



Phonak Lyric™ Open Day Guide

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Campaign overview

The following Lyric open day guide aims to help you plan for a successful open day. The guide also contains turn-key marketing templates that can be customised to your practice. All marketing tools can be viewed in the Lyric marketing catalogue.

Contact Nikki Ozeken at nikki.ozeken@sonova.com if you would like to customise any of the templates.



Why host an open day?

Hosting an open day is a great way to engage with new and existing clients. It's an opportunity for you to build face to face rapport, build brand awareness, and understand client needs. A well-planned event can also help you to boost sales.

Lyric open days also provide your clients with an opportunity to ask questions, examine products and experience the benefits of Lyric.







How to plan a successful open day.

Successful events require excellent preparation. Before you begin, it's important to establish the theme, content and structure of the event. This will determine your marketing strategy and plan for the day. These could include:

1. **Appointment style** - Lyric assessment, and trial fitting.
2. **Seminar format.** This could be in the form of a lunch & learn, or community presentation. Topics can include tinnitus relief, hearing and cognition or hearing and well being focused.

Once established, you can start to plan the event. Following are step-by-step instructions. The Phonak Lyric sales and marketing teams are also here to support you with planning and promoting a successful open day event.





1. Establish the date

- Contact Brooke or your local Territory Manager with your preferred event date/s.
- Ensure your clinical and administrative staff are available on the selected date/s.
- Prepare an appointment schedule.



2. Promote the event

- Start promoting the event four weeks before the open day.
- Talk about the upcoming open day during client visits.
- Invite clients from your database by phone or send a letter by mail or email.
- Have posters or other promotional marketing material in your waiting room or at a local business (medical centres, post offices, pharmacies, community clubs, etc)
- Place an advertisement in the local or community newspaper.
- Use social media channels, like Facebook, to announce the date. Boost the post to relevant demographics to ensure the right people see your post.
- Promote the event on your website homepage.
- Promote the event via GPs and local allied health information bags.



3. Be prepared

- Order your marketing support material including brochures, posters and point-of-sale materials via our Lyric marketing tool kit. For additional/general marketing materials required, please contact the marketing team.
- Put together information bags to provide to each attendee.
- Go through your plans for the day step-by-step in detail so that you don't miss any preparations that need to be made.
- Ensure staff have a plan for welcoming clients as they arrive; consider offering snacks or refreshments for visitors while they wait.
- Since your open day will be appointment-based, you will have the details of those planning to attend; keep these details on file for follow-up after the event.
- Ensure you have enough Lyric trial devices.



4. Follow up on your invitation list

- Resend invitations via email to those who haven't responded or personally call to invite them (particularly those clients who are due for an upgrade).
- It is important to confirm all bookings
- 3 days before the event.



5. Lyric open day agenda, per client

- Welcome the client to the open day. Ask them to complete a candidacy checklist unless you have this information already. Offer refreshments (optional).
- Conduct a screening test and determine client goals.
- Fit the Lyric trial hearing aid.
- Demonstrate Lyric features based on the needs expressed by the client.
- Client may trial Lyric at a local coffee shop for a short period of time; alternatively offer an at-home trial.
- Schedule a follow-up appointment to review the success of the trial.



6. Post-event follow-up

- It is highly recommended that you follow up with your clients via phone or email after the open day to maintain momentum and address any issues which may prevent purchase.
- Thank the client for attending by sending a handwritten thank you note and/or a small gift.

Marketing Tips



Here are some quick tips to help you market your Lyric Open Day.

- It's important to establish your marketing budget for the event and which channels you will be using to reach your target audience. This will help your campaign stay focused on the areas that will give the best return for your marketing dollar.
- We recommend that you use an integrated marketing approach to help reach as many people as possible.
- Create an open day landing page for your event that includes a form to capture the details of anyone interested in attending the event.
- Include an email opt-in check box to allow you to market to them in the future as well as communicate more details about the event in the days leading up to it.
- Ensure all of your marketing collateral points to your landing page via a QR code or easy to use URL. This will get potential customers to the landing page and their details into your database.
- Use UTM tags in your URLs and QR codes in your marketing collateral. This will allow you to see which channels are bringing people to your landing page and which are the best return for your spend. You can use tools like Google Analytics or your CRM if the form feeds directly into your CRM to track these UTM tags.
- Start your marketing at least four weeks before your event. This allows clients enough time to plan to come to the event.
- Encourage clients to bring family or a friend. You could also consider offering a referral discount for bringing the extra person.

Integrated Marketing Approach

Here is a look at the integrated marketing approach, using multiple marketing channels to achieve the same result while working with both digital and traditional marketing channels.



Marketing Templates

The following turn-key tools have been developed to help you promote your open day event.

- Landing page
- Invitation
- Poster
- Flyer
- Pull-up banners
- Social post



All tools can be customised with your logo. Templates are available to view via the Lyric marketing catalogue which can be found at www.phonakmarketing.com.au


Open day information pack inclusions

1. GP/ENT pack

- Clinic brochure
- Referral pad (optional)
- Lyric FAQ for ENTs
- Tinnitus flyer (028-2060-02)
- Lyric brochure for GP and ENTs (028-2445-02)
- Give away box with Lyric inside (041-1699-02)
- Information folder
- Lyric bag

2. Consumer pack

- Clinic brochure
- Notepad and pen
- Lyric general FAQ (027-0112-02)
- Consumer brochure (028-1175-02)
- Tinnitus flyer (028-2060-02)
- Giveaway box with sample Lyric inside
- Information folder
- Lyric bag



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Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

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