



Don't Put Your Life's Greatest Hits On Mute

SPRING/SUMMER

DON'T PUT LIFE'S GREATEST HITS ON MUTE

Campaign Summary:

- Music-themed campaign
- Focus on hearing; not device-centric
- Marketing channels: internal audience, digital and external audience
- Targets existing ENT patients and prospecting audience

CAMPAIGN SHOWCASE

Fuel Medical Group
Sponsored · 🌐

Favorite songs and hearing loss are a bad mix. Talk to our expert audiologists about a hearing health check, today!



fuelmedical.com
Hear Every Jam
Hearing Care for [A...]

Book now

Like Comment Share

Social Video Ad Preview Link:
<http://fb.me/28FJ52pkxyZFFsD>

Don't Put Your Life's GREATEST HITS On Mute



If you're missing the crisp harmonies of a favorite classic, talk to our hearing care specialists to get your hearing checked today.

Doctors of AUDIOLOGY

Experience the Latest in Hearing Aid Technology



the latest technology – or otherwise, practice dependent.

Call [company] now to receive a [45 day, in-home hearing aid trial of] [device] you use most.

Connectivity: Oticon's easy-to-use, wireless connectivity allows you to connect to the latest devices with an all-day battery life.

Our latest device offers a complete, all-in-one solution to improve your everyday life. Features designed to improve your hearing, connectivity, battery, and hearing aid connections in a way that makes it easy to use.

Don't Put Your Life's GREATEST HITS On Mute

Dear <patient's name>,

Life is a symphony of sounds—from the smallest guitar strum to the joy of your favorite songs. But hearing loss can gradually dim these precious sounds, leaving life's greatest hits muffled or muted.

Approximately one in eight people in the United States (13%, or 30 million) aged 12 and older has hearing loss in both ears, based on standard hearing examinations. High-pitched sounds, like birds chirping or the percussive jingle of a tambourine, are typically the first to fade. You might find yourself missing the crisp harmonies of a favorite classic or struggling to catch the impossibly high notes in a live opera show.

Hearing aids can help you reconnect with the sounds that make life rich and vibrant. Whether you like smooth jazz, head-banging rock, country ballads, indie folk or classical symphonies, hearing aids help bring your favorites back to life.

Don't wait to rediscover the music of your life. Hearing loss is common, but it's also manageable. A simple test can determine which frequencies you struggle with and help us create a plan tailored to your needs.

[Practice] is here to help you rediscover life's melodies with care and expertise. Call [number] to start your hearing treatment journey today.

[Your Name/Practice Name]

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We're excited to help you stay connected to the world around you. Our comprehensive hearing services include:

- Hearing testing
- Hearing aid fitting and counseling
- Hearing aid repair and no pain

Your hearing is one of a kind. Contact for a treatment plan that's as unique as you are.

Hearing Healthcare Tailored to You

Doctors of AUDIOLOGY

CAMPAIGN STEPS:

1. Identify Your Goal
2. Select Your Channels
3. 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

- Medisplay (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. Select Your Channels
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STEP 2: Select Your Channels

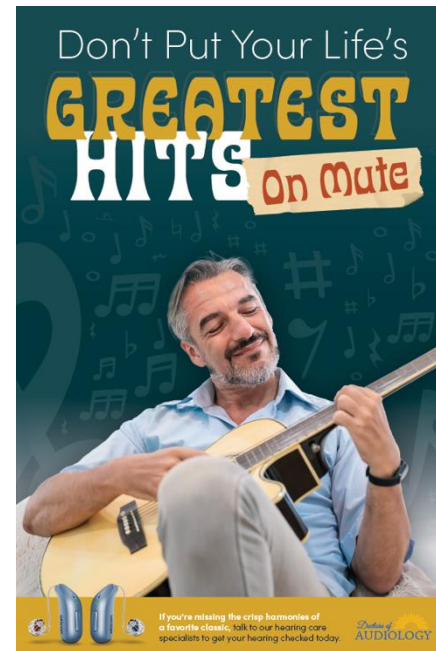
Based on your overall goals, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- Prospecting mailer
- Newspaper ad/insert
- Social media

Recommended Channels For Existing Patients:

- Posters
- Medisplay
- Social media ad



CAMPAIGN STEPS:

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

STEP 3: 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:	Don't Put Life's Greatest Hits On Mute
2+ Weeks Post:	Review + Renewal of Effective Strategies

Thanks to Our Team!

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Senior Account Manager

Theo Marais
Marketing Director

Ryan Green, Rylee Erdwins
Account Coordinators

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.