



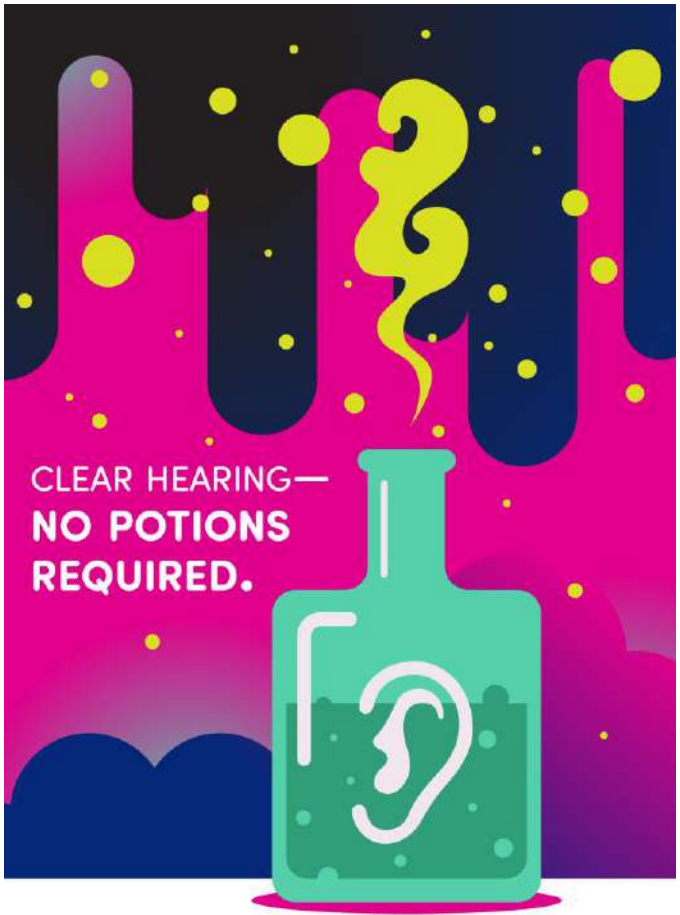
Don't Let Hearing Loss Creep Up on You
OCTOBER

DON'T LET HEARING LOSS CREEP UP ON YOU

Campaign Summary:

- Lighthearted, Halloween-themed poster campaign with a magical twist.
- Designed for wide patient appeal—festive, not frightening.
- Two unique posters: one whimsical (“potions”), one playfully spooky (“monster”).
- Ideal for practices seeking fun, seasonal visuals that spark patient engagement.
- Flexible assets for in-office display, digital use, and local print placements.
- Messaging highlights hearing health as proactive and approachable—not clinical.

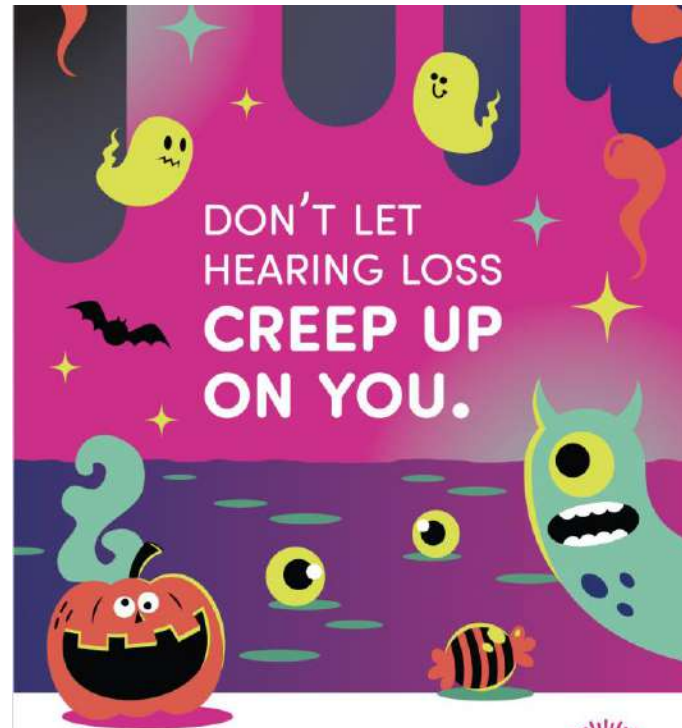
CAMPAIGN SHOWCASE



CLEAR HEARING—
NO POTIONS
REQUIRED.

Forget the eye of newt, muffled hearing doesn't need a complicated cure. A hearing check might be the simplest potion for staying connected.

Doctors of
AUDIOLOGY




DON'T LET
HEARING LOSS
CREEP UP
ON YOU.

Hearing loss can sneak in quietly—but its impact can haunt you if left untreated. From missed conversations to difficulty in noisy settings, it's easy to overlook the signs.

Catch it early! Schedule a hearing test at (XXX)-XXXX-XXX today and receive a 45-day risk free trial.

Doctors of
AUDIOLOGY
1234 Street Name, Ste. XX
City Name, ST 12345
websitename.com



Fuel Medical Group
Sponsored · 1

No spells, no eye of newt—just a simple hearing check. If voices sound muffled or far away, it's time to act. Schedule a hearing test today.

CLEAR HEARING—
NO POTIONS
REQUIRED.

fuelmedical.com
Schedule a Hearing Test
Hearing Care for [AREA]
Book now

Like
Comment
Share

CAMPAIGN STEPS:

1. Identify Your Goal
2. Choose Your Theme
3. Determine Your CTA
4. Select Your Channels
5. 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

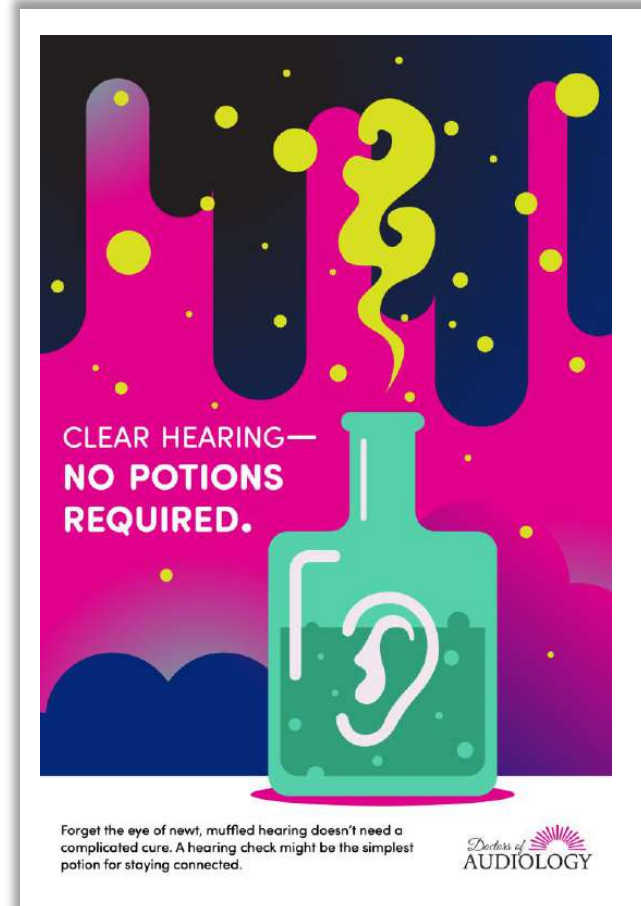
- Website (services offered)
- Social media

CAMPAIGN STEPS:

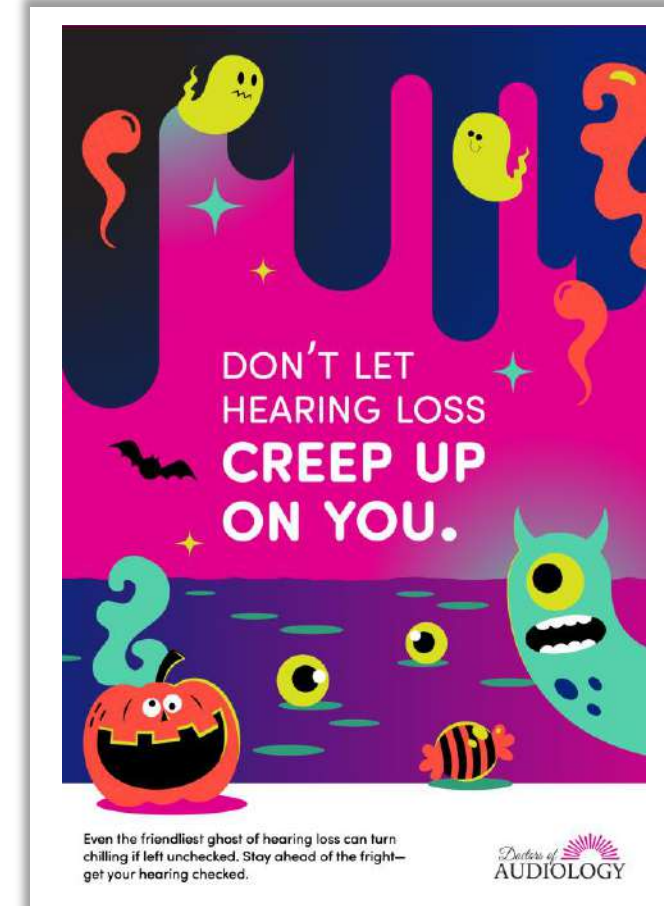
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STEP 2: Choose Your Theme

Work with your Fuel team to select the theme best suited to your ENT, audiology or other service-specific focus.



THEME OPTION 1



THEME OPTION 2

CAMPAIGN STEPS:

1. Identify Your Goal
2. Choose Your Theme
3. **Determine Your CTA**
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STEP 3: 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:

- *Catch it early! Schedule a hearing test at (XXX)-XXX-XXXX today and receive a 45-day risk-free trial.*
- Pairs well with the “Don’t Let Hearing Loss Creep Up On You” theme — reinforces urgency and the idea of catching hearing loss before it worsens.
- Great for social media ads and newspaper ads. The promotional 45-day trial adds value and a clear incentive.

Catch it early! Schedule a hearing test at (XXX)-XXXX-XXX today and receive a 45-day risk free trial.

CTA OPTION 1

OPTION 2:

- **Call (XXX)-XXX-XXXX to schedule your hearing test today.**
- Pairs best with “Clear Hearing — No Potions Required” where a straightforward, no-frills message aligns with the simplicity of the theme.
- Great for social media ads and newspaper ads.

Call (XXX)-XXXX-XXX to schedule your hearing test today.

CTA OPTION 2

CAMPAIGN STEPS:

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STEP 4: Select Your Channels

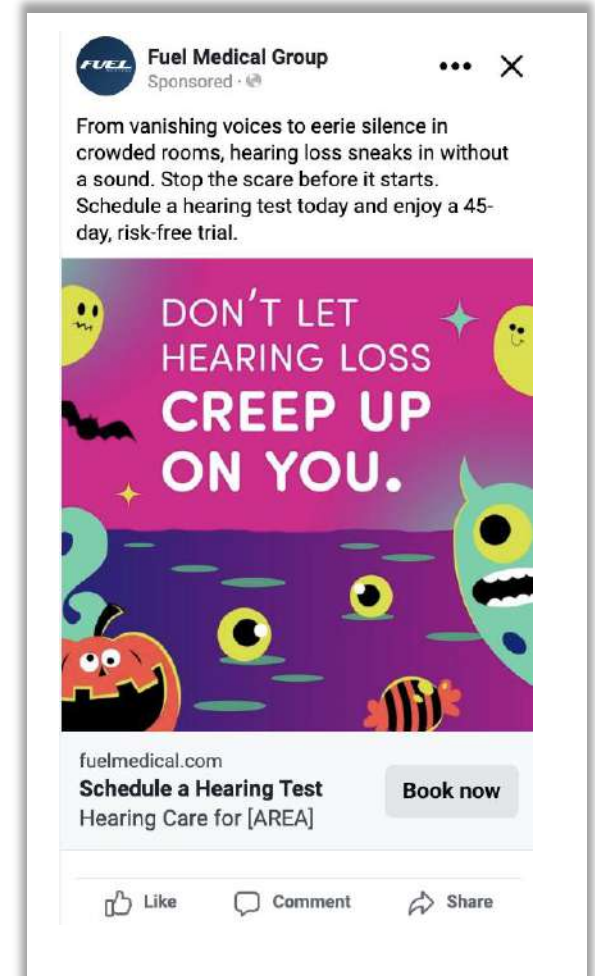
Based on your overall goal, theme and CTA, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- **Social Media Ad (Facebook/Instagram)** – Best for social visibility, awareness, and digital CTA.
- **Local Print Ad (5x7 Newspaper Ad)** – Strong for external marketing, local reach, and patient referrals.
- **Posters (In-Clinic, 24x36)** – Serve dual purpose: patient-facing promotion and subtle prompt for provider referrals.

Recommended Channels For Existing Patients:

- **Posters (In-Clinic, 24x36)** – Placed in waiting or exam rooms to prompt questions during appointments.
- **Social Graphics** – Cross-posted content for followers who already engage with the clinic online.
- **Digital Signage (optional Mediplay or screen use)** – Poster elements are vector-based and can be adapted for in-office TVs.



CAMPAIGN STEPS:

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2. Choose Your Theme
3. Determine Your CTA
4. Select Your Channels
5. **Plan Your Timeline**

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:	Don't Let Hearing Loss Creep Up on You-October
2+ Weeks Post:	Review + Renewal of Effective Strategies

Thanks to Our Team!

Lyndsey Henn

Creative Design

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Theo Marais

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.