



Don't Let Hearing Loss Creep Up on You

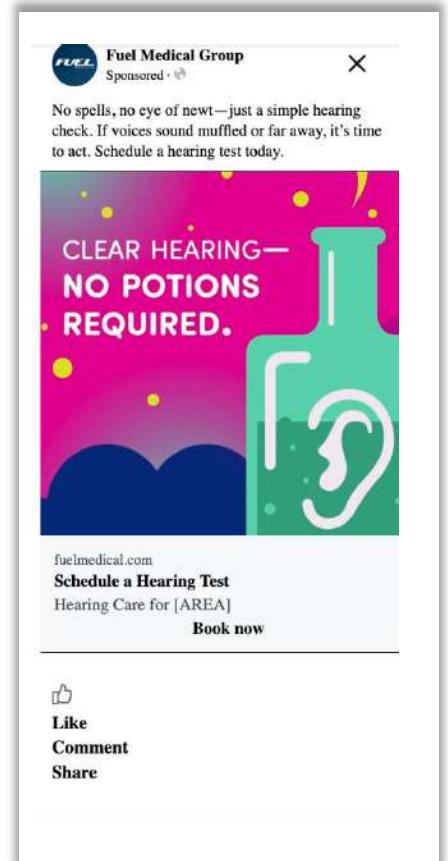
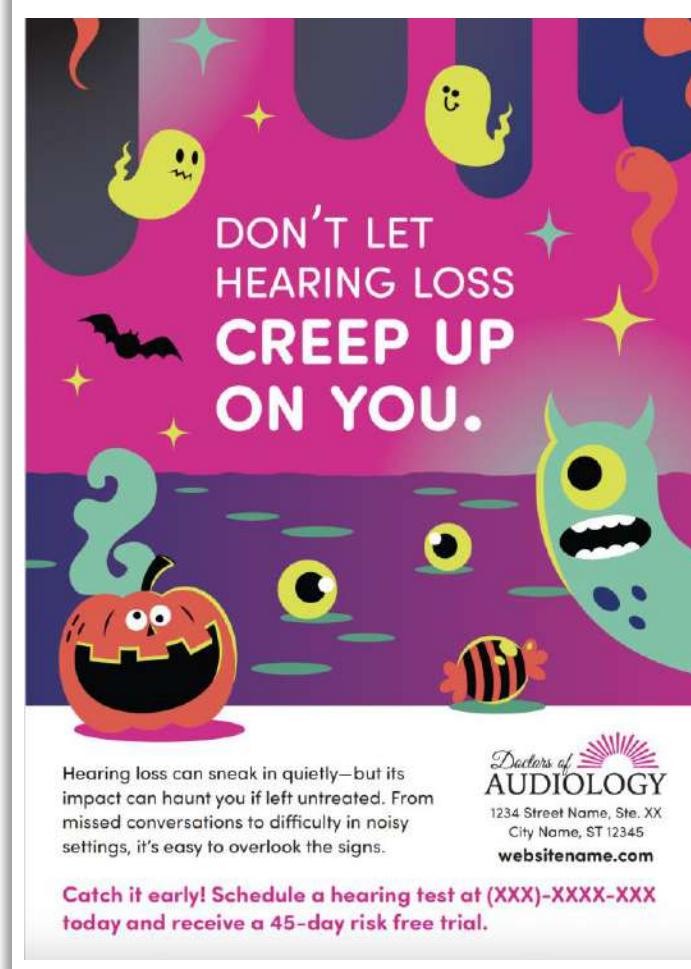
OCTOBER

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



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

- 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

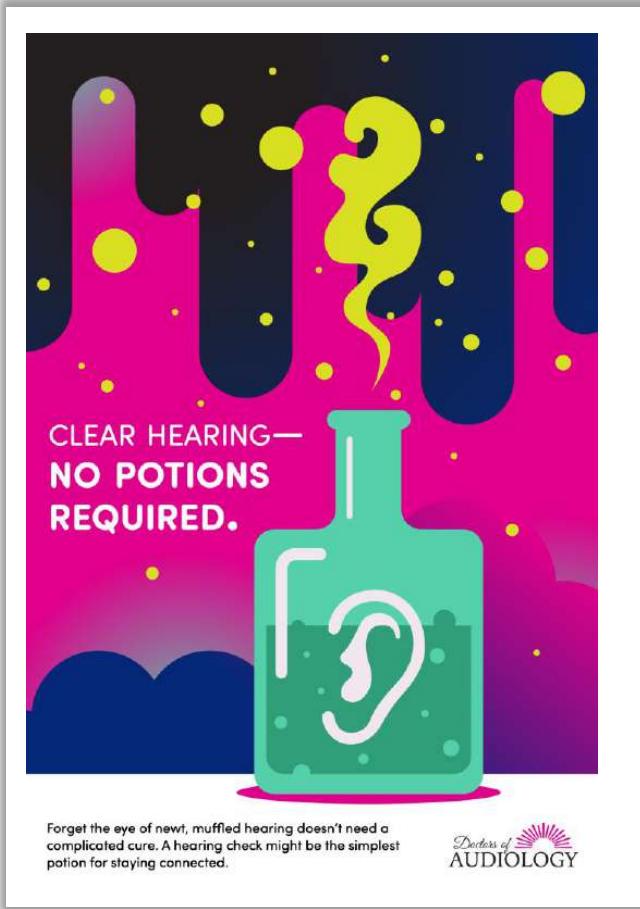
- Website (services offered)
- Social media

CAMPAIGN STEPS:

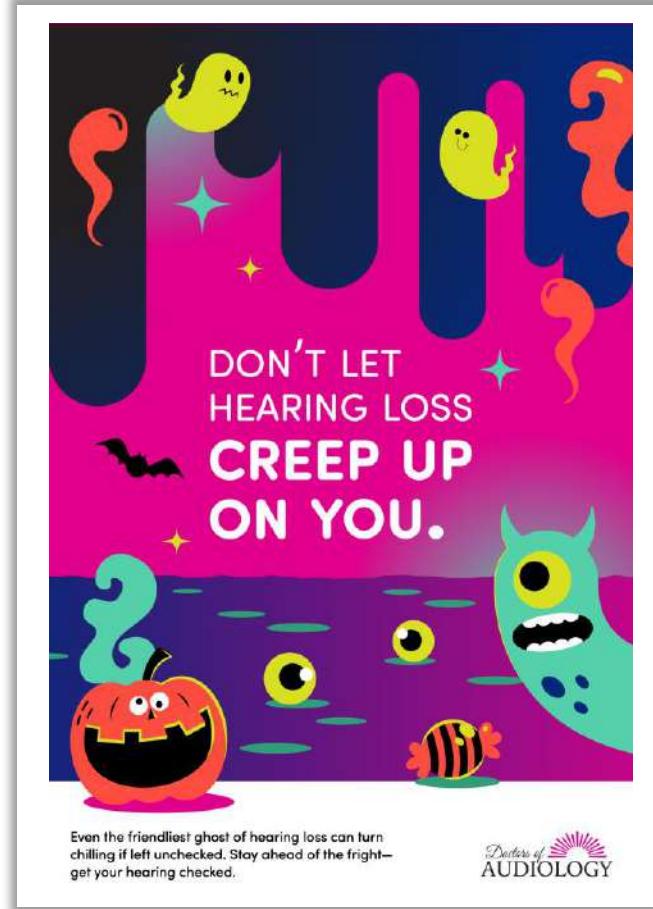
1. Identify Your Goal
2. Choose Your Theme
3. Determine Your CTA
4. Select Your Channels
5. Plan Your Timeline

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
4. Select Your Channels
5. Plan Your Timeline

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

CTA OPTION 2

CAMPAIGN STEPS:

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

STEP 4: Select Your Channels

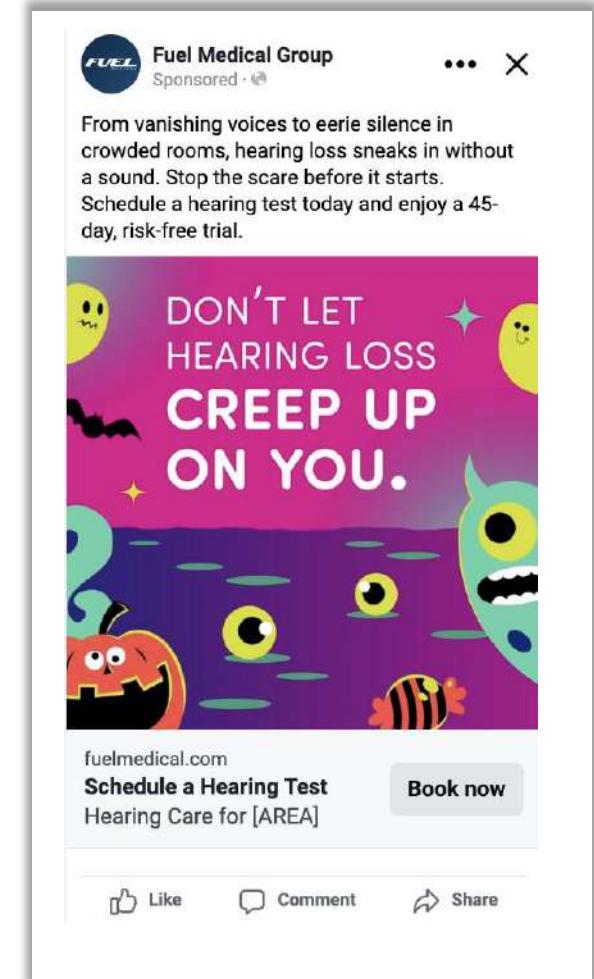
Based on your overall goal, theme and CTA, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- **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:

1. Identify Your Goal
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 |

Ready to Get Started?

Thanks to Our Team!

Lyndsey Henn

Creative Design

Lucy Weber

Content/Copy

Brian Beazely

Account Manager

Raina Kennedy

Account Coordinator

Theo Marais

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.