



Winter Blues


DECEMBER–FEBRUARY (Winter)

WINTER BLUES

Campaign Summary:

- Non-holiday specific winter campaign—can be used at any point during the season.
- Warm, bright and optimistic feel.
- Message focuses on “melting away the winter blues” by reconnecting with loved ones through better hearing.
- Letter includes a push to utilize year-end benefits, which can easily be removed if collateral is used after the new year.
- Ideal for practices looking for winter-themed marketing that’s not focused on a specific holiday or the holiday season.

CAMPAIGN SHOWCASE



Melt Away The Winter **BLUES** With Better Hearing

Warm up your world with clearer conversations and closer connections.

Experience life in full color again. Ask your doctor today about a hearing test.

Doctors of
AUDIOLOGY



Melt Away The Winter **BLUES** With Better Hearing

Dear <FirstName>,

During these cold, short, dark winter days, coming down with a case of the winter blues is practically inevitable. Improving your hearing could be the perfect pick-me-up. **warming up your world with clearer conversations and closer connections.**

Hearing loss is common—it affects over **50 million Americans**.¹ However, many people don't realize they have it, as the condition develops gradually and isn't always noticeable. That's why regular hearing testing is so important.

Better Hearing is a Life Booster

Identifying and treating hearing loss early can open the door to a brighter future. Research shows that people who wear hearing aids may enjoy:

- Enhanced communication abilities
- Improved relationships
- More self-confidence
- A greater sense of independence
- A better overall quality of life

Here for Your Hearing Needs

At [MEMBER], our skilled, supportive audiologists are here to help you overcome any hearing challenge. Prioritizing your hearing health can make a big difference in your well-being this winter and beyond, so we encourage you to book your appointment today.

Use 'Em or Lose 'Em

Some insurance plans offer hearing-related benefits, which likely expire at the end of the year. Check yours and take advantage of your benefits before it's too late!

**Experience life in full color again.
Call us today at (XXX) XXX-XXXX to schedule a hearing test.**

Health and Happiness,
The Audiology Team at [MEMBER]

1 Hearing Loss Association of America. (n.d.). Hearing loss by the numbers. <https://www.hearingloss.org/understanding-hearing-loss/hearing-loss-101/hearing-loss-by-the-numbers/>

2 Cori, K et al. (2022) MarketTalk—tracking the pulse of the hearing aid market. *Seminars in Hearing*. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC970310/>

Doctors of
AUDIOLOGY



Fuel Medical Group
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Warm up this winter with clearer conversations and closer connections. Identifying and treating hearing loss early can open the door to a brighter future. Get started with a hearing test, today!



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fuelmedical.com
Hearing Care for [AREA]
Have any Questions? Fill o...

Contact us

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

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STEP 2: Customize Your Theme

If needed, work with your Fuel team to customize the theme so it's best suited to your ENT, audiology or other service-specific focus.



Melt Away the Winter Blues

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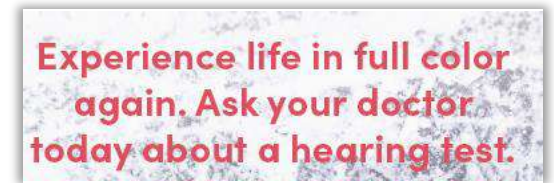
STEP 3: Determine Your Call-to-Action (CTA)

Select a CTA relevant to your theme, audience and desired goals for the campaign (don't forget promos or other offers!).

"Experience life in full color again."

OPTION 1:

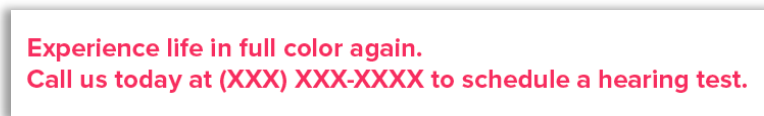
- *Ask your doctor today about a hearing test.*
- Intended for posters or other internal collateral where a phone number isn't included.



CTA OPTION 1

OPTION 2:

- *Call us today at (XXX) XXX-XXXX to schedule a hearing test*
- Intended for mailers and other marketing pieces that include a phone number.



CTA OPTION 2

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STEP 4: Select Your Channels

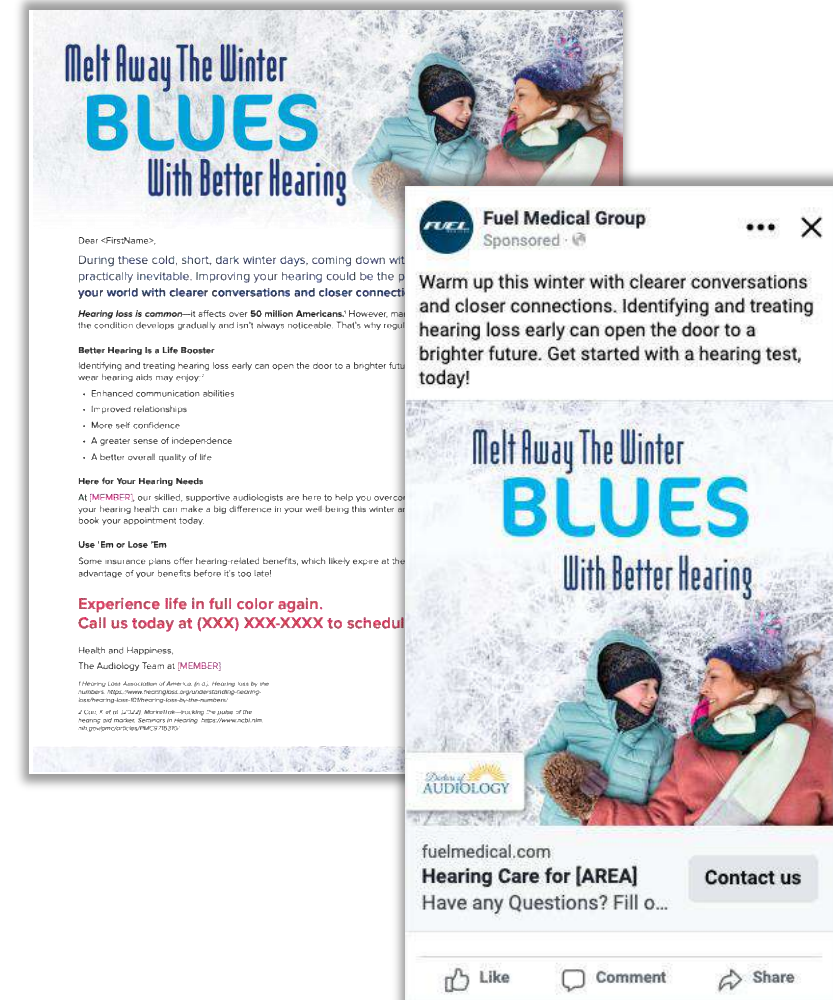
Based on your overall goal, theme and CTA, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- Social Ad Campaign
- Local Print Ad—Magazine or Newspaper
- Prospect Mailer

Recommended Channels For Existing Patients:

- Database Mailer (ENT or Audiology)
- Poster
- Social Post
- Digital Signage—Mediplay or Screen Use



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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: | Winter Blues Campaign |
| 2+ Weeks Post: | Review + Renewal of Effective Strategies |

Thanks to Our Team!

Chris Sanchez

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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.