



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](http://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.

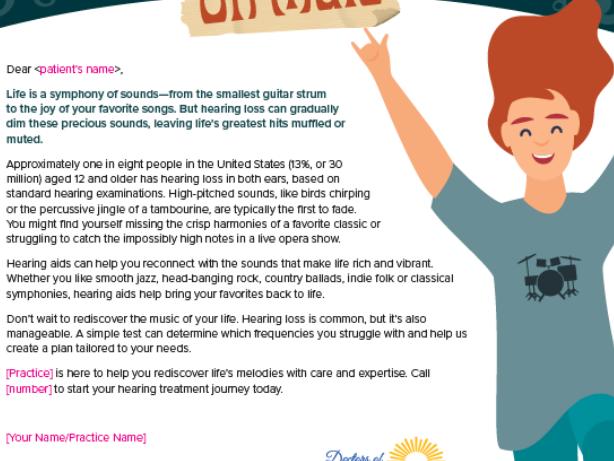


**Doctors of AUDILOGY**

**Call now to receive a 45 day in-home hearing aid trial of the latest technology—or to take a free, practice dependent hearing test.**

**Experience the latest in Hearing Aid Technology**

**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 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]

**Doctors of AUDILOGY**

**Hearing Healthcare Tailored to You**

We're excited to help you stay connected to the world around you. Your hearing plan starts at home. Contact us for a free hearing test and consultation.

• Hearing aid and earplug fittings and counseling

## 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

- 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

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## STEP 2: Select Your Channels

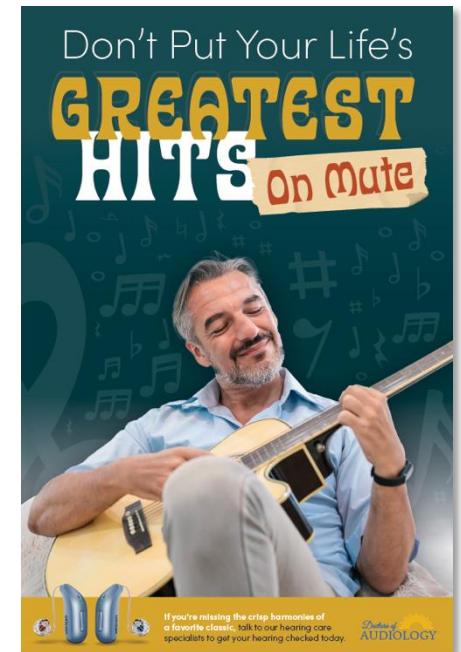
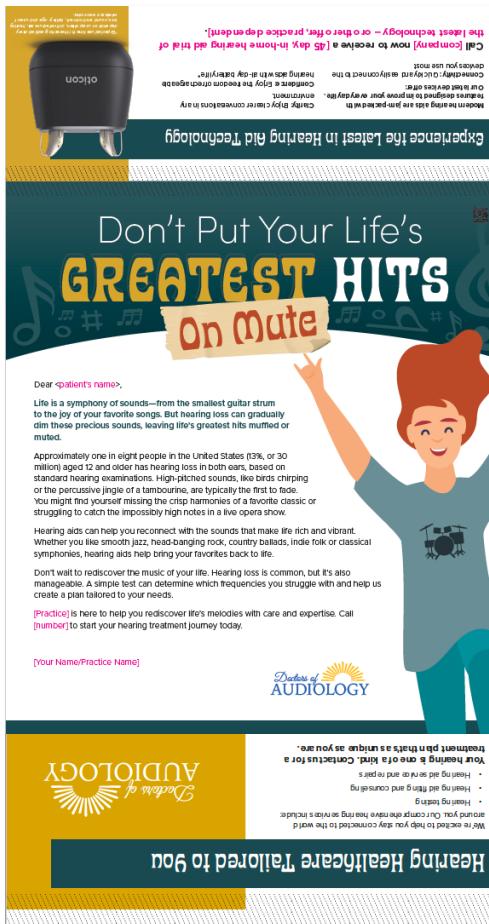
Based on your overall goals, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

## Recommended Channels For New Patients:

- Prospecting mailer
- Newspaper ad/insert
- Social media

## Recommended Channels For Existing Patients:

- Posters
- Mediplay
- Social media ad



## STEP 3: 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
<b>Campaign Week:</b>	<b>Don't Put Life's Greatest Hits On Mute</b>
2+ Weeks Post:	Review + Renewal of Effective Strategies

*Thanks to Our Team!*

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# 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.