

oticon

in partnership with

AudiologyDesign

GROW

patient leads



Experience a proven ROI



Grow Patient Leads

Oticon has Partnered with the Leading Digital Marketing Agency in Hearing Healthcare

AudiologyDesign's scope of services and holistic approach makes us your one-stop source for all your digital marketing needs.

Consumers in your area are actively searching for your services online daily. Our focus is ensuring these consumers find you, engage, and convert.

We track the results for you and provide a material return on investment.

Our method works – and we have the data to support it.

We Fulfill Demand

Maximize your online presence and reputation

We establish and optimize your website, social media properties, Google My Business Listing, directory listings and generate patient reviews. If you're not online, you can't be found.

Deliver engaging and unique hearing healthcare content

We deliver quality, consumer-friendly, relevant, keyword-rich hearing healthcare content to establish you as the local hearing healthcare authority. Engage with your audience.

Increase your position and rankings

By applying the most comprehensive SEO strategies and tactics in hearing healthcare, we continually strive to increase your position/ranking – resulting in more consumers finding you.

Convert consumers/users to patients

We measure performance based on quality leads and appointments generated by your digital marketing strategy – and ensure a positive return on your investment.

We Create Demand

Target your ideal audience and grow new patients with Facebook Advertising

Maximize Your Online Presence

Dominate Your Local Market

CLAIM YOUR ONLINE REAL ESTATE

1 Paid Advertising
✓ Google Ads

2 Google My Business Listing

3 Map Pack

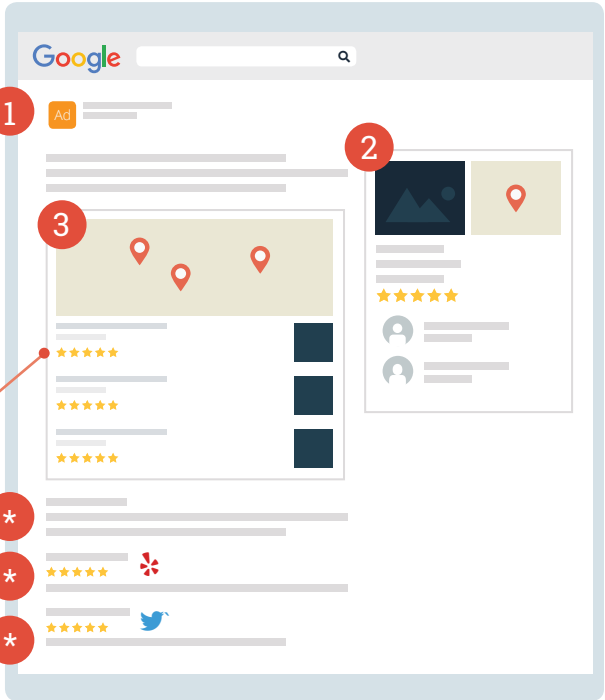
***** Organic Listings (SEO)

Reviews

Website

Directory Listings

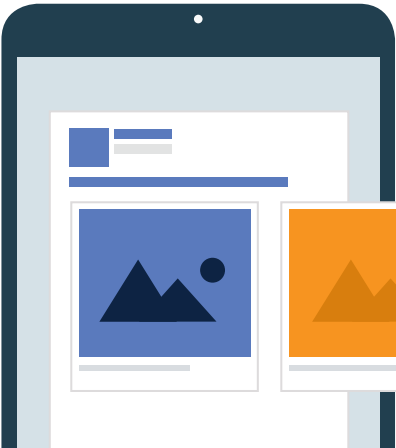
Social Media Channels



Create Demand

WITH FACEBOOK ADS

Connect and market your services to your ideal demographic through Facebook Advertising – a proven targeted marketing approach generating quality patient leads.



Custom Solutions to fit your needs

Tier 1

DOMINATE YOUR LOCAL MARKET

Perfect for practices whose goal is to gain new patients and see a true ROI on their digital marketing investment. This package includes both our robust SEO services and paid advertising services that will help increase your visibility in search engines.

Ongoing performance reporting and campaign optimizations will ensure you're always up to date with the latest strategies to stay ahead of your competition.



STARTUP	MONTHLY	
Responsive/Mobile Friendly	Ongoing Support	Automated Industry Updates
Industry Stock Content & Tools	Lead Gen Tools & Dashboard	Analytics
Google Quality Guidelines	Dedicated Account Manager	Content Management System
Geo-Targeted Pages	Social Sharing	Review Generation
Custom Content	Link Building	Email
301 Redirects	Quarterly Reporting	Citation Building
Advanced Site Audit	Call Tracking	Blogging
Backlink Analysis	✓ Ongoing Optimization	✓ Paid Advertising Campaign Management (Google/Facebook)
Technical Audit		
Ranking Report		
Sitemap Submission		
Citation Audit		
✓ Paid Advertising Campaign Setup (Google/Facebook)		

Custom Solutions to fit your needs

Tier 2

QUALITY PATIENT LEAD GENERATION

Ideal for markets with medium competitiveness, the Tier 2 package offers additional benefits to your digital marketing foundation including search engine optimization and content marketing.

STARTUP	MONTHLY	
Responsive/Mobile Friendly	Ongoing Support	Automated Industry Updates
Industry Stock Content & Tools	Lead Gen Tools & Dashboard	Analytics
Google Quality Guidelines	Dedicated Account Manager	Content Management System
✓ Geo-Targeted Pages	Review Generation	Social Sharing
✓ Custom Content	✓ Email	✓ Quarterly Reporting
✓ 301 Redirects	✓ Citation Building	✓ Call Tracking
✓ Advanced Site Audit	✓ Blogging	✓ Ongoing Optimization
✓ Backlink Analysis	✓ Link Building	
✓ Technical Audit		
✓ Ranking Report		
✓ Sitemap Submission		
✓ Citation Audit		

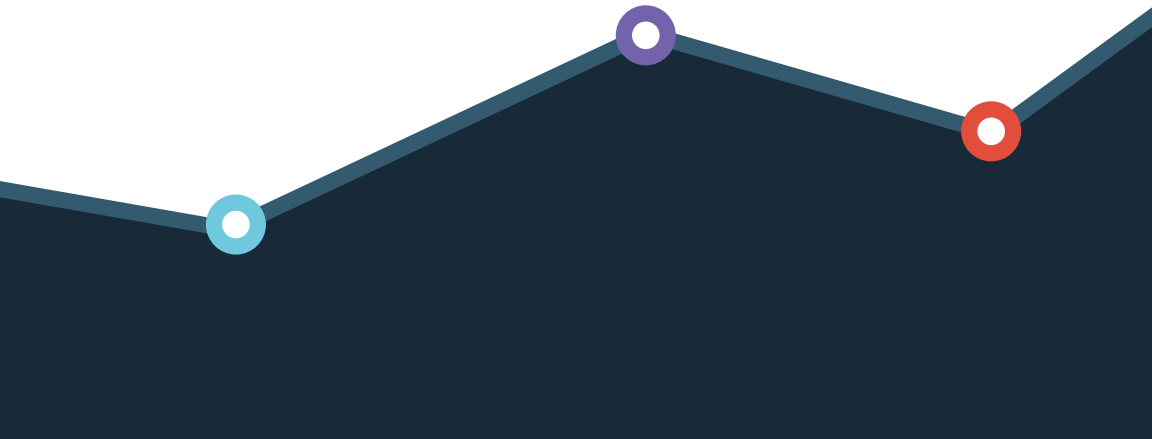
Custom Solutions to fit your needs

Tier 3

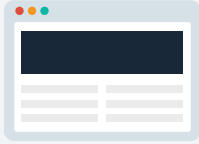
BUILD YOUR FOUNDATION

Establishing trust, credibility and authority at the onset is paramount to gaining new patients; your digital marketing foundation begins with a professional and optimized website, online patient review generation and social media marketing.

STARTUP	MONTHLY	
Mobile-Friendly Website	Ongoing Support	Automated Industry Updates
Industry Stock Content & Tools	Lead Gen Tools & Dashboard	Analytics
Google Quality Guidelines	Dedicated Account Manager	Content Management System
	Social Sharing	Review Generation



Experts in digital marketing *and* hearing healthcare



Website Design & Development

Establish trust and credibility with your most important digital property.



Search Engine Optimization

Maximize your search engine visibility and authority with SEO.



Online Patient Scheduling

Give patients the ability to schedule appointments directly through your website.



Review Generation

Maximize the benefits associated with good reviews and reduce harm caused by bad.



Social Media Marketing

Influence patient decisions by establishing your social channels and sharing engaging content.



Call Tracking

Make better practice decisions with call recordings and data from your digital assets.



Google Ads (PPC)

Put your practice in front of the right person, in the right place, at the right time.



Facebook Advertising

Grow quality patient leads on the world's leading social media platform.



Grow Patient Leads

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