

How to Promote the Hearing Screener

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Introduction

The Hearing Screener provides your clinic a useful lead generation tool that can be deployed as a primary or secondary call-to-action in your marketing campaigns.

- As a primary call-to-action, it's a great way to capture appointments from clients who appreciate access to digital services to complement in-person services
- As a secondary call-to-action, you can attract those who might be in the early stages of their hearing health journey, to whom an online hearing screening may be perceived as low risk and commitment



Marketing your Clinic with the Hearing Screener

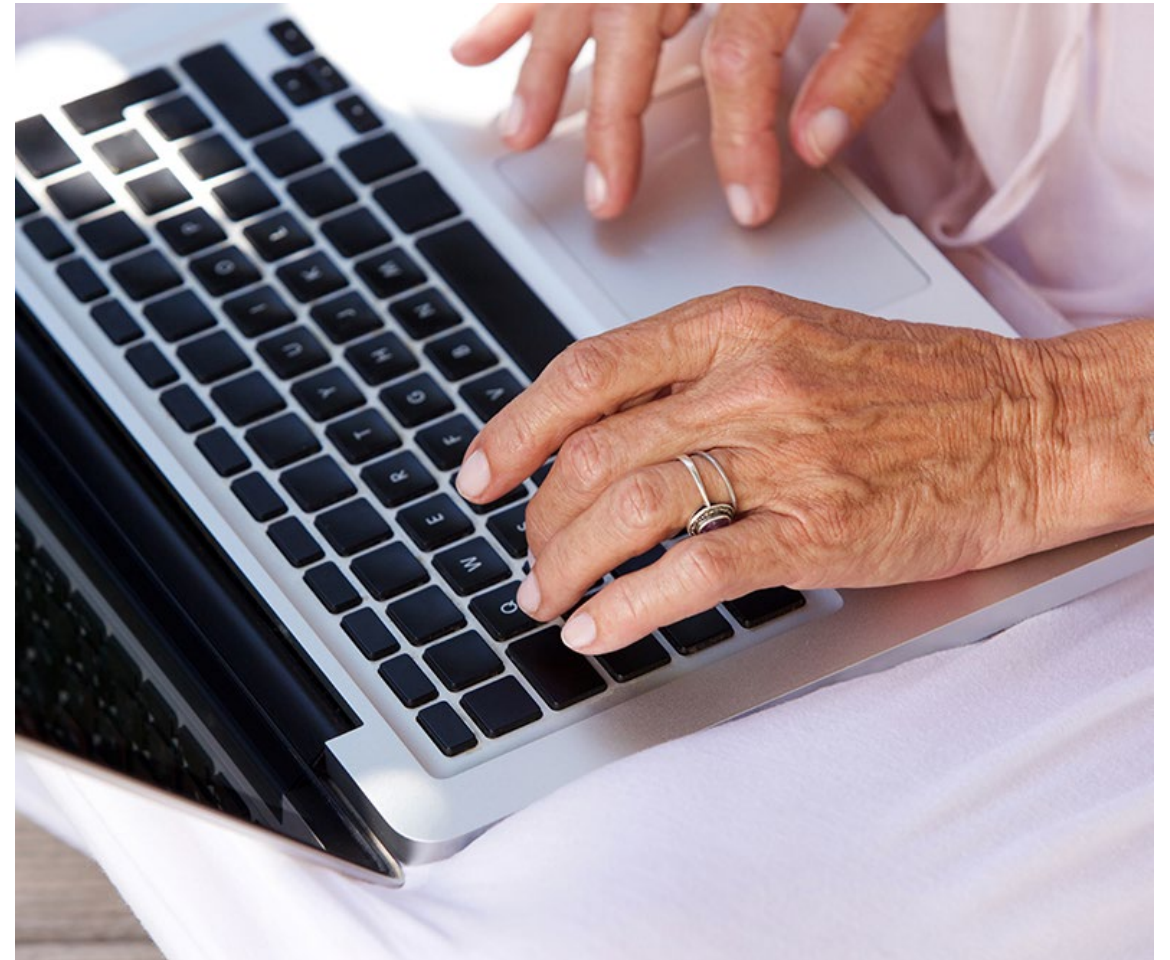
On its own, the Hearing Screener is not an effective lead gen tool; the power is in promoting it through marketing!

By integrating your branded Hearing Screener into marketing campaigns, you offer a simple self-assessment experience to those exposed to your marketing initiatives, helping to capture more leads and actively measure your marketing efforts.

Website Integration

Your clinic website is the core of the virtual experience that you provide to clients and new visitors.

Your Hearing Screener should be placed strategically so that it is easily accessible for visitors to take or share with others.



Website Integration Recommendations

A dedicated webpage for your hearing screener is the best way to optimize your website for search engines.

Embed your Hearing Screener into in your webpage using an iFrame, so that your clients can take the screening without leaving your site.

- The page should contain interesting, relevant content about the importance of hearing checks and an overview of your services
- This will allow search engines to drive more traffic to your website

The screenshot displays a website for ACME Hearing Clinic. At the top, there is a navigation menu with links for Home, About Us, Our Team, and Contact Us, and a prominent green button for 'Online Hearing Test'. The main header features the ACME Hearing Clinic logo. Below this, a dark grey banner contains the text 'Online Hearing Test'. The content area is split into two columns of placeholder text (Lorem ipsum). In the center, there is a question: 'Do you have trouble understanding people in noisy environments?' with five green dots above it. Below the question is a photograph of an elderly man and a young girl. At the bottom of the photo, there are five radio button options: 'Always', 'Often', 'Sometimes', 'Rarely', and 'Never'. The 'Sometimes' option is selected.

Tip: having text on your Hearing Screener webpage will bring more organic traffic from search engines

Other Areas to Showcase the Hearing Screener

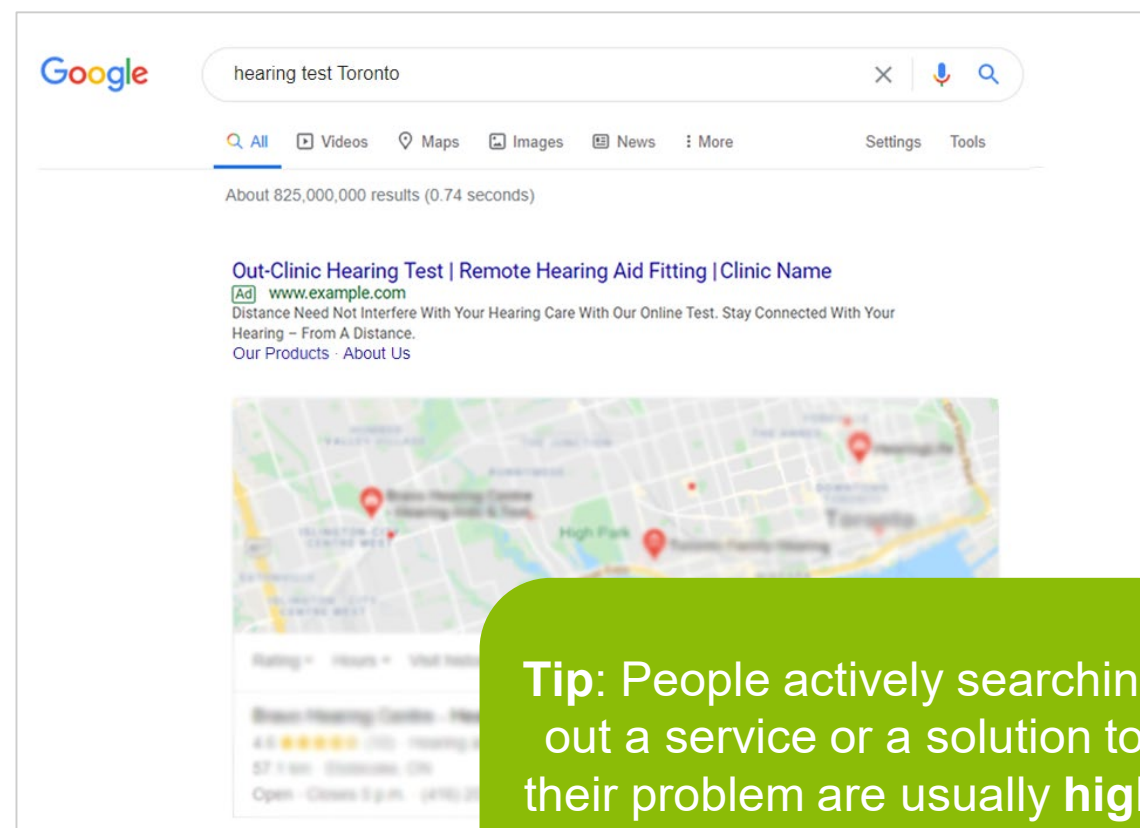
Link to your dedicated page from the following areas:

- Feature on Homepage
- Add to website header as a call-to-action button
- Display information about regular “in-house” hearing tests
- Include on the Contact Us page, an option for those that are looking to contact you but are visiting your site outside of your business hours

Google Search Advertising

Make your clinic visible to potential clients when they're searching for hearing care clinics on Google Search and Maps.

- Direct Google Ads towards your Hearing Screener page as a primary call-to-action
- This gives your clinic an edge over your competition as you can offer a virtual and instant experience

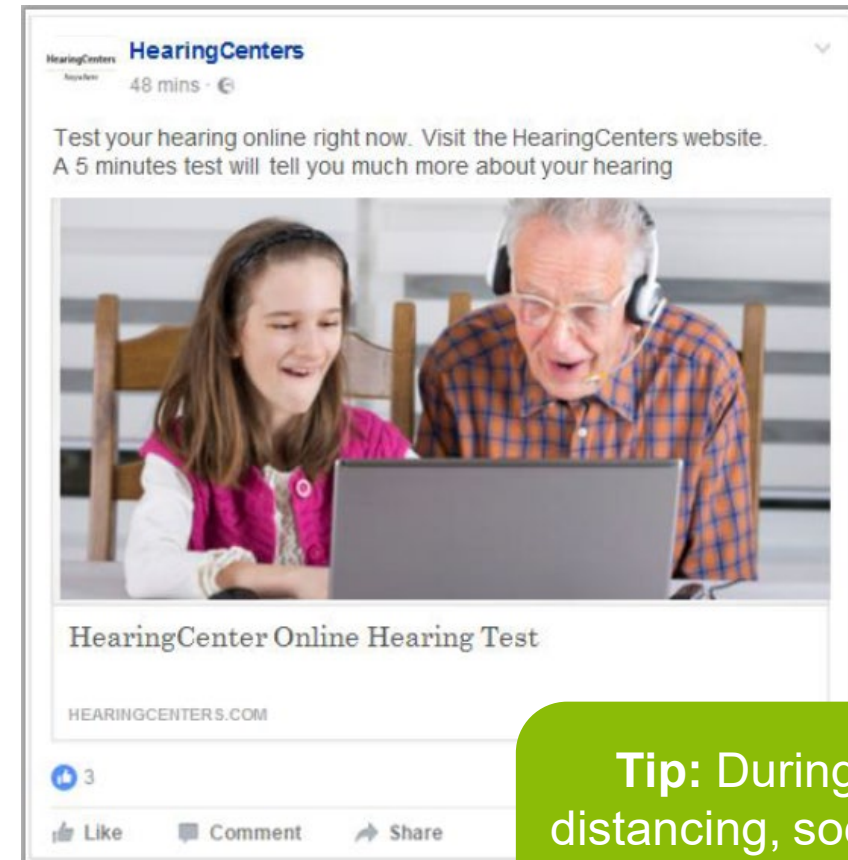


Tip: People actively searching out a service or a solution to their problem are usually **high quality leads** who are likely closer to a test and trial.

Facebook Advertising

With more seniors turning to Facebook for healthcare reviews, clinic credibility, listing information and your clinic's presence on this social platform is now more important than ever.

- Use your clinic's Facebook page to direct visitors to your Hearing Screener
- Boost your existing posts by adding the Hearing Screener as a call-to-action
- Run multiple ad layouts to test which resonate



Tip: During social distancing, social media is seeing spikes in usage!

Database Email Marketing

Email is an extremely low cost, highly effective marketing communication tool. The Hearing Screener is an easy way to re-engage with your database, such as the following examples:

- An option for those due for a hearing test but are unable to come into the clinic
- Something to share with a loved one or friends



Tip: Remember to keep it personalized - Clients tend to respond to messages that are personalized and relevant to them.

Skills Test

1. Where are the best locations to advertise your Hearing Screener on your website?
 - The Home Page
 - A dedicated webpage that describes signs of hearing loss
 - The Contact Us Page
 - The main header or menu that appears on all pages
2. True or False? Google Search ads can help you find high quality leads looking for a hearing test or hearing care in your regional area. **TRUE**
3. Why are Facebook Ads a good idea for your Hearing Screener?
 - Only young people use Facebook
 - Most people use Facebook only to chat with others
 - Lots of people use Facebook to research local companies and read reviews and comments from others