



Hearing is Always en Vogue

A Fashion-Forward Campaign

Hearing is Always en Vogue

Campaign Summary:

- High-end, editorial-themed and visual campaign.
- Campaign is relevant and timeless.
- For practices looking to target a more affluent demographic.
- Custom artwork of preferred manufacturer's hearing aids.
- Internal and external marketing focused on self-identifying women.
- Campaign focus is hearing, not device-centric.

CAMPAIGN SHOWCASE

HEARING IS ALWAYS
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Doctors of AUDIOLOGY

Slip into hearing care that fits **you** like a little black dress.

Hearing your best fits every occasion. At [practice], we tailor solutions that address your hearing needs while matching your personal style, budget and unique hearing loss. Our team will help you find a treatment plan that makes you feel comfortable and confident for any occasion.

HEARING NEVER GOES OUT OF STYLE.

Call [practice] at (000) 000-0000 to find your perfect fit.

HEARING IS ALWAYS
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Doctors of AUDIOLOGY

Slip into hearing care that fits **you** like a little black dress.

Whether you're out for an evening at an elegant restaurant, sporting your team's jersey at the big game or wearing your favorite cozy clothes as you relax at home, hearing your best is in style for every occasion. Engage more fully in conversations and enjoy newfound confidence with a customized treatment plan.

Our team at [Practice] is here to empower you through your hearing loss treatment journey, so you can stay connected to your favorite sounds without compromising your personal style.

FASHION MEETS FUNCTIONALITY

Hearing loss treatment isn't one size fits all, and our team will help you find the solution that is the perfect fit for your needs and lifestyle. Like a favorite outfit, hearing aids shine with customization. We'll get to know your lifestyle, goals and budget and put together a plan that helps you look and feel your best.

CONFIDENCE IN EVERY MOMENT

Confidence is more than just the way you look, and hearing your best will help you move through the world with ease and *je ne sais quoi*. Studies have found that treating hearing loss increases self-esteem and quality of life.¹ Research has also found that hearing aids can reduce feelings of depression and anxiety within three months.²

Like the little black dress, premium hearing care never goes out of style.

Call [practice] at (000) 000-0000 to elevate your hearing today.

¹ <https://jamanetwork.ncbi.nlm.nih.gov/doi/10.1001/jam.2016.1006>
² <https://www.audiology.org/consumers-and-patients/hearing-and-depression/depression-and-hearing-loss/>



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Doctors of AUDIOLOGY

Slip into hearing care that fits **you** like a little black dress.

Schedule now to find your perfect fit.

FIND YOUR PERFECT FIT AT [PRACTICE NAME].

Doctors of AUDIOLOGY

Slip into hearing care that fits **you** like a little black dress.

Schedule now to find your perfect fit.

CAMPAIGN STEPS:

1. Identify Your Goal
2. Choose Your Aids
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

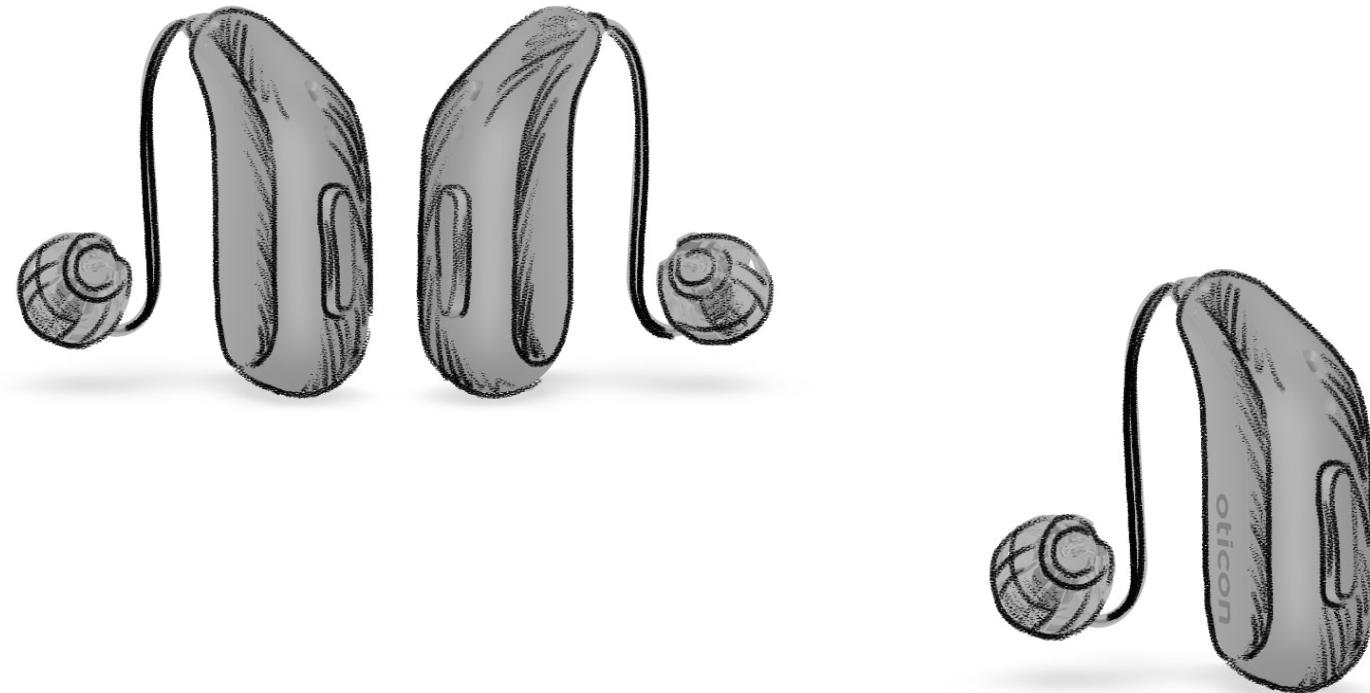
- Website (services offered)
- Social media

CAMPAIGN STEPS:

1. Identify Your Goal
2. **Choose Your Aids**
3. Select Your Channels
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STEP 2: Choose Your Aids

We can adjust the campaign template to feature your preferred manufacturer. Talk to your team to see if you have funding available with manufacturer partners that could help fund your campaign.



CAMPAIGN STEPS:

1. Identify Your Goal
2. Choose Your Aids
3. **Select Your Channels**
4. Plan Your Timeline

STEP 4: Select Your Channels

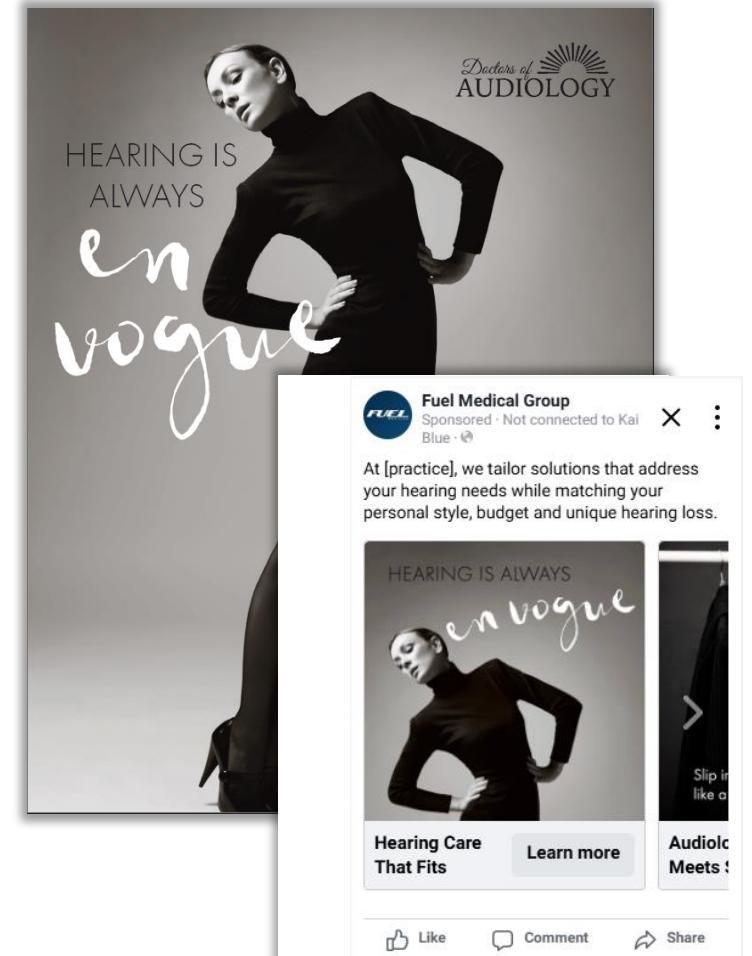
Based on your overall goal, theme and CTA, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- Magazine Ad
- Magazine Advertorial
- Facebook Ad

Recommended Channels For Existing Patients:

- Mediplay Slide
- Patient Newsletter
- Posters



CAMPAIGN STEPS:

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STEP 5: Plan Your Timeline

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

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:	Hearing is Always en Vogue
2+ Weeks Post:	Review + Renewal of Effective Strategies

Thanks to Our Team!

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Account Coordinator

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Sr. Account Manager

Becca DeWhitt

Marketing Director

Ready to Get Started?

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.