optimize as you go.

References

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4. The Gap Between Mobile Et Traditional Desktop Search Widens. [online] Available at: <https://www.brightedge.com/news/press-releases/gap-between-mobile-and-traditional-desktop-search-widens>
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Life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and grow emotionally.

www.phonakpro.com.au