



Ugly Sweater Campaign

WINTER 2024-2025

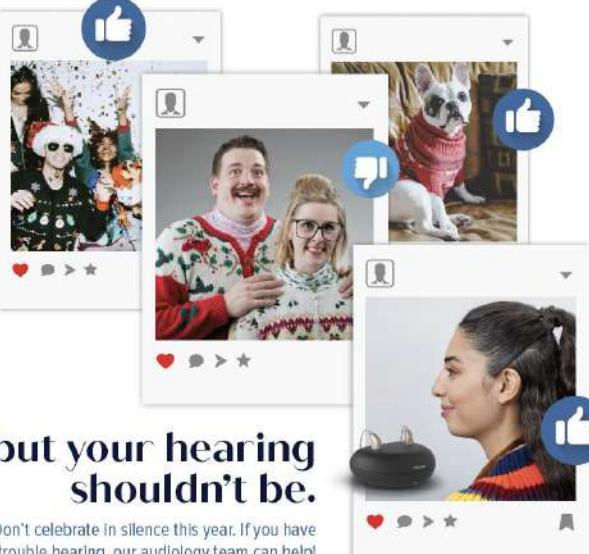
UGLY SWEATER CAMPAIGN

Campaign Summary:

- Winter, possibly holiday campaign
- Providing a marketing twist (and humor) to traditional holiday campaigns
- Marketing Channels: Internal, Digital, External
- The intent for this campaign is to be creative and eye-catching

CAMPAIGN SHOWCASE

**Holiday sweaters
can be HIT or MISS**



**but your hearing
shouldn't be.**

Don't celebrate in silence this year. If you have trouble hearing, our audiology team can help!

Schedule an evaluation so we can find a long-term solution to your hearing loss and get you back to enjoying the sounds of EVERY season.



**Bold
SWEATER,**



**Bolder
HEARING.**



**Holiday sweaters
can be HIT
or MISS**



**but your hearing
shouldn't be.**



CAMPAIGN STEPS:

1. Identify Your Goal
2. Determine Your CTA
3. Select Your Channels
4. Plan Your Timeline

STEP 1: Identify Your Goal

Consider your practice's overall goal for the campaign. This will help to determine the campaign's audience, channels and marketing focus.

New Patients

Referrals

- Physician Referrals (office visits, letters, announcements, newsletters)
- Patient Referrals (in-office signage, business cards)

External Marketing

- Direct mail
- Print
- Radio/TV
- Billboards/outdoor signage

Outreach

- Health fairs
- Community events
- Branded promotional products/signage

Digital

- Online reviews (website, social media, Google, Yelp, etc.)
- SEM campaign
- SEO campaign
- Social media

Patients Visit More Often

Database

- Patient segment letters/database mining (TNT, 4+ technology)
- Bill stuffers
- Newsletters
- Birthday cards
- Lapsed treatment programs/treatment interval reminders
- Appointment reminders

Internal Marketing

- Brochures/collateral (multi-health self-screener, service-specific brochures)

Digital

- Email
- E-newsletters
- Social media

Patients Access More Services

External Marketing

- Building signage

Internal Marketing

- Mediplay (TV slide service)
- Posters/signage
- Multi-health self-screener, brochures, educational handouts
- Branded promotional products

Exam Room

- Posters
- Brochures/handouts
- Anatomy chart booklets
- Patient forms/processes

Database

- Bill stuffers (open house, event, service specific, special/offer)
- Newsletters (mail or digital)

Digital

- Website (services offered)
- Social media

CAMPAIGN STEPS:

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STEP 2: Determine Your Call-to-Action (CTA)

Select a CTA relevant to your theme, audience and desired goals for the campaign (don't forget promos or other offers!).

OPTION 1:

- *Holiday sweaters can be hit or miss, but your hearing shouldn't be.*
- Internal CTA—Schedule an evaluation today!
- External CTA—Contact us today!

Schedule an evaluation so we can find a long-term solution to your hearing loss and get you back to enjoying the sounds of EVERY season.



CTA OPTION 1

OPTION 2:

- *Your sweater shouldn't be the loudest thing in the room.*
- Internal CTA—Schedule an evaluation today!
- External CTA—Reach out to our audiology team!

Good fashion is all about the accessories—it's time to show off your hearing aids. Reach out to our audiology team to embrace the gift of better hearing this holiday season.

CTA OPTION 2

OPTION 3:

- *Your sweater is loud, but our hearing aids are louder.*
- Internal CTA—Schedule an Evaluation today!
- External CTA—Contact us today!

Your sweater is loud, but our hearing aids are louder. Contact us today to find out how hearing aids can elevate your already snazzy wardrobe.

CTA OPTION 3

CAMPAIGN STEPS:

1. Identify Your Goal
2. Determine Your CTA
3. **Select Your Channels**
4. Plan Your Timeline

STEP 3: Select Your Channels

Based on your overall goal, theme and CTA, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- Folded card mailer (purchased list)
- Social media—Four-piece social posts intended to be interactive for ‘swiping to the right to see more’—to improve engagement.

Recommended Channels For Existing Patients:

- Mediplay
- Poster



STEP 4: Plan Your Timeline

Work with your Fuel team to set a campaign schedule that integrates all relevant channels in a timely fashion.

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Sample Campaign Launch Timeline:

8+ Weeks Prior:	Broadcast + OOH Advertising
6-8 Weeks Prior:	Print Mail + Print Advertising
4-6 Weeks Prior:	Print Collateral + In-Office Materials
3-4 Weeks Prior:	Digital Displays + Digital Advertising
2-3 Weeks Prior:	Website + Social Integrations
1-2 Weeks Prior:	Train Staff on Campaign Components
Campaign Week:	Ugly Sweater Campaign Time
2+ Weeks Post:	Review + Renewal of Effective Strategies

Ready to Get Started?

Thanks to Our Team!

Angello Barocio

Creative Design

Lucy Weber

Content/Copy

Amanda Bachelder

Michele Kophs

Account Manager

Raina Kennedy

Account Coordinator

Robin Sanz

Marketing Director

Next Steps for Your Campaign:

- Browse campaign templates [HERE!](#)
- Discuss any potential ideas, questions or concerns with your leadership team and key stakeholders.
- Schedule a call with your regional Fuel team to begin planning.