



# Spring Allergies Survival Guide

*March-May*

# Spring Allergies Survival Guide

## Campaign Summary:

- ENT campaign for Springtime, March-May
- Bright, optimistic feel
- Message focuses on how to prepare and survive allergy season by educating patients on common allergens and symptoms, preventative care and treatment options such as immunotherapy
- Ideal for practices looking to promote their allergy services and provide patient education this allergy season

# CAMPAIGN SHOWCASE

## Your Allergy Survival Guide

[company]'s ultimate guide for relief during spring allergy season.

Be prepared for allergies in any situation. This essential list of knowledge, skills and resources will ensure you're ready no matter what allergy season throws at you.

### The key to allergy relief is knowing your triggers and being aware of your environment.

#### Knowledge

**Common allergens:** The most common substances that cause allergies in the spring are tree and grass pollen, bee stings and insect bites, animal dander, mold spores and dust mites. If you don't know which of these is causing your symptoms, consider an allergy test—ask us to find out more!

**Recognizing warning signs:** Knowing the symptoms will help you recognize when an allergic reaction is occurring. Common symptoms are:

- Sneezing
- Runny nose
- Watery, itchy eyes
- Congestion
- Hives

#### Proactive Care

**Prevention:** The most effective approach is to avoid your triggers entirely, but that's not always feasible. Taking an antihistamine can prevent or lessen the worst of your allergy symptoms. Pro tip: the local weather forecast will usually include a pollen count for your reference. Check this often and try to stay indoors on high-pollen days.

**Quick relief:** To relieve symptoms during a reaction, consider decongestants, mild pain relievers, nasal sprays or topical antihistamine creams. Keep your preferred quick-relief medication with you whenever you're out so you're always prepared.

#### Lasting Relief

*\*Consult your doctor about using medications such as antihistamines or nasal sprays.*

**Immunotherapy:** This highly effective allergy treatment introduces allergens to your body in small doses to desensitize your immune system, minimizing symptoms and providing long-lasting relief.

Ask our front desk or call [xxx-xxx-xxxx] to learn more about how immunotherapy can help you survive your symptoms!

Spring allergies can make everyday life uncomfortable, but knowing your triggers is the first step to relief. [Find out what triggers your allergies with an allergy test.](#)

Long-term solutions, such as immunotherapy, can help reduce symptoms and provide lasting relief. [Ask the front desk for more information about your Allergy Survival Guide and available treatment options.](#)

Fuel Medical Group Ad

Spring is blooming 🌸! Navigate the season with our 2026 Allergy Survival Guide—an essential list of resources for identifying triggers and staying ready for any situation.

Allergy Survival Guide [Learn more](#) [Comm Trigger](#)

Like Comment Share

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Prepare a Defense [Learn more](#) [Fin Toc](#)

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: 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:

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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:

- *Learn more about how immunotherapy can help you survive your symptoms!*
- Intended for rack card, landing page or other marketing pieces with a phone number.

Ask our front desk or call [xxx-xxx-xxxx] to learn more about how immunotherapy can help you survive your symptoms!

#### CTA OPTION 1

#### OPTION 2:

- *Ask the front desk for more information about your Allergy Survival Guide and available treatment options.*
- Intended for Medisplay slide, poster or other internal pieces where a phone number isn't included.

relief. Ask the front desk for more information about your Allergy Survival Guide and available treatment options.

#### 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
- SEM Campaign

### Recommended Channels For Existing Patients:

- Rack Card
- Medisplay Slide
- Poster
- Social Post

The image displays a collection of marketing materials for an allergy survival guide. At the top right is a rack card titled "Your Allergy Survival Guide" with the subtitle "[company]'s ultimate guide for relief during spring allergy season." Below it is a social media post from Fuel Medical Group, featuring a woman in a white shirt and hat standing in a field of blue flowers. The post text reads: "Spring is blooming 🌸! Navigate the season with our 2026 Allergy Survival Guide—an essential list of resources for identifying triggers and staying ready for any situation." The post includes a "Learn more" button and social media interaction icons (Like, Comment, Share). To the left of the social post is a poster titled "OFFICIAL SPRING BLOOM SURVIVAL GUIDE" with a blue background and yellow daisies. The poster features a "Learn more" button and a "Comment Trigger" button. At the bottom right is a poster for "ENT Physicians" with the text "d for allergies in any situation. ial list of knowledge, skills and will ensure you're ready no matter y season throws at you."

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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:	Spring Allergies Survival Guide
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 [3 - All Campaign Pieces + Assets](#)
- 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.