

# Phonak Infinio Digital Marketing Guide.

Phonak Australia





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This Infinio digital marketing guide is developed through compilation of various sources, put together by our Phonak team. Information is obtained from sources believed to be reliable, but is in no way guaranteed.

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# Make life sound extraordinary

For 75 years Phonak has been at the forefront of innovative hearing technology, dedicating decades to developing products that enable connections between millions of people. We believe that hearing well is essential to your overall well-being. With Phonak Infinio, we're launching our most revolutionary platform yet.

Our cutting-edge solutions take on the biggest challenges in hearing care to help people with hearing loss embrace life's meaningful moments with joy and confidence. Clients with mild to profound hearing loss can enjoy an Infinio solution, with three distinct RIC products: Phonak Audéo Sphere™, Phonak Audéo™ R and Phonak CROS.

Our digital marketing guide aims to showcase the wide range of digital strategies and turn-key marketing tools available to effectively promote Phonak Infinio. Through an integrated approach, we aim to help you increase brand awareness, engage target audiences, and drive conversions by leveraging tools such as SEO, social media marketing, pay-per-click advertising, and email campaigns. Each tool is designed to amplify Phonak Infinio's market presence, highlighting its innovative features and benefits to potential customers.

Our turn-key templates can be customised with your logo, location and phone details.

The full suite of Infinio marketing tools and templates can be accessed via the [Phonak Infinio marketing catalogue](#).



Phonak Audéo Infinio



# Website ●


There are 91% active internet users in Australia<sup>1</sup>.





# Website content

Creating web page content focused on the new Infinio platform not only offers your website visitors information about the new platform, it benefits your organic search ranking and results. When users search 'Phonak hearing aids', 'Infinio hearing aids' or 'AI hearing technology' and 'your geo location', your clinic can rank on the first page as a relevant source of information on the topic. Additionally, high-quality, informative content positions your clinic as an authority in the field, increases website traffic, and can lead to more conversions and appointments.



**Unlock a world of possibilities.**

Phonak Infinio

[Request an obligation-free trial below](#)


Introducing Phonak Infinio, a revolutionary cutting-edge hearing platform from Phonak. For over 75 years, Phonak has focused on improving speech understanding and pushing the limits of hearing technology through innovation, including in the artificial intelligence (AI) field for over 24 years. Since inception, Phonak hearing solutions are designed to connect and socially help you to live more fully and emotionally, and ultimately enjoy a greater sense of well-being.

**PHONAK**  
**Infinio**

**Embrace life's meaningful moments with joy and confidence.**

Experience exceptional sound quality and comfort with Phonak's latest range of Infinio hearing aids including two options in the ear (RIC) options, Audio R Infinio and Audio Sphere Infinio as well as a CRDS device for those with unilateral hearing loss in one ear.

Phonak Infinio hearing aids are powered by DPA's new ultra-responsive chip that delivers exceptional sound quality, making you to grasp every single word and sound instantly.




- Each device is fully automated, sensing your surroundings and adjusting your sound experience every step of the way.
- Experience 61% better speech understanding\* and reduced listening effort by up to 40%\* resulting in you feeling less tired at the end of the day!


**Audio R Infinio.**

**Make life sound extraordinary**

- Experience exceptional sound quality from the first moment you wear them.
- Designed for reliability and durability. Proven to withstand the challenges of everyday life. Water resistant up to 50m.
- Tap Control allows you to control your aids with a double tap to your ear.
- Enjoy uninterrupted hands-free calls and streaming.
- Compatible with all Bluetooth® devices. Pair up to 8 devices and 2 simultaneously.
- Personalize your hearing aids preferences with the volume control from your smartphone with the myPhonak app.
- Available in 30, 50, 70 and 90 power levels as well as range of colors to suit your subject and personal taste.



Compatible chargers:




**Audio Sphere Infinio.**

**Unprecedented speech clarity with the world's first dedicated sound processing AI chip**


Using over and beyond any existing hearing aid technology, Audio Sphere Infinio is powered by not one but two chips, Phonak DPA and DEEPORICE™, the world's first dedicated AI chip for sound processing inside a hearing aid - powering Sphero's Speech Clarity.

Featuring all the benefits of Audio R Infinio as well as improved sound quality, Audio Sphere Infinio automatically adapts to your environment by separating unwanted noise in the background from speech so you can hear clearly and hear clearly from any direction with Sphero's Speech Clarity.

Available in 30 and 90 power levels.



Compatible chargers:




**CRDS Infinio.**


**Unlock a world of possibilities**

For those with unilateral hearing loss in one ear, Infinio CRDS helps you to connect and interact with the world around you by picking up sounds in your unaided ear and transferring them to an Audio R Infinio hearing aid in your other ear.

Featuring all the benefits of Audio R Infinio, Phonak CRDS is your trusted hearing companion.



Compatible chargers:



**Hear the difference by trialling Phonak Infinio obligation-free!**

If you are looking for the ultimate hearing experience, then we invite you to trial Phonak Infinio obligation-free by simply calling us XXX XXX XXXX

**Hear the Infinio difference.**

Request a 7-day obligation-free trial.

Name:


Email:

Phone:

Postcode:

Do you currently wear hearing aids? ☐ Yes ☐ No

[Submit request](#)



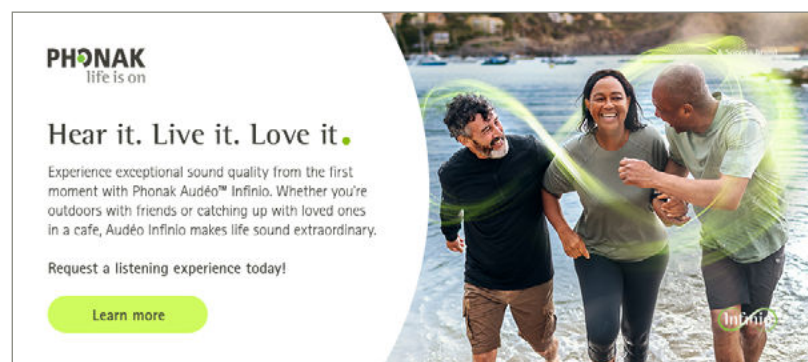
The Phonak® name and logo are registered trademarks owned by Phonak Ltd. No other name or logo made in Britain is used herein.  
\*Based on average performance in the Phonak Hearing Aid Comparison Study, a randomised controlled trial comparing Phonak Infinio with other hearing aids. Data collected in a controlled trial, independent study.  
† Hearing: 1. 70-90 dB HL. 2. 90-110 dB HL. 3. 110-130 dB HL. 4. 130-150 dB HL. 5. 150-170 dB HL. 6. 170-190 dB HL. 7. 190-210 dB HL. 8. 210-230 dB HL. 9. 230-250 dB HL. 10. 250-270 dB HL. 11. 270-290 dB HL. 12. 290-310 dB HL. 13. 310-330 dB HL. 14. 330-350 dB HL. 15. 350-370 dB HL. 16. 370-390 dB HL. 17. 390-410 dB HL. 18. 410-430 dB HL. 19. 430-450 dB HL. 20. 450-470 dB HL. 21. 470-490 dB HL. 22. 490-510 dB HL. 23. 510-530 dB HL. 24. 530-550 dB HL. 25. 550-570 dB HL. 26. 570-590 dB HL. 27. 590-610 dB HL. 28. 610-630 dB HL. 29. 630-650 dB HL. 30. 650-670 dB HL. 31. 670-690 dB HL. 32. 690-710 dB HL. 33. 710-730 dB HL. 34. 730-750 dB HL. 35. 750-770 dB HL. 36. 770-790 dB HL. 37. 790-810 dB HL. 38. 810-830 dB HL. 39. 830-850 dB HL. 40. 850-870 dB HL. 41. 870-890 dB HL. 42. 890-910 dB HL. 43. 910-930 dB HL. 44. 930-950 dB HL. 45. 950-970 dB HL. 46. 970-990 dB HL. 47. 990-1010 dB HL. 48. 1010-1030 dB HL. 49. 1030-1050 dB HL. 50. 1050-1070 dB HL. 51. 1070-1090 dB HL. 52. 1090-1110 dB HL. 53. 1110-1130 dB HL. 54. 1130-1150 dB HL. 55. 1150-1170 dB HL. 56. 1170-1190 dB HL. 57. 1190-1210 dB HL. 58. 1210-1230 dB HL. 59. 1230-1250 dB HL. 60. 1250-1270 dB HL. 61. 1270-1290 dB HL. 62. 1290-1310 dB HL. 63. 1310-1330 dB HL. 64. 1330-1350 dB HL. 65. 1350-1370 dB HL. 66. 1370-1390 dB HL. 67. 1390-1410 dB HL. 68. 1410-1430 dB HL. 69. 1430-1450 dB HL. 70. 1450-1470 dB HL. 71. 1470-1490 dB HL. 72. 1490-1510 dB HL. 73. 1510-1530 dB HL. 74. 1530-1550 dB HL. 75. 1550-1570 dB HL. 76. 1570-1590 dB HL. 77. 1590-1610 dB HL. 78. 1610-1630 dB HL. 79. 1630-1650 dB HL. 80. 1650-1670 dB HL. 81. 1670-1690 dB HL. 82. 1690-1710 dB HL. 83. 1710-1730 dB HL. 84. 1730-1750 dB HL. 85. 1750-1770 dB HL. 86. 1770-1790 dB HL. 87. 1790-1810 dB HL. 88. 1810-1830 dB HL. 89. 1830-1850 dB HL. 90. 1850-1870 dB HL. 91. 1870-1890 dB HL. 92. 1890-1910 dB HL. 93. 1910-1930 dB HL. 94. 1930-1950 dB HL. 95. 1950-1970 dB HL. 96. 1970-1990 dB HL. 97. 1990-2010 dB HL. 98. 2010-2030 dB HL. 99. 2030-2050 dB HL. 100. 2050-2070 dB HL. 101. 2070-2090 dB HL. 102. 2090-2110 dB HL. 103. 2110-2130 dB HL. 104. 2130-2150 dB HL. 105. 2150-2170 dB HL. 106. 2170-2190 dB HL. 107. 2190-2210 dB HL. 108. 2210-2230 dB HL. 109. 2230-2250 dB HL. 110. 2250-2270 dB HL. 111. 2270-2290 dB HL. 112. 2290-2310 dB HL. 113. 2310-2330 dB HL. 114. 2330-2350 dB HL. 115. 2350-2370 dB HL. 116. 2370-2390 dB HL. 117. 2390-2410 dB HL. 118. 2410-2430 dB HL. 119. 2430-2450 dB HL. 120. 2450-2470 dB HL. 121. 2470-2490 dB HL. 122. 2490-2510 dB HL. 123. 2510-2530 dB HL. 124. 2530-2550 dB HL. 125. 2550-2570 dB HL. 126. 2570-2590 dB HL. 127. 2590-2610 dB HL. 128. 2610-2630 dB HL. 129. 2630-2650 dB HL. 130. 2650-2670 dB HL. 131. 2670-2690 dB HL. 132. 2690-2710 dB HL. 133. 2710-2730 dB HL. 134. 2730-2750 dB HL. 135. 2750-2770 dB HL. 136. 2770-2790 dB HL. 137. 2790-2810 dB HL. 138. 2810-2830 dB HL. 139. 2830-2850 dB HL. 140. 2850-2870 dB HL. 141. 2870-2890 dB HL. 142. 2890-2910 dB HL. 143. 2910-2930 dB HL. 144. 2930-2950 dB HL. 145. 2950-2970 dB HL. 146. 2970-2990 dB HL. 147. 2990-3010 dB HL. 148. 3010-3030 dB HL. 149. 3030-3050 dB HL. 150. 3050-3070 dB HL. 151. 3070-3090 dB HL. 152. 3090-3110 dB HL. 153. 3110-3130 dB HL. 154. 3130-3150 dB HL. 155. 3150-3170 dB HL. 156. 3170-3190 dB HL. 157. 3190-3210 dB HL. 158. 3210-3230 dB HL. 159. 3230-3250 dB HL. 160. 3250-3270 dB HL. 161. 3270-3290 dB HL. 162. 3290-3310 dB HL. 163. 3310-3330 dB HL. 164. 3330-3350 dB HL. 165. 3350-3370 dB HL. 166. 3370-3390 dB HL. 167. 3390-3410 dB HL. 168. 3410-3430 dB HL. 169. 3430-3450 dB HL. 170. 3450-3470 dB HL. 171. 3470-3490 dB HL. 172. 3490-3510 dB HL. 173. 3510-3530 dB HL. 174. 3530-3550 dB HL. 175. 3550-3570 dB HL. 176. 3570-3590 dB HL. 177. 3590-3610 dB HL. 178. 3610-3630 dB HL. 179. 3630-3650 dB HL. 180. 3650-3670 dB HL. 181. 3670-3690 dB HL. 182. 3690-3710 dB HL. 183. 3710-3730 dB HL. 184. 3730-3750 dB HL. 185. 3750-3770 dB HL. 186. 3770-3790 dB HL. 187. 3790-3810 dB HL. 188. 3810-3830 dB HL. 189. 3830-3850 dB HL. 190. 3850-3870 dB HL. 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11850-11870 dB HL. 591. 11870-118



# Website banners

Adding carousel banners to your website offers several benefits that can enhance both user experience and site performance. Carousels allow you to showcase multiple pieces of content, such as promotions, products, or services, in a visually appealing and space-efficient manner. They can capture users' attention with dynamic visuals and highlight important messages without overwhelming the visitor. Carousels also encourage user engagement by offering interactive elements that keep people on your site longer. From a design perspective, they provide a clean and modern look while making it easier to guide users through different offerings or calls to action.

## Template 1



**PHONAK**  
life is on

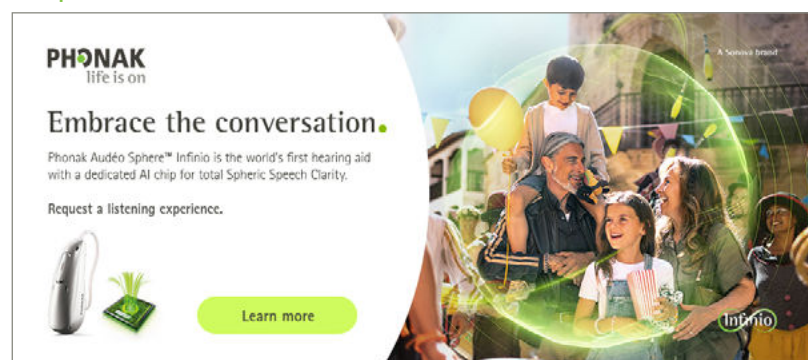
**Hear it. Live it. Love it.**

Experience exceptional sound quality from the first moment with Phonak Audéo™ Infinio. Whether you're outdoors with friends or catching up with loved ones in a cafe, Audéo Infinio makes life sound extraordinary.

Request a listening experience today!

[Learn more](#)

## Template 2



**PHONAK**  
life is on

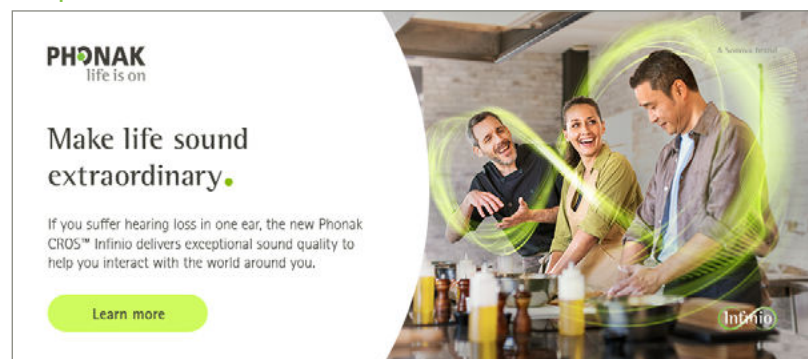
**Embrace the conversation.**

Phonak Audéo Sphere™ Infinio is the world's first hearing aid with a dedicated AI chip for total Spheric Speech Clarity.

Request a listening experience.

[Learn more](#)

## Template 3



**PHONAK**  
life is on

**Make life sound extraordinary.**

If you suffer hearing loss in one ear, the new Phonak CROS™ Infinio delivers exceptional sound quality to help you interact with the world around you.

[Learn more](#)



### Top tips:



Banners should link to a relevant landing page where users can learn more.



Add a UTM tag to the banner link to help track click through rates and assess which banners are working well.



Well-optimised carousel banners can contribute to improved SEO and conversions, as they help highlight key content right on the homepage.



Test alternate call to action copy and button colours to optimise click throughs. For example 'Book an obligation-free trial' as opposed to 'Book an appointment'.



Rotate banners every three months to keep your web page looking fresh and allowing you to gauge which banner is driving the most clicks.



Using HTML and CSS to create banners with actual text, enables search engines to read the content for SEO. The page will load faster, also contributing positively to SEO.



Lead generation.





# Online hearing screener

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.

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 client.

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

## 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.

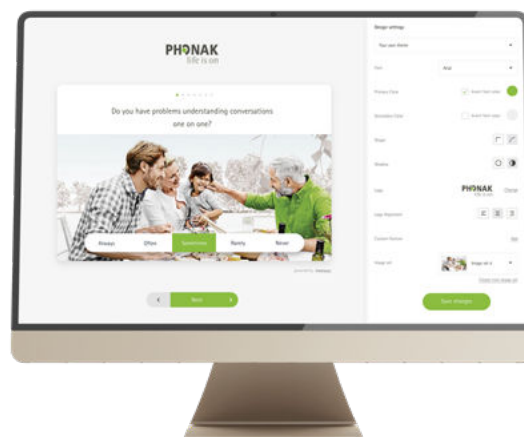
It can also be used as a secondary call to action throughout your marketing communications. Used in this way, you are able to capture those who might be in the early stages of their hearing health journey, so an online hearing screening may be perceived as a low-risk commitment.

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

The Online Hearing Screener can be strategically placed onto your website so it is easily accessible to visitors and allows them to engage with the service on demand.



### Top tips:



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.



# Email.

Email usage is growing each year and it is still the most preferred and most personal way consumers of all demographics engage with their favourite brands<sup>2</sup>.





# Email marketing

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.


With increased usage of smartphone devices, email provides convenience, which allows patients to connect with you from anywhere. It is also personal: Patients tend to respond to messages that are personalised and relevant to them.


Email is also an instant form of communication for clients to get your clinic updates, promotions and news out while letting them know that they can reach out to you for their hearing health at anytime.


Read our top email marketing tips to help plan an effective campaign.

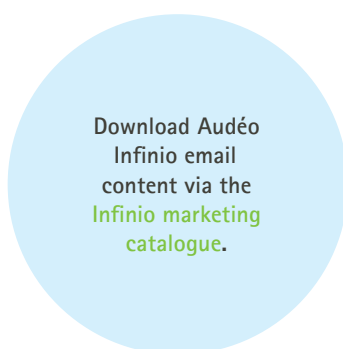
## Database mailer

Letter templates are available for both new and potential clients.

Subject Line	Discover sound clarity like never before
Preheader	Embrace life's meaningful moments with Phonak Infinio
Header Image	
Copy Outline	<p>Enjoy exceptional sound quality from the first moment</p> <p>At [clinic], we are deeply committed to the well-being of our clients, which is why we're so excited to share the news about Phonak Infinio.</p> <p>With technology that transcends the limits of hearing care like never before, Phonak Infinio infuses every moment with exceptional sound quality from the first moment. This revolutionary platform of cutting-edge hearing aids is designed to help embrace life's meaningful moments with joy and confidence.</p> <p><b>Phonak Audio™ Infinio</b></p> <p>Make life sound extraordinary</p> <ul style="list-style-type: none"> <li>Fully automated so it senses your surroundings and adjusts your hearing aids every step of the way</li> <li>Phonak SmartSpeech™ Technology orchestrates features that can provide up to 51% better speech understanding* and reduced listening effort by up to 45%** resulting in feeling less tired at the end of the day*</li> <li>Exceptional sound quality and comfort from day one*</li> <li>Compatible with CROS Infinio</li> </ul> <p><b>Phonak Audio Sphere™ Infinio</b></p> <p>Unlocks unprecedented speech clarity in a world of noise</p>

Subject Line	Say hello to seamless connectivity
Preheader	Bridging the gap with one's digital universe
Header Image	
Copy Outline* (use table for layout, if desired)	<p>Feel empowered with seamless connectivity</p> <p>In a fast-paced, modern world, staying connected is more than a luxury – it's a necessity. That's why at [clinic] we're here to help you stay connected, thanks to Phonak Infinio hearing aids.</p> <p>At the heart of these devices is the powerful ultra-responsive Phonak ERA™ chip. It ensures you stay connected, streaming handsfree calls and audio up to twice the distance, while delivering more stable Bluetooth® connections.</p> <ul style="list-style-type: none"> <li>Pair up to 8 Bluetooth® devices and have 2 simultaneously connected</li> <li>Seamlessly switch between voice interactions, telephone calls and streaming your favourite radio shows or music</li> <li>Roger™ compatibility built-in</li> <li>Adjust settings, control volume and more, all from your smartphone with myPhonak app</li> </ul> <p>Let us show you how you can always stay connected to the world around you!</p>
Footer	
CTA 1 Text	Call today to learn more.
CTA 2 Text	Watch the online sound experience video

Subject Line	Elevate your hearing experience with Phonak Infinio
Preheader	Schedule a visit to learn more!
Header Image	
Copy Outline	<p><b>Tested. Reliable. Proven.</b></p> <p>When it comes to your hearing aids, reliability is not just about the first day. It's about every day! At [clinic], we want to make sure your hearing aids work consistently, so you can fully engage with the world around you.</p> <p>Life sounds extraordinary with Phonak Infinio hearing aids. As it should! Why? It's an entire hearing ecosystem that has been designed, engineered and tested with Swiss precision, proven to withstand the challenges of everyday life.</p> <p>They're also Phonak's most tested hearing aids, so you can rest assured these hearing aids will support you in your daily life, whether that's outdoor activities or meeting in a busy cafe.</p> <p>Ready to experience them for yourself?</p>
Footer	
CTA 1 Text	Call to make an appointment today
CTA 2 Text	Listen to the online sound demo



## Top tips:

- ★ Ensure you gain the permission of clients to receive ongoing communication from you.
- ★ Include an unsubscribe link in all email communications.
- ★ Keep your database up to date by checking email and contact details each time a patient visits.
- ★ Adopt social proof within your email content by including case studies, testimonials and reviews.



1

### Using your patient database, mine and segment your target audience

- Tailored messages resonate better with recipients. Segmentation allows you to send personalised content based on demographics, behaviours, or past interactions.
- Use data like trial history, purchase history, age, location, or email engagement to create different segments, like new customers, returning buyers, or leads.
- Re-engage clients tested and not fitted by inviting them to be re-tested and trial Infinio. Target those that have an audiogram of less than 2 years.
- Re-engage patients eligible or due for an upgrade by inviting them to be re-tested fitted and trial Infinio.

2

### Craft compelling subject lines

- The subject line is the first thing recipients see, determining whether they'll open the email.
- Keep it short, clear, and engaging. Use urgency, curiosity, or an offer to catch attention, e.g., "Elevate your hearing experience with Phonak Infinio"

3

### Use eye-catching design and clear call-to-actions

- Good design grabs attention and guides users toward the call-to-action (CTA).
- Ensure your email is visually appealing with a mix of text and images. Place the CTA prominently and make it clear, such as "Learn more" or "Book an appointment today."

4

### Optimise for mobile devices

- More than 50% of emails are opened on mobile devices, so your emails must look great on all screens.
- Use responsive email templates that automatically adjust to mobile, tablet, and desktop. Test the layout on multiple devices to ensure readability and functionality.

5

### Test, analyse, and improve

- Continuous improvement is key to successful campaigns.
- Run A/B tests on subject lines, content, and send times. Use analytics to measure open rates, click-through rates (CTR), and conversions, adjusting strategies accordingly.

#### Hot tip:

Keep your email size to 102kb. Gmail clips all content after this limit prompting users to view the entire message. Therefore keep CTA's at the beginning of your email.



# Social media.

78% of Australians are active on social media<sup>3</sup>.



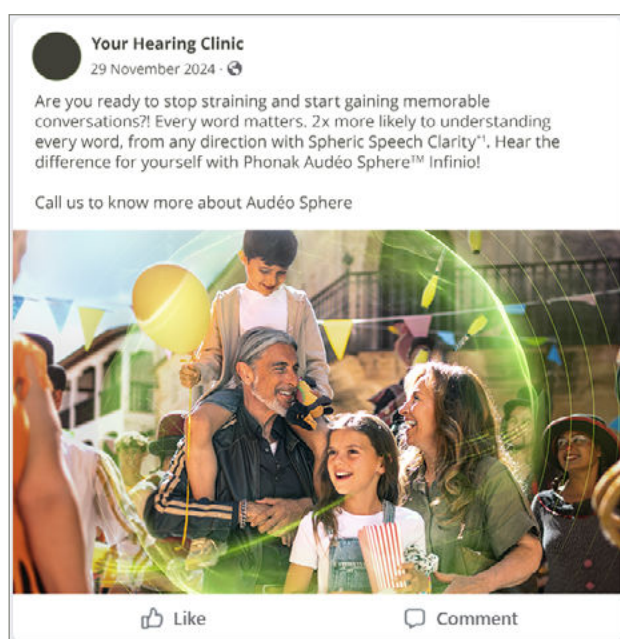


# Social content

Social media marketing allows you to reach a broad and diverse audience while fostering brand engagement and trust. By sharing educational content, success stories, and patient testimonials, you can raise awareness about hearing health and break down stigmas around hearing loss.

Facebook remains the most widely used platform and shares the top spot with Instagram in terms of return on investment (ROI) according to a 2024 HubSpot study.

Platforms like Facebook, Instagram, TikTok and YouTube enable direct targeting and interaction with potential clients, ensuring that your message reaches individuals who are most likely to benefit from hearing care services. Additionally social media marketing enhances customer relationships and creates opportunities for personalised content.



Campaign  
Landing Page

References section

## Important note about claims

If a social post contains a claim, the corresponding references should be referenced and published in the post copy.

If the reference cannot be included in the social post, the post should link to a web page or document containing the disclaimers and references.

Access our Infinio  
social content and  
images via the  
Phonak Infinio  
Marketing Catalogue



## Top tips:



Link all your social posts to a dedicated page and track click throughs via your Google Analytics by adding a pixel code to your website. Test different call to actions (CTA) messaging to see which drive the most clicks.



Did you know that on average an organic post from a Facebook business page reaches about 5 -6% of total followers? Amplify your reach and grow followers by advertising or boosting a post.



# Videos.

84% of consumers were convinced to buy a product or service after watching a video<sup>4</sup>.

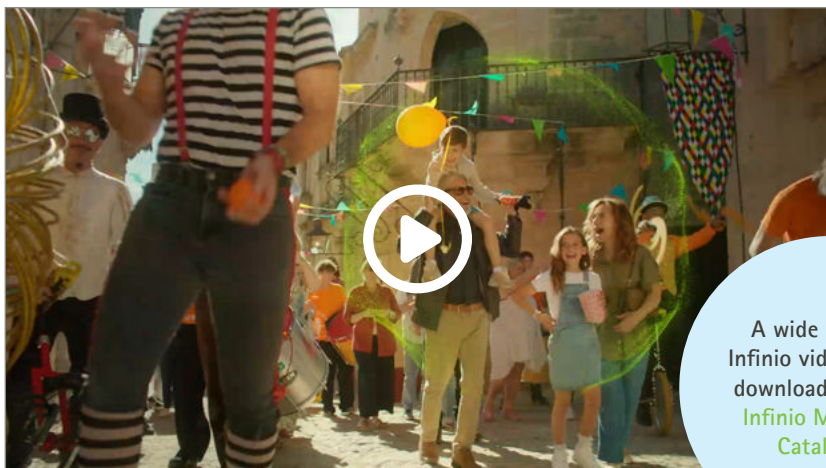




# Video

Video marketing is effective because it engages audiences in a dynamic and visually stimulating way, making it easier to convey complex information and emotions. Videos can capture attention more quickly than text or images, keeping viewers engaged for longer periods. They are highly shareable across platforms, increasing the potential for organic reach and viral exposure. Additionally, video content allows you to tell compelling stories, demonstrate products or services in action, and build trust with your audience through visual testimonials or educational content. The emotional connection fostered by video can lead to higher engagement rates, conversions, and brand loyalty.

## Product videos



A wide range of Infinito videos can be downloaded via the [Infinito Marketing Catalogue](#).



### Top tips:



Videos and movies can be added to your YouTube channel and used in your social posts, emails and website.



People are twice as likely to share video content over any other format<sup>4</sup>.



Video posts receive higher engagement on Facebook and Instagram compared to static posts.



# SEO.

With organic visits driving over 50% of all traffic on the internet and Google being responsible for 97% of searches<sup>5</sup>, organic search should be a priority.





# Content marketing

Content continues to be king for businesses and valued by search engines to determine your organic ranking.

It's important to keep content specific and relevant rather than long and fluffy. Content such as blog articles, case studies, free guides, FAQs, and videos should focus on quality rather than quantity.

The diagram illustrates the relationship between SEO form fields and a live website page. On the left, a 'Search Engine Optimization Support' form has fields for 'Page Title', 'Page Description', 'Page Keywords', and 'Page URL'. Green arrows point from these fields to corresponding elements on the 'BackOffice Thinking' website. The website's header shows the 'H1 page title' as 'BackOffice Thinking | Web Application Solutions for Nonprofits'. The 'Page description' is shown as a snippet of text below the title. The 'meta title' and 'meta description' are also highlighted with red boxes and arrows. The website layout includes sections for 'About Us', 'Careers', 'Blog', 'Our Website Design', and a 'BackOffice Thinking' sidebar with contact information and reviews.



## Top tips:



When creating a content page, it's important to include a page title, description, relevant keywords and a page URL so search engines understand the content of the page and determine its relevance to a particular search query. This information also appears in your organic listing.



Follow SEO best practice guidelines for page layouts so search engines can easily crawl for relevant searched terms. This will ensure you rank higher. Refer to the header tag breakdown for best practice on-page content structure.

## Header Tag Breakdown

### H1: Main Header

- The most important heading
- Represents the overarching theme

### H2: Primary Subheadings

- Support and explain the H1 tag
- Highlight key points or topics

### H3: Subsections Under H2s

- Further break down the H2 topics
- Provide more detailed explanation

### H4, H5, H6: Detailed Content Breakdown

- Used for nested subsections under H3s
- Provide hierarchical organisation for detailed content



# Local SEO.

78% of Australians reported going online to search for health-related information, products and services<sup>6</sup>.





# Local search

Typically users will search online for a product/service in their local area. When planning to get hearing aids for example a search query is likely to include the product name/or type and suburb.

Therefore it's important to update your website as well as your Google MyBusiness listing (GMB) with any new products like Infinio, and services.

On your GMB listing, this can be completed via listing products and services, utilising posts and adding images and videos of the new product/service. The best part is, it's free.

It's equally important to add relevant content to your website. This can be in the form of a dedicated product page, blog, images or videos about Infinio.



## Top tips:

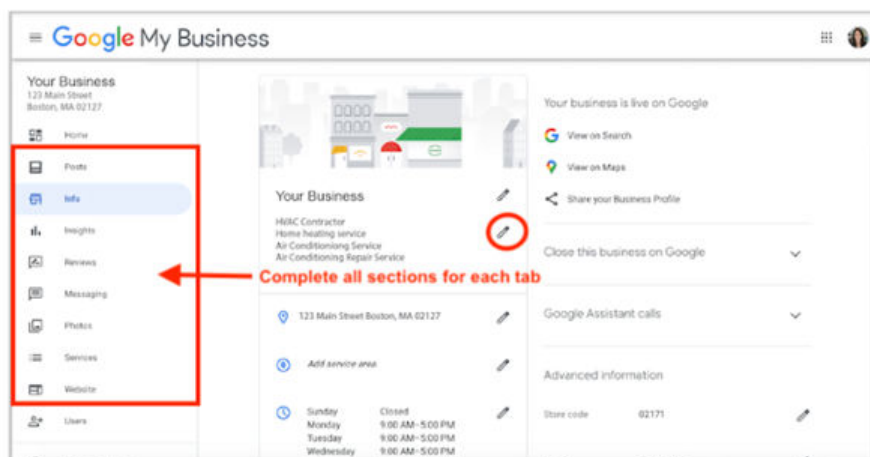


Your GMB profile acts like a website and social tool in one. As well as including images, videos, hours of operation, you can also post about events, new products and offers.

- Post regularly so that you not only send signals to Google, but also because certain posts expire every 7 days.
- Add Infinio products to the products and services section. You can include the name, short description and price of products and services.
- Ask and answer questions for example 'How do hearing aids work?' The answer can include a mention of the latest hearing technology and link to your Infinio product page. It's important to remember that anyone can also ask and answer questions which can lead to inaccurate information on your profile, so it's important to check and respond regularly. You can optimise this feature by setting up 'Alerts' so you can stay on top of questions and answers posted on your profile.



Focus on a review strategy to positively effect your search ranking and increase the chance of someone selecting your business over another. Encourage reviews and even a photo upload by providing patients with a QR code link to your GMB listing.





# Search advertising •

People who land on your website from Google Adwords are 50% more likely to buy something than those who click through organic search<sup>6</sup>.





# Paid search ads

Online search is needs driven and continues to be the number one search method for products and services. Paid search ads offer a measurable return on investment (ROI) when effectively managed, which makes it a key part of digital marketing strategies.

Google continues to be the most popular search engine and offers several types of ad formats to help businesses reach their target audiences across various platforms. Each format caters to different marketing goals, whether it's driving conversions, building brand awareness, or boosting engagement.

The main forms of Google Ads are:

## Search Ads:

Text-based ads that appear on Google search results pages when users search for specific keywords. Usually marked with an "Ad" label, these appear at the top or bottom of the search results

## Display Ads:

Visual ads (banners, images, and rich media) that appear on websites within the Google Display Network, which includes millions of partner websites.

- Great for brand awareness and retargeting.

## Video Ads:

- Ads that play on YouTube or other sites within the Google Display Network.
- Can be skippable or non-skippable, in-stream, or appear as video discovery ads.

## Shopping Ads:

- Product-based ads that show up in search results with images, prices, and store information.
- Ideal for e-commerce businesses selling physical products.

## App Promotion Ads:

- Ads designed to promote mobile app installs or engagement, shown across Google's platforms like Search, YouTube, and the Google Play Store.

## Smart Ads:

- Automated ads that use machine learning to optimise performance based on goals (e.g., sales, leads, etc.).
- Google automatically adjusts targeting, bidding, and ad formats.

## Local Ads:

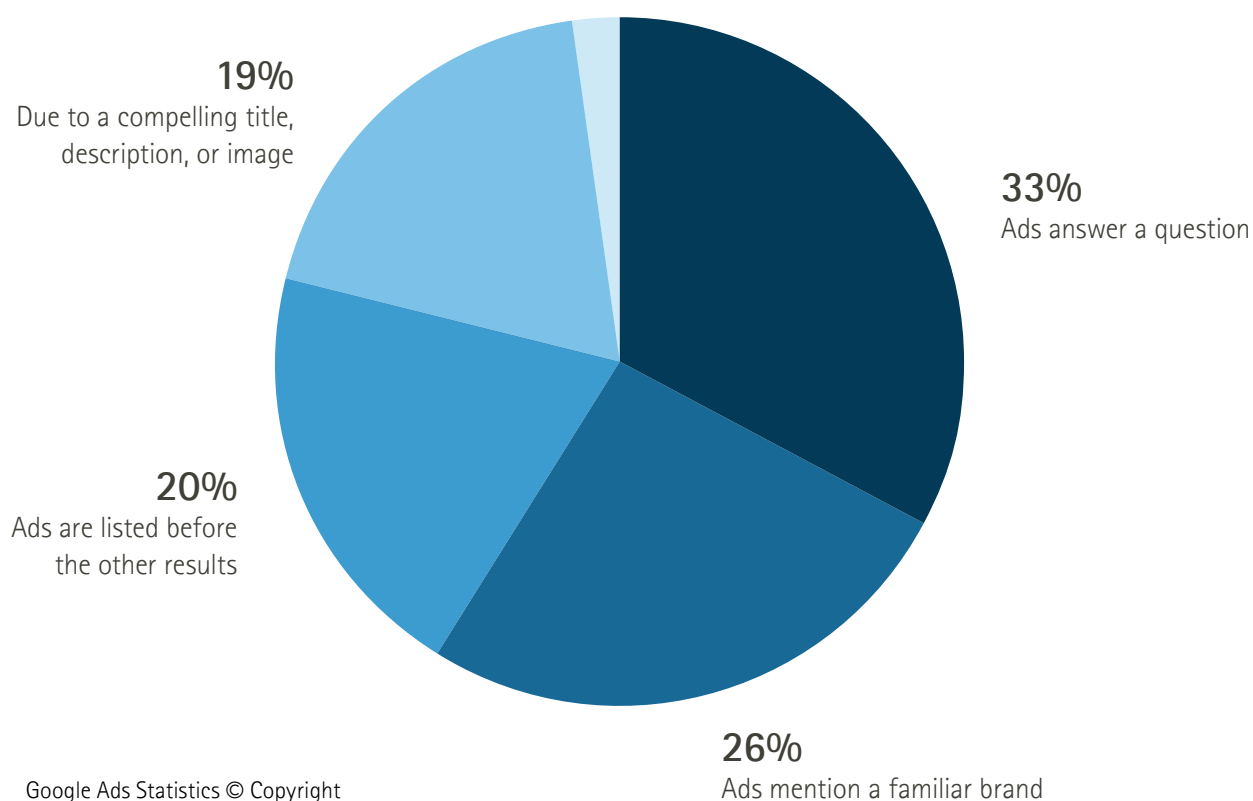
Designed to drive foot traffic to physical locations. Shown across Google properties like Search, Maps, and YouTube.

## Discovery Ads:

- Ads shown in Google's Discovery feed (e.g., on the Google app, YouTube home page, Gmail promotions).
- Focus on visually rich, responsive ads that target users with intent-based browsing behaviour.




## Reasons for people clicking on paid ads



### Top tips:

- ★ The average cost-per-click for a search ad in the Health and Medical industry is \$2.62<sup>7</sup>.
- ★ Use Long-Tail keywords: These are more specific and can have lower competition, often leading to higher conversion rates. Tools like Google Keyword Planner and Google Trends can help identify these. Example of a longtail keyword could be 'Phonak Infinio Sphere hearing aids' 'What is the latest AI technology in hearing aids'
- ★ Include negative keywords to exclude irrelevant search terms to avoid wasting budget on unqualified traffic
- ★ Link to your Infinio product web page right from the ad
- ★ Run ads during peak times for best return on investment
- ★ Craft compelling ad copy by focusing on benefits and include strong call to actions to increase conversions





We are committed to your business; and hope that the tools and tips provided in this guide will help you reach more people and change more lives.

If you need any further assistance, please don't hesitate to reach out to your Phonak marketing team at [marketing@phonak.com.au](mailto:marketing@phonak.com.au)







## life is on

Since 1947, Phonak is dedicated to preserving social, emotional and physical life quality by opening new acoustic worlds. We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. Today we 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.

phonak.com

1. <https://www.statista.com/topics/5261/internet-usage-in-australia>
2. <https://www.bluecore.com/blog/do-millennials-use-email>
3. Meltwater: <https://www.meltwater.com/en/blog/social-media-statistics-australia>
4. <https://www.wyzowl.com/video-marketing-statistics/>
5. <https://rocketagency.com.au/resources/free-guides/australia-digital-marketing-strategy-guide>
6. 2021 Australia Digital Health Agency Survey <https://www.digitalhealth.gov.au/>
7. <https://www.demandsage.com/google-ads-statistics/>