



Winter Blues

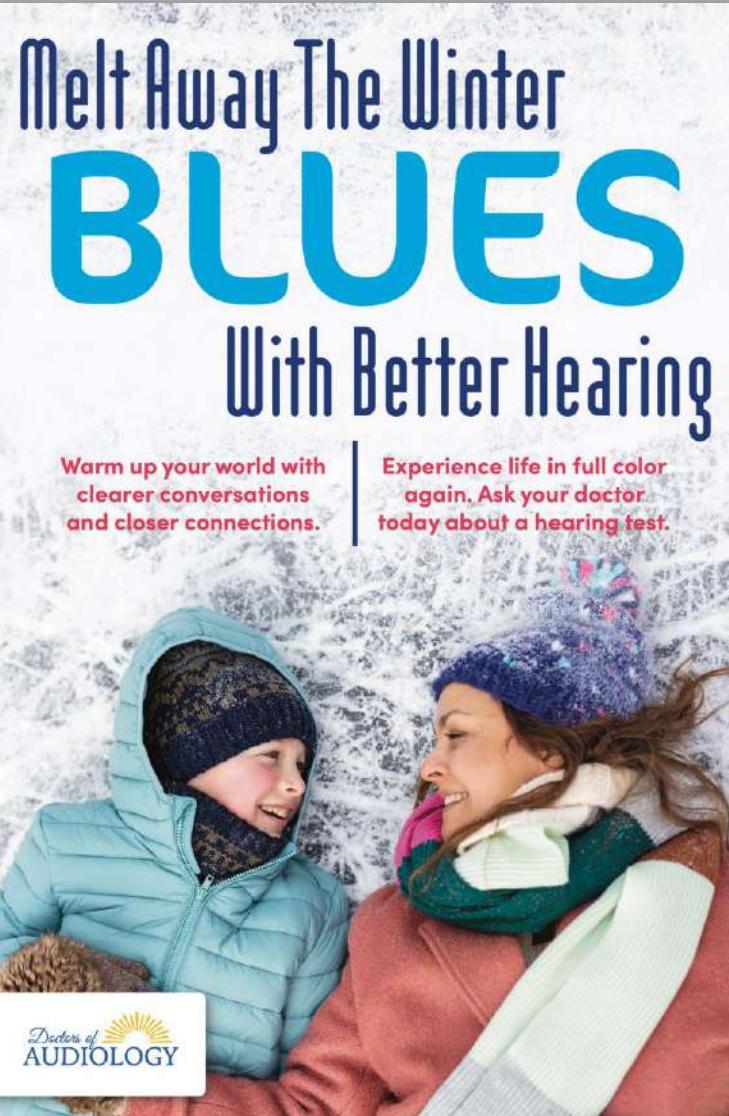
DECEMBER–FEBRUARY (Winter)

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 AUDILOGY

This image is a promotional graphic for a hearing health campaign. It features a woman and a child wearing winter clothing, smiling and looking at each other. The background is a snowy, icy texture. The main text is in large, bold, blue and white letters. Below the main text are two call-to-action boxes: one for clearer conversations and one for a hearing test. The Doctors of Audiology logo is in the bottom right corner.



**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**! 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]

Hearing Loss Association of America. *It's All Hearing loss by the numbers*. <https://www.hearingloss.org/understanding-hearing-loss/hearing-loss-101/hearing-loss-by-the-numbers/>

2 Carr, K et al. (2022) More to it – striking the pulse of the hearing aid market. *Seminars in Hearing*. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3718370/>

Doctors of AUDILOGY

This image is a screenshot of a campaign landing page. It features the same "Melt Away The Winter Blues" headline and sub-headline as the previous image. The page contains a block of text about the winter blues and the importance of early hearing testing, followed by a list of benefits of better hearing. It includes a "Call us today" button and the Doctors of Audiology logo. At the bottom, there are links to the Hearing Loss Association of America and the National Institute on Deafness and Other Communication Disorders (NIDCD).



Fuel Medical Group
Sponsored

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!

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

Doctors of AUDILOGY

fuelmedical.com
Hearing Care for [AREA] [Contact us](#)

Have any Questions? Fill o...

Like Comment Share

This image is a Facebook post from the "Fuel Medical Group" page. It features the same "Melt Away The Winter Blues" headline and a photo of a woman and a child in winter gear. The post includes a sponsored message encouraging users to get a hearing test. It also includes the Doctors of Audiology logo and links to their website and contact information. At the bottom, there are standard Facebook interaction buttons for like, comment, and 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

- 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

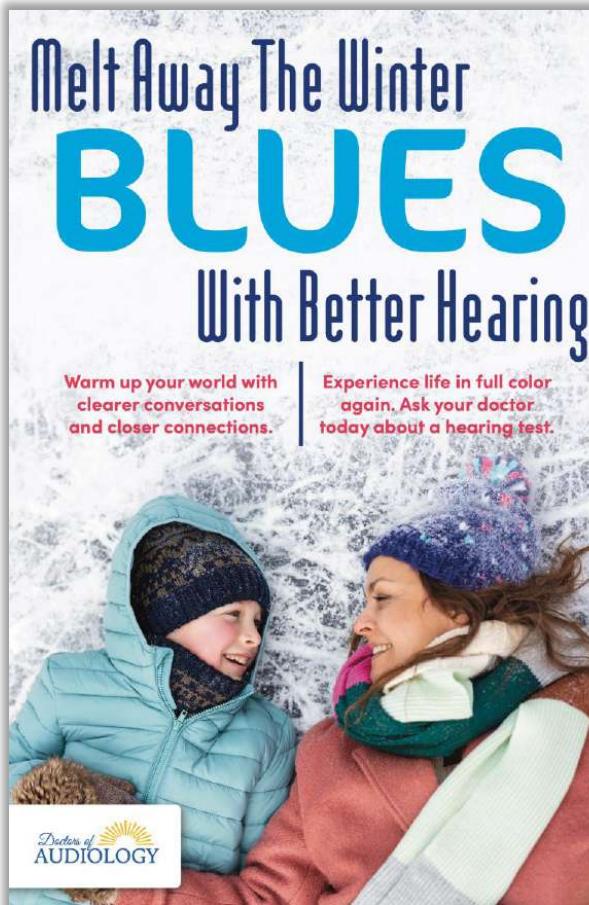
- Website (services offered)
- Social media

CAMPAIGN STEPS:

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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

CAMPAIGN STEPS:

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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.

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

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.

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

CTA OPTION 2

CAMPAIGN STEPS:

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

STEP 4: Select Your Channels

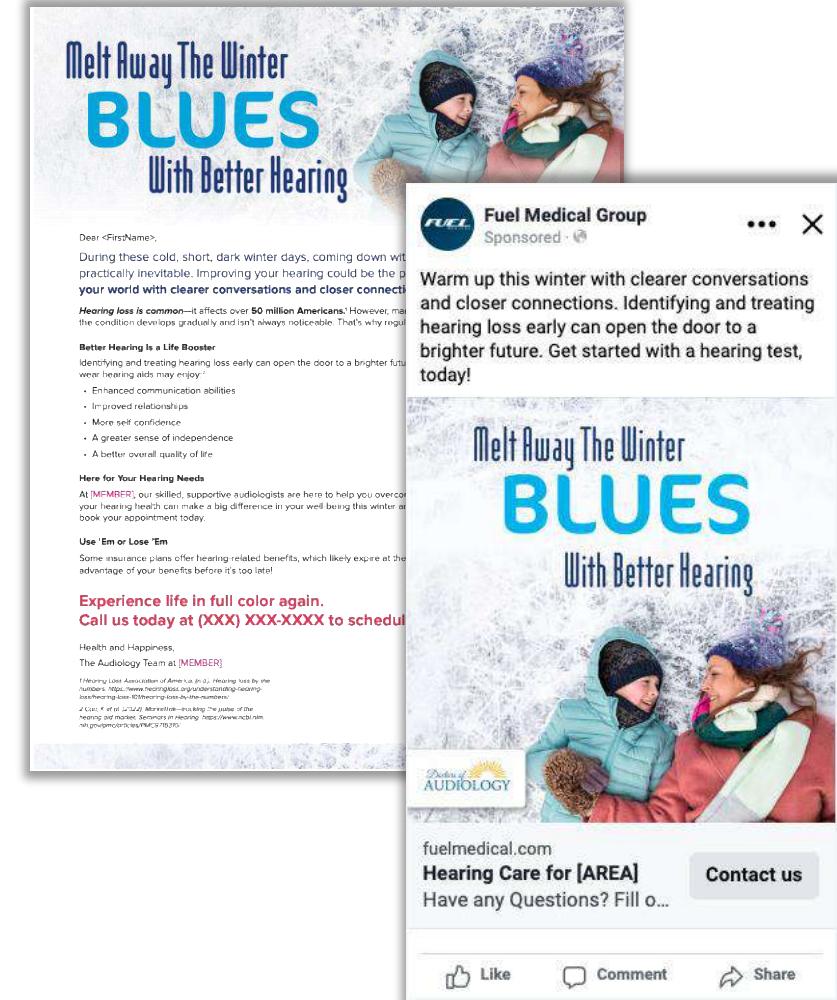
Based on your overall goal, theme and CTA, work with your Fuel team to build a multi-channel strategy to effectively employ the campaign.

Recommended Channels For New Patients:

- Social 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



The image shows a Facebook post from the 'Fuel Medical Group' page. The post features a main image of two people in winter clothing. The text on the post is as follows:

Melt Away The Winter BLUES With Better Hearing

Dear <First Name>,

During these cold, short, dark winter days, coming down with the flu is practically inevitable. Improving your hearing could be the key to getting you through the winter with clearer conversations and closer connections.

Hearing loss is common—it affects over 50 million Americans. However, many people with hearing loss don't realize it until it's too late. That's why regular hearing tests are so important.

Better Hearing is a Life Booster

Identifying and treating hearing loss early can open the door to a brighter future. Here are some ways better hearing can help:

- 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 hearing loss. Identifying and treating hearing loss early can make a big difference in your well-being this winter. 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. Don't let your benefits expire before it's too late!

Experience life in full color again.
Call us today at (XXX) XXX-XXXX to schedule your appointment.

Health and Happiness,
The Audiology Team at [MEMBER]

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fuelmedical.com
Hearing Care for [AREA]
Have any Questions? Fill out the form below.

Contact us

Like Comment Share

CAMPAIGN STEPS:

1. Identify Your Goal
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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

Ready to Get Started?

Thanks to Our Team!

Chris Sanchez

Creative Design

Rachael Straunch

Content/Copy

Jess Aleksy

Senior Account Manager

Makenna Toney

Account Manager

Becca DeWhitt

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.