PHONAK
life is on

Conversations shine with Lumity.

Your guide to marketing

This toolkit is designed to provide an overview on how to conduct successful campaigns utilising all the available Phonak Lumity assets. We've included an easy to follow marketing and communication plan to help you get started.

Toolkit contents

Phonak Lumity features and benefits

Framework for explaining benefits

Keep it simple

Understanding the detailed technology differences is important to you as an HCP but to the client this level of detail can be overwhelming. What really matters to them is what benefit they can expect from our technology and features. We can all fall into the trap of over-explaining things in terms that mean very little to the client's day-to-day life.

Understand your clients' needs

This is essential to ensuring that you can provide meaningful explanations of the benefit or impact a feature could have on your clients' communication and quality of life. Taking the time to listen to where they want to hear better is a key component to being able to explain the benefit.

You can use the Phonak counselling tool to summarise these and it can even be used as a take away for your clients.

Make your explanation personal

This is where you use the information on their hearing needs. The best way to explain the benefit of a feature is to explain how it works in an environment the client wants to hear better in.

Demonstrate where possible

Explaining is one thing but hearing is believing. If you have the opportunity to demonstrate a benefit to your client, you should do so. Use sound files that match the environment your client wants to hear better in or use the environment around you such as a local coffee shop to let them experience the benefit.

Explaining core features

Rechargeability

How to explain to the client:

Most of your electronics are rechargeable these days. Be it your phone, your toothbrush, you laptop and even your car – hearing aids are no different. The convenience of wearing hearing aids all day and then charging them overnight appeals to most people. Rechargeable hearing aids also benefit from extra features that can give better speech understanding[2,3] than their nonrechargeable counterparts.

Rechargeability is a core feature of Audéo Lumity hearing aids, that is available in all Phonak performance levels and offers easy-to-use fast charging convenience.

APD 2.0

How to explain to the client:

All hearing aids need a way of converting your individual hearing needs into particular settings in the hearing aid. Phonak's approach with APD 2.0 has even been proven to make listening easier[4]. Wearing hearing aids may reduce listening effort which frees up cognitive resources to focus on other things[5].

APD 2.0 is what Phonak uses to do this. It is a central part of all Phonak Lumity hearing aids and is what ensures you get the sound quality you would expect from an industry leader.

AutoSense OS™

Using an everyday experience such as leaving the house, driving to the shop and doing some shopping can be used to explain how AutoSense OS works.

How to explain to the client:

When you wear hearing aids they are constantly adjusting automatically to the environment around you. For example going to the shops; when you are in your house your hearing aids know you are in a calm place and select the optimal settings to suit, they also know if someone is talking to you or not.

As you get into your car and drive, they know you are travelling in the car, if someone speaks to you, they also know someone is talking. As you get out of your car and start walking they know you are walking and can adapt their settings accordingly. On entering the shop there will be noise around and your hearing aids will recognise this and adapt to reduce the noise. If someone then speaks to you they will know someone is speaking and focus on the person's voice to help you hear them better. All of this is done automatically without you having to do anything to the hearing aids.

Phonak SmartSpeech™ Technology

Understanding speech is central to good communication and often something that those with difficulty hearing struggle with. SmartSpeech Technology describes a collection of features designed to improve speech intelligibility or reduce listening effort. With Lumity there are five levels of SmartSpeech Technology: Low Essential, Essential, Standard, Advanced and Premium. Each level has more features designed to help your clients understand speech better both in quiet and in noise.

Client need

I go out for coffee with my friends Shirley and Amina three times a week. When I am in our local café – The Coffee Kitchen – I find it hard to understand what Shirley and Amina are saying, especially when there is noise, and it gets really noisy!

Explaining the feature and performance levels

Central to Phonak Lumity is SmartSpeech Technology which provides a number of essential benefits when you are wanting to understand speech. All Lumity hearing aids adapt automatically to the environment but what they can do differs depending on the performance level.

The Essential level would help you hear Shirley and Amina in The Coffee Kitchen while sitting with some noise present, however if you were moving while listening as you decided to go for a walk after coffee, the Standard level would help you understand their speech by using its motion sensor. As noise would get louder, you would benefit from features in the Advanced and Premium levels that would allow better focus on what Shirley or Amina are saying.

StereoZoom 2.0

Speech understanding in noise is what your clients expect from hearing aids. With Phonak Lumity we bring a new level of our signature directional microphone technology to your clients. Explaining directional microphones to clients can be tricky, especially without using your arms like you are guiding in planes. Sticking to the rules of understanding the need, making it personal and demonstrating where possible is key to keeping the explanation simple and meaningful.

Client need

I go out for coffee with my friends Shirley and Amina three times a week. When I am in our local café – The Coffee Kitchen – I find it hard to understand what Shirley and Amina are saying, especially when there is noise, and it gets really noisy!

Explaining the feature and performance levels

When in The Coffee Kitchen with Shirley and Amina at a larger table, understanding in noise is really important to you. Luckily hearing aids are designed to have features that specifically help you focus on people speaking and help reduce the noise – these are called directional microphones. It's a bit like a torch in the dark. If you were talking to Shirley and Amina at a larger table these help you to focus on just the person in front of you. Phonak has a feature called StereoZoom 2.0 that helps with this. It's a bit like wearing a head torch in the dark. If the light is spread out more it lets you see more, but the light is dispersed and not as bright. If you adjust the light to be more focused on a smaller area, that area becomes brighter and easier to see.

This happens automatically in the Premium performance level and can be controlled in a manual program in the level below. You can also use the myPhonak app on your smartphone to control how much speech focus you want.

How to demonstrate StereoZoom 2.0

This can easily be demonstrated in the clinic with a pair of Lumity Trial hearing aids. Play background noise and have their Frequent Communication Partner (FCP) sitting directly in front of them and you sitting off to the side (outside of where StereoZoom 2.0 would pick up) and then switch between the Speech in Noise and Speech in Loud Noise programs. When in Speech in Noise they should be able to hear you and their FCP when noise is present. When in Speech in Loud Noise they should be able to hear their FCP better than you.

SpeechSensor

Using the previously mentioned tips to explain this is again essential. Understanding a need and personalising the explanation will ensure that your client understands.

Client need

I go out for coffee with my friends Shirley and Amina three times a week. When I am in our local café – The Coffee Kitchen – I find it hard to understand what Shirley and Amina are saying, especially when there is noise, and it gets really noisy!

Explaining the feature

I'm sure there are times when you go for coffee with Amina and Shirley. When other people join, you want to hear people talking from all directions. Premium level Phonak hearing aids can detect the person talking and ensure they automatically adapt to the direction it is coming from. This means that when others join Amina and Shirley for coffee the hearing aids can automatically detect people talking from different directions and adjust where the hearing aids focus to help hear, helping to improve their social connection and overall well-being.

Well-Hearing is Well-Being

Hearing well goes beyond the ability to simply hear sounds clearly. Growing evidence shows that treating hearing loss can positively impact your social-emotional, cognitive and physical well-being[1].

This bigger picture is what we refer to as "Well-Hearing is Well-Being™".

Social-emotional well-being

Hearing well allows us to be socially active, connect with others and communicate effectively – without barriers.

Using hearing aids can improve your quality of life, social interactions, and relationship satisfaction for you and your loved ones.[6]

Cognitive well-being

The brain plays a crucial role in listening and speech understanding – it's important to keep it stimulated.

That's where hearing aids come into play. Hearing aid use is linked to improved memory[7] and it has been shown to make listening easier.[8]

Physical well-being

Having the right hearing solution means that you are well-equipped to deal with different listening situations.

Hearing well provides you with greater environmental awareness fostering feelings of security and confidence.

Building a successful marketing campaign

To help optimise the success of your Lumity campaign and achieve the best response rates from both new and existing clients, we have provided an outline of a suggested month-by-month calendar which details when to utilise each of the available marketing pieces.

Depending on the size of your clinic, budget and desired outcome, you may choose to execute a shorter campaign, which pulls together a handful of the activities listed on the next pages.

To help support your campaign planning, we have detailed in the following pages how and where the available materials can be used; take time to plan a campaign that works for you and your business.

Tip: It's important to remember, successful marketing campaigns should be targeted, integrated and measurable.

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
B2C Brochures available in clinic																
Posters (contact us to customise for your clinic)																
Point-of-sale (POS) displays																
Hearing screener promotions																
Door drop mailer																

All Lumity assets can be downloaded via the Phonak Marketing Catalogue

Building a successful marketing campaign

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Newspaper adverts	■				■				■				■			
Social media	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Update website		■	■													
Letters – Upgrade			■	■												
Letters – Prospect							■	■								
Newsletter articles		■					■	■						■		
Testimonial from wearers											■	■	■	■		
Open days					■	■										

All Lumity assets can be downloaded via the Phonak Marketing Catalogue

Summary of available marketing pieces

Contact us to customise these ads for your clinic/brand.

Newspaper ads

The three best media options for your Lumity promotion:

- Paid advertisement
- Paid advertorial
- Free editorial

Each of the newspaper ad templates are designed so you can personalise the contact details.

Benefits

- A good lead generator, newspapers are read regularly by adults 50+.
- Newspaper ads provide the opportunity to deliver a detailed message and educate the reader.
- By running ads in the local newspaper, you are seen as part of the community.

Tips

- If possible, negotiate low-cost ads with a call to action and placement in sections of the newspaper that your target audience reads the most.
- Seniors publications are also very cost effective. Consider asking for an over-run and delivering copies to your local seniors' homes and medical centres.
- A call to action, or CTA, makes it clear to the reader what they need to do next, e.g. visit a web page for more information. The CTA should be clear and easy.

Advertorial

The advertorial is placed in a newspaper just like a normal ad. However, the characteristics of an advertorial piece means it reads like a newspaper article. This enables more detailed information about the sophisticated product and better illustrates the 'Coversations shine with Lumity' concept.

Benefits

- Delivers information in a format that is engaging and interesting, which readers find both entertaining and useful.
- Makes the Lumity messages more credible, memorable and persuasive.
- Helps break through the clutter and stand out from the competition.

Tip

- Ask if your advertorial can appear in the front section of the newspapers in the news, business or health sections.

Door drop flyers

An alternative to client letters, flyers are more general and can provide information about your business and key highlights about the Lumity device.

Benefits

- It provides the opportunity to send out a short, easy to digest message to your current or potential clients.
- It is relevant to all client groups.
- It's a cost effective way to communicate the unique benefits of Lumity.

Tips

- Have copies of the flyers in your clinic so you can give them to clients coming in for appointments, or send them to clients who have phoned to enquire about Lumity.
- Ask permission from organisations you are already working with to send flyers to their database of members.
- Work with local GPs and ENT specialists to distribute in their clinic waiting room.
- Distribute to local retirement villages.

Client direct mailers

There are letter templates available for both new and potential clients.

Benefits

- The letters are personal and provide the opportunity for a detailed message which will educate and engage the client.
- You can track the response from each mail out so you know where your leads are coming from.
- Very cost effective.

Tips

- Ask permission from organisations you are already working with to send letters to their database of members.
- Ask existing wearers to 'challenge the tech', i.e bring in their old hearing aids to trial Phonak Lumity and see the difference for themselves.

Pull up banner
Available to download

Lumity poster
Several versions available to download

Lumity POS stand
Two versions available to download

Point of sale

The Phonak Lumity Marketing Catalogue contains two A5 counter top signs, A3 and A4 posters, a display stand backing sign and pull-up banner templates.

All templates can also be customised for your clinic.

Contact marketing@phonak.com.au if you wish to customise any of these items.

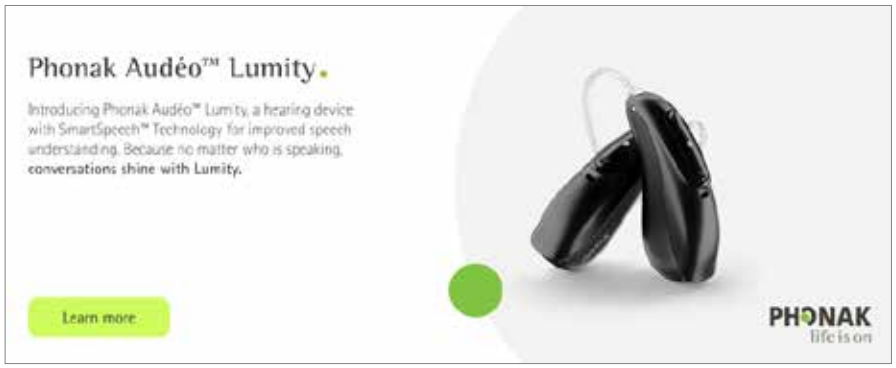
Videos

Short videos are also available for download in the Lumity marketing catalogue. Videos are suitable for use on social media, websites and on screens in your clinic

Tip

- We suggest heading to the Phonak YouTube channel to find additional videos, which can be easily embedded onto your website.

Digital marketing activity



Website

In the competitive audiology industry, it can be very hard to separate yourself from the pack. Your website is a great place to promote the features and benefits that your practice and Audéo Lumity can offer together.

Feature Lumity on your homepage as a banner, to create interest and capture the attention of visitors. The banner should link to your Lumity product page.

Tips

- A dedicated Lumity product page also helps to identify your business as a comprehensive source of information on Lumity hearing aids and assists with your organic search ranking.
- A dedicated product page can also help to you capture leads by adding an enquiry form.
- As part of your homepage 'Products' menu, ensure you add a link to your Lumity product page. This will also enable search engines to identify your site as a destination for Lumity hearing aids.

Social media – paid Facebook ads

Although Facebook ads can be very effective, it is important to note that this platform is evolving constantly. Certain changes can impact the performance of your ads. What will not change is that Facebook favours businesses who focus on providing quality content.

Facebook advertising is a 'push' marketing strategy - unlike AdWords or paid search engine marketing, you may be engaging with people who currently have little interest or knowledge in hearing loss or hearing aids. Hence, it is really important to ensure your ads and copy (text) are optimised to capture attention; and use a slightly softer message and call to action to prompt engagement. This also reinforces the importance of targeting your Facebook advertising to ensure it is efficiently reaching your target market.

Go to this link for for step by step instructions to create an effective Facebook ad:
https://www.facebook.com/business/learn/lessons/top-steps-to-creating-a-facebook-ad

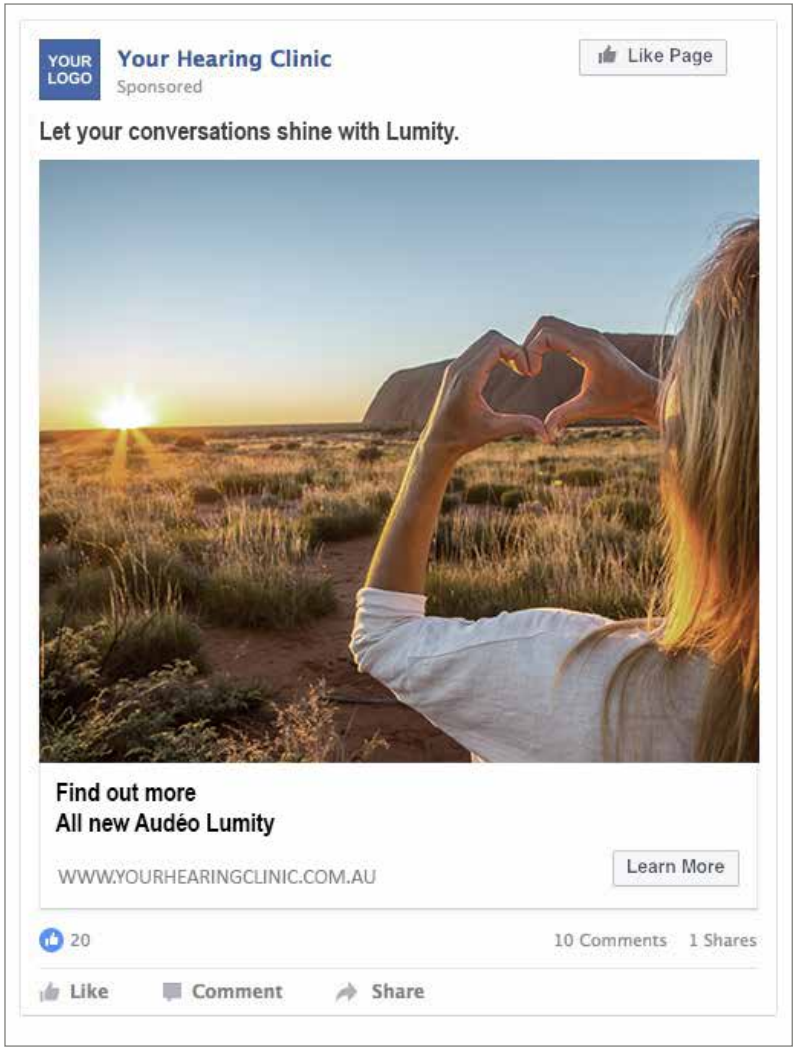
Benefits

- You can decide who to target very precisely by choosing: age, gender, location, education, interests, etc.
- Facebook's real time analytics allow you to see how well your ads perform.

Setting up a Facebook page

If you don't have a Facebook page, setting one up for your business is straightforward. First go to the link below: https://www.facebook.com/business/learn/set-up-facebook-page

Once you have set up your page, click on the link 'Create an Advert'. This will start the process of building your Facebook campaign. You will be asked to select a marketing objective which will likely be 'generating leads'.



Social media – organic Facebook ads

Paid Facebook ads are a great tool for targeting specific client groups and generating leads. However, we would encourage also creating organic Facebook content that can engage with existing followers, as this can often help a page look more legitimate and build trust with potential clients. We have a range of content you can use, including videos/images.

Benefits

- Free, easy and simple.
- Builds brand awareness.
- Allows clients to feel engaged.
- Allows you to convey what makes your practice unique.

Tips:

- Spend some time at the start of each month planning your social content and scheduling your posts; a small amount of time at the start of the month can mean less worry for the remainder of the month.
- Encourage existing clients to like your page.
- Try to respond to all feedback, whether positive or negative.

All social ads are available to download via the Lumity marketing catalogue

Website display ads

Those in your target age group, 50 to 70 years of age, use the internet to research information and learn about hearing loss and hearing aids. Display ads are used to target potential clients and their family members, to lead them to the information they are searching for.

Online campaign options:

- Geo-targeting – display ads will only reach potential clients who live within a specific radius around your clinic.
- Keyword and topic targeting – clients who have been searching online for information on hearing loss, rechargeable technology, hands-free connectivity and hearing solutions, will be shown the Lumity display ads on other websites they are visiting.

- Display ads can be:
  - Shown to potential clients who have recently searched online for information about hearing loss and related topics.
  - Shown based on the content of the particular site or page the potential clients are viewing.
  - Shown via remarketing to potential clients who have visited your site, when they visit other sites.

Benefits

- Directly reaches the target market on the internet, generating legitimate leads.
- Family members browsing the internet can also be reached and become intrigued to learn more.

Tip

- Display ads with a call to action or offer tend to perform better.

Website homepage banners

A set of website homepage banner templates are also available to promote Lumity hearing aids to your website visitors. We also recommend linking your banner to your dedicated Lumity product page for further information.

Open days

Open days can be a great way to showcase Lumity features and benefits quickly to a large number of prospective wearers.

To help you plan a successful open day, we've developed a Lumity open day guide. The guide is available to download via the Lumity marketing catalogue.

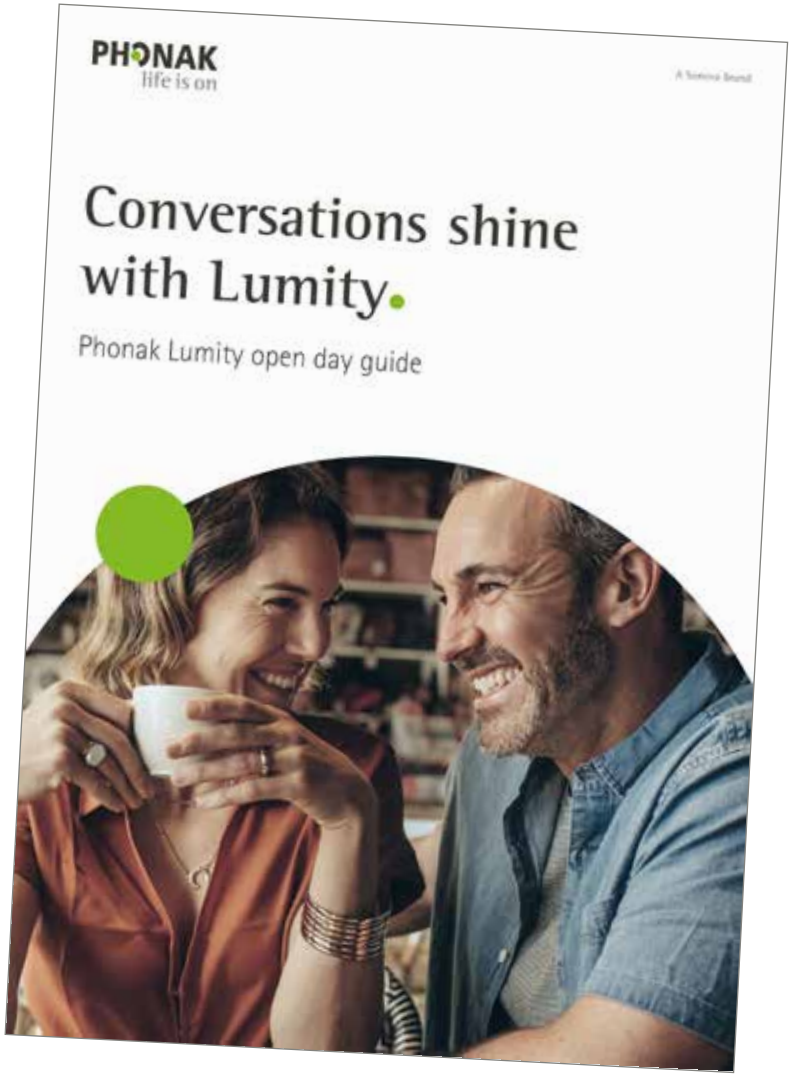
Benefits

- Strengthens your relationship with your existing database and attracts new clients.
- A well-planned event can help you understand the needs of your client base, increase sales and raise the profile and brand of your business.

Tips

- Contact your current database of Marvel, Paradise or other technology wearers and invite them to 'challenge the tech' i.e bring in their old hearing aid to compare with Lumity.
- Target prospects using your proven methods of marketing, e.g Newspaper advertising, letterbox drops, advertising in local businesses/GPs.
- If you think you'll have a lot of interest in your event, try holding an open week rather than an open day, this way you can schedule short appointment slots throughout the week.
- Make sure you have plenty of literature on hand for clients to take away with them.
- Consider an exclusive offer for those who purchase on or immediately after the open day.
- Collect the emails of any new/potential clients that attend and add them to your email database; ensure you have their permission to contact them.

Contact your local Phonak representative or email marketing@phonak.com.au, if you're interested in hosting a Lumity open day in your clinic.



Online hearing screener – lead generation tool

The Phonak Online Hearing Screener is an online hearing test that can be integrated into your clinic website or campaign to help you capture more leads. It can help your clinic offer a more meaningful experience on your website, for existing and potential clients.

The Online Hearing Screener is fully customisable with your clinic logo and information. It allows users to take a basic 3-minute hearing screening in the comfort of their home, directly from your clinic website.

Once the screening is complete, basic results are provided; and clients are presented with calls to action and an option to see more detailed results if they provide their name and email address. The detailed results are then emailed to the cilent.

As part of a recent update, the Phonak Online Hearing Screener now offers you the option of creating a 5-tone test or a 3-tone test. Of course, it cannot replace a thorough audiometry and does not claim to be a clinical test, nor to produce an audiogram. However, it could be used to do a first fit on a hearing aid to be optimised via a Remote Support session.

For more information on setting up your screener, please contact us for set-up instructions.

For those who already have a Phonak Online Hearing Screener in place, you will need to change your settings to upgrade from a 3-tone to a 5-tone test.

How to integrate the Phonak Online Hearing Screener into your marketing initiatives

Using the Online Hearing Screener as a primary call to action can be a great way to capture appointments from those clients who prefer a more virtual experience when it comes to services, including their healthcare.

It can also be used as a secondary call to action throughout your marketing communications. Used in this way, you are able to capture those who might be in the early stages of their hearing health journey, so an online hearing screening may be perceived as a low-risk commitment.

While there are many marketing channels that the Online Hearing Screener can be integrated with, we outline four types of marketing opportunities in the following pages:

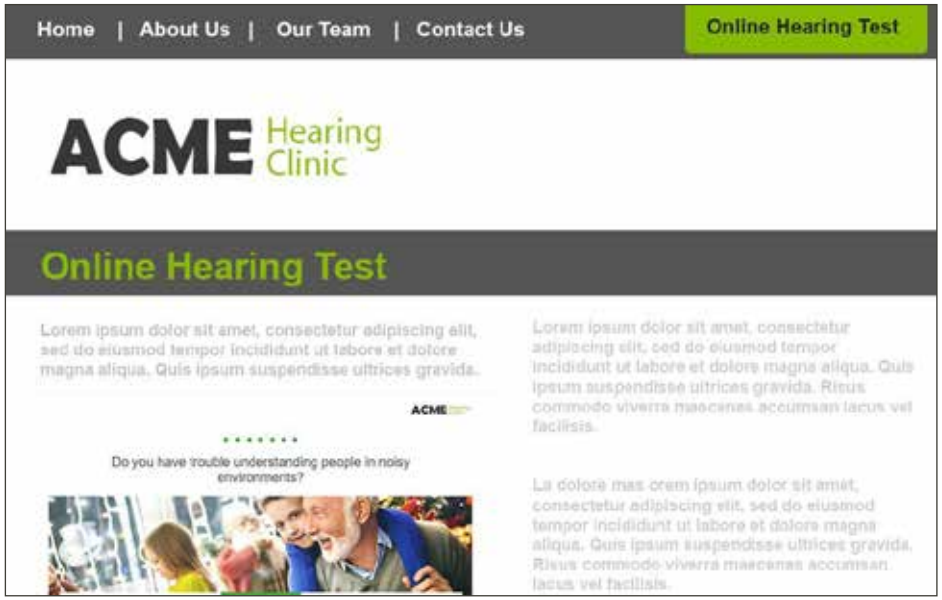
- Website integration
- Google Ads
- Facebook Ads
- Email marketing

Website integration

Your clinic website is the core of the virtual experience that you provide to clients and new visitors. The Online Hearing Screener should be strategically placed onto your website so it is easily accessible to visitors and allows them to engage with the service on demand.

- A dedicated page for the Online Hearing Screener is recommended to optimise your website — this will notify search engines that you have an Online Hearing Screener available, driving more traffic to your website. To gain good organic search activity, the page should contain interesting, relevant content about the importance of hearing checks and an overview of your services.
- Showcasing your new Online Hearing Screener on the homepage of your website will increase the chance of use. It can be placed as a large call-to-action button 'above the scroll' - the area of your website immediately visible to the visitor.
- If you have a section on your website about regular 'clinic' hearing tests, this would also be another good place to promote the Online Hearing Screener as an easy entry-point of user engagement.

Please contact marketing@phonak.com.au for a copy of the guide



Pay-per-click (PPC)

Make your clinic visible to clients when they're searching for hearing care clinics on Google or Google Maps. With Google Ads, you only pay for results, such as clicks to your website or calls to your office.

You can direct ads toward your Online Hearing Screener as a primary call to action. This gives your clinic an edge over the competition, as you are able to offer a virtual experience. Typically, users who are actively searching out a service or a solution to their problem are usually high-quality leads who are likely closer to a test and trial.

It is important to understand that anyone can afford to market their business with paid ads; and Google's self-serve platform has options for every budget.

Tip

- Search engine Bing uses Microsoft Advertising in a similar way to Google Ads. Bing has shown increased usage in an older demographic and is often cheaper to advertise with than Google. Consider a PPC strategy that incorporates both Google and Bing.

Headline examples:

- Online hearing test
- At-home hearing test
- Stay on top of hearing health
- Clinic name (best practice to always include this in at least one headline)

Description examples:

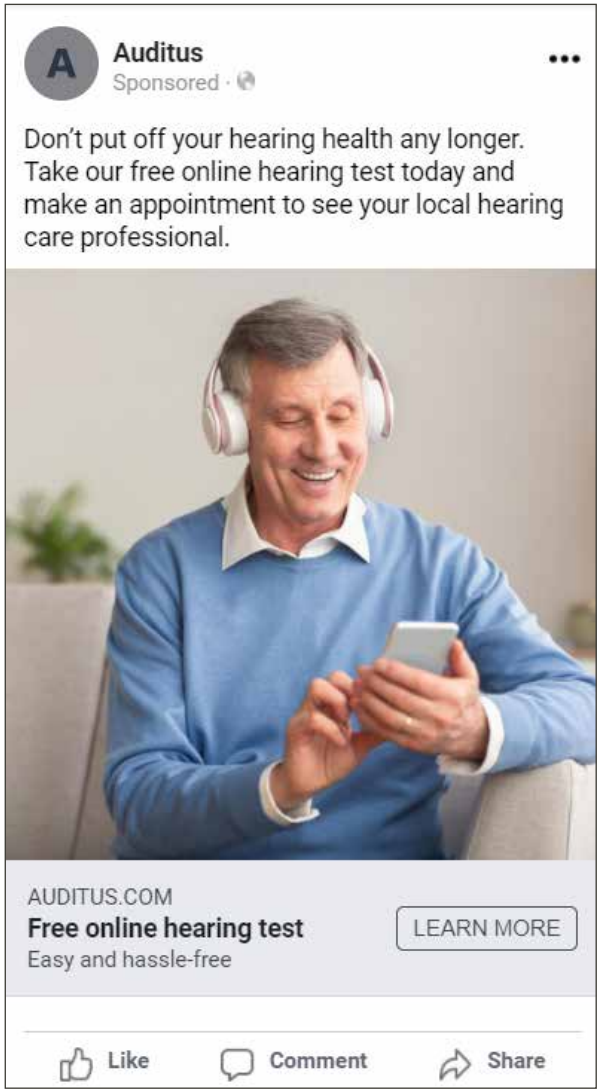
- Distance need not interfere with your hearing care with our free online screening
- The next best thing to an in-clinic hearing test
- Online hearing screening from the comfort of your own home
- Your hearing doesn't have to take a back seat

Facebook Ads

With many seniors turning to Facebook for reviews, clinic credibility and listing information, clinic presence on this social platform is more important than ever.

People are now spending more time online; and Facebook has seen huge spikes in usage. It is a good time to leverage this opportunity to take advantage of a space that is flooded with users.

- Use your clinic's Facebook page to point ads to your Online Hearing Screener; and boost your existing posts to give a lift to your business. Facebook Ad strategies can be adjusted to suit any advertising budget.
- Facebook Pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. Using the Facebook Pixel as an integration in the Online Hearing Screener settings, you can get even more sophisticated by re-targeting users who have taken the Online Hearing Screener from both your Facebook and your website.



Database email marketing

Email is an extremely low cost, highly effective marketing communication tool, as your audience is already familiar with your business and has provided consent to be contacted. Below are some ideas for using the Online Hearing Screener with your database marketing.

- Ask your database to share your Lumity free trial offer with family or friends to help gain new leads or provide the link to the Online Hearing Screener for them to share with their loved one, so they can start their journey.
- Use the Online Hearing Screener as a way to test hearing for those who are due for a hearing test but are unable to come into the clinic.
- Ask your database to engage in hearing health awareness by sharing the Online Hearing Screener link with family or friends.
- Keep it personalised - recipients tend to respond better to messages that are personalised and relevant to them.

Phonak has developed a guide to help you offer free trials and upgrades to existing clients in your database; the guide also provides front office guidance and database communication content.

Email marketing@phonak.com.au for a copy of the database mining guide

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