

We are here to help

Plan-ahead marketing checklist

Now is the time to optimize your practice and discover opportunities that will set you on the path to success for the long-term. We've developed simple steps you can take to organize, update, improve and ready your practice for a fast return to business.

Start now



Database management

- Ensure all records are up to date with full contact information including email address, anniversary/birthday, etc.
- Categorize patients by Hearing Loss, Product, Fit Date
- Work with your office management software company (ie, BluePrint, Sytle)
- Reach out to patients to find those willing to write a testimonial about their experience



Update website

- Update any new information (hours, staff, products etc.)
- Make sure all office staff information is up to date
- Add photos of hearing instruments
- Upload any 'how to' videos that can assist patients – how to change a battery, cleaning instruments, etc.
- Communicate information on RemoteCare opportunities (insert videos/collateral)
- Work with your internet provider to upgrade content



Update all social network sites

- Keep messages consistent throughout each social page
 - Facebook
 - LinkedIn
 - Twitter



Update office space (if any staff are working on-site)

- Literature, brochures, posters should be of current products and services provided

Plan-ahead



Ensure funds and budget are intact

- Review practice budget and marketing funds available for immediate use to start planning your marketing rebound



Create a marketing plan/strategy for customer acquisition, retention and referrals

Inbound marketing

- Online ads
- Social Platforms: Facebook, LinkedIn and Twitter
- Search engine optimization

Relationship marketing

- Current events
- Patient Referral Program
- Outbound Calling Program (if applicable)

In-office

Patient referral communication tools

- Visual tools: brochures, posters, displays
- Consider branded giveaways such as hand sanitizers, masks with logo on it. *Check out distributors such as SureWay Printing (www.surewaypg.com) and Promotional Concepts (www.promocononline.com) for assistance ordering these materials.*

Traditional marketing (if budget allows)

- Print: Newspaper Ads, Inserts and Magazine Ads
- Mailers: Purchased list and Database
- TV/Radio
- Other: Press Releases, community events, health fairs



Database retention

- Phone recent Tested Not Sold patients to answer any questions
- Email "We're Back" communication after stay-at-home mandate has been lifted
- Reach out to any patients that may need upgrade, updates, clean/check
- Communicate information about Oticon RemoteCare opportunities
- Thank you – include a personalized note and a gift card to loyal patients who continue to come back
- Explore hearing aid leasing options to enable more financially impacted patients to purchase



Database event

- Don't forget, you can still take advantage of the Oticon Better Hearing Challenge until the end of June

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We're here for you! Reach out to your Consumer Marketing Associate

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