



There's nothing like the sound of Paradise

Phonak Audéo™ Paradise
Your Guide to Marketing

A Sonova brand



PHONAK
life is on

This toolkit is designed to provide an overview on how to conduct a successful campaign over a four month period utilising all the available assets. Includes an easy to follow marketing and communication plan.



Toolkit

Content

Click a section title to head straight to it

1. An overview & introduction to Phonak Audéo Paradise hearing aids

1. There's nothing like the sound of Paradise
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3. Personalised digital solutions
4. Universal connectivity
6. Ground breaking rechargeable technology
7. Even more sound quality
8. Well-hearing is well-being: improving your clients well-being with Audéo Paradise

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3. The key reasons to recommend Audéo Paradise hearing aids

There's nothing like the sound of Paradise

At Phonak, we've identified what clients expect from a hearing aid. Ultimately, they want great sound quality, multifunctionality and the ability to control and personalise their hearing aid in any situation. Phonak Audéo Paradise delivers on these expectations to provide hearing aid wearers with an unrivalled hearing experience.

With a host of newly developed hardware and features working perfectly in sync, Paradise gives access to subtle layers and textures of sounds in numerous environments. Its multifunctional abilities allow for multiple Bluetooth-enabled devices to be connected, while the new Tap Control gives the wearer easy access to Bluetooth functionalities. Paradise is powered by proven lithium-ion rechargeable battery technology and provides a full day of listening including audio streaming.¹ Furthermore, Paradise gives hearing aid wearers control of their device with the upgraded myPhonak 4.0 app. This is a giant leap into the future and allows for remote screening and consultation from their hearing care professional.

With Phonak Audéo Paradise, we are elevating the hearing experience by providing technology that enables those with a hearing loss to be connected socially, thrive mentally and emotionally, which is fundamental for overall well-being.²

Unrivalled sound quality

- New sound processing chip - PRISM
- New motion sensor
- New APD 2.0
- New AutoSense OS 4.0

Personalised digital solutions

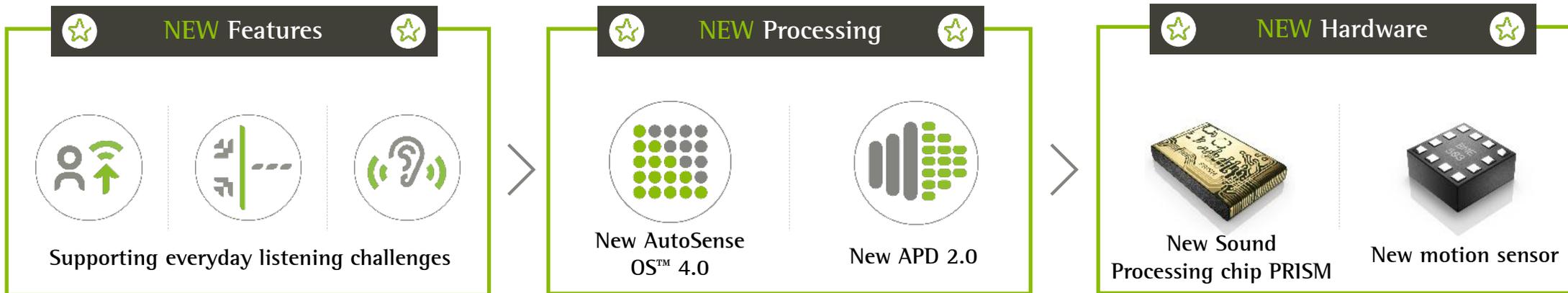
- New myPhonak 4.0 app
- New Client Dashboard 2.0
- New Hearing Screener 2.0

Universal connectivity

- Connects to smartphones, TV and more
- Made for all
- Multiple Bluetooth connections
- New Tap Control for easy access to Bluetooth functionalities



Unrivalled sound quality



Benefits:

- Soft speech
- Balance speech intelligibility with comfort
- Dynamic noise cancellation
- Hearing awareness while walking

Benefits:

- Designed to provide an ideal first fit³
- Designed to provide naturalness of sound⁴

Benefits:

- Double memory
- More connectivity
- Motion activated features
- Enables Tap Control

Personalised digital solutions

Phonak has developed empowering smart apps to unleash the full potential of Paradise. These apps provide access to features that allow a personalised customer experience.

New myPhonak 4.0 app

myPhonak 4.0 app will feature an improved Remote Control with improved Speech Focus Slider for Dynamic Noise Cancellation plus the new Hearing Diary 2.0 with goals and tasks for both clients and their partners

New Client Dashboard 2.0

An online dashboard to visualise client feedback, usage and datalogging information from the myPhonak app. It also allows hearing care professionals to create tasks and set goals.

New Phonak Hearing Screener 2.0

An online hearing test that can be integrated into any hearing care professional website. The Phonak Hearing Screener 2.0 provides the hearing care professional the ability to obtain an audiogram without physically seeing the client. The new version offers additional features for lead generation and marketing campaigns as well as a more detailed report.

New AudiogramDirect for Remote Support

Phonak Remote Support with AudiogramDirect offers the world's first in situ audiometry, directly via Phonak Paradise with any iOS or Android smartphone. AudiogramDirect can be used as part of the fitting process to test clients' hearing directly through their hearing aids. Designed to be used during a follow-up session but can now also provide a starting point for a new first remote fitting.



Universal Connectivity

Phonak Audéo Paradise is equipped for universal connectivity. It provides direct connectivity to iOS and Android smartphones, TVs, Roger devices and wireless accessories. This allows for a spectrum of possibilities for hearing aid wearers as compatibility is practically limitless.

Multiple Bluetooth connections

The multifunctional capabilities of Paradise allow for up to eight Bluetooth-enabled devices to be paired, while two can be simultaneously connected. In today's virtually connected world, tech savvy hearing aid wearers can now switch effortlessly between two active Bluetooth devices.

Challenge

Being connected to just one Bluetooth-enabled device limits hearing aid wearers to just one source of audio input. This is less than optimal in today's digital world.

Solution

Multiple Bluetooth device connectivity and the ability to alternate between the two, allows for more convenience.

Benefit

Two Bluetooth connections allow a seamless switch from one device to another and adds to a seamless listening experience.



Universal Connectivity

New Tap Control for easy access to Bluetooth-enabled functionalities

Challenge

In a world with increasing connectivity options, hearing aid wearers are having to control more functions on their hearing aids. Consumer needs research has shown that end users expect that their hearing aids are easy to use.⁵

Solution

With a motion-sensor-based hearing aid it makes it possible to steer Bluetooth features via a double tap on pinna. The functions allow the wearer to accept/end calls from connected iOS/Android smartphones; pause/resume streaming from connected Bluetooth devices and access to Bluetooth-based voice assistant apps.

Benefit

Tap Control gives the wearer easy reliable access to Bluetooth functionalities.



Ground breaking rechargeable technology

The batteries are engineered to last 6 years. Your clients can enjoy a full day of hearing including streaming.⁶ Rechargeable hearing aids come with easy-to-use charging options:



Phonak Charger Case Combi

The Phonak Charger Case Combi is a charger and protective hard case in one



Phonak Power Pack

For charging rechargeable hearing aids on the go, the Phonak Power Pack can be easily attached to the bottom of the Phonak Charger Case Combi.



Phonak Mini Charge Case

The Phonak Mini Charge Case, with standard USB-C charging outlet, is a compact charger for two hearing aids.

Even more sound quality



Roger™

Paradise hearing aids feature RogerDirect™ which allows the Roger technology to stream directly to Audéo P hearing aids without having to attach an external receiver.⁷ This major innovation makes Roger technology easier to use and more attractive for a broader group ranging from mild to profound hearing loss.



Phonak TV Connector

The TV Connector is an easy-to-set-up and easy-to-use device that can be used with Paradise hearing aids for excellent streamed sound quality.

Take the first step to help your clients improve their overall well-being with Phonak Paradise

Hearing well goes beyond the ability to simply hear sounds clearly. It's linked to a greater state of social-emotional, cognitive and physical well-being. This bigger picture, with taking action to treat hearing loss as a catalyst for well-being, is what we refer to as "Well-Hearing is Well-Being™"



Social-emotional well-being

Hearing well fosters easier engagement, stronger connections and a more positive outlook.



Cognitive well-being

Hearing well supports cognitive fitness.⁸



Physical well-being

Hearing well enables people to live a more active and healthy lifestyle.



Building a successful marketing campaign

To help optimise the success of your Audéo Paradise campaign and achieve the best response rates from both new and existing clients, we have provided an outline of a suggested month-by-month calendar which details when to utilise each of the available marketing pieces.

Depending on the size of your clinic, budget and desired outcome, you may choose to execute a shorter campaign, which pulls together a handful of the activities listed on the next pages.

To help support your campaign planning we have detailed in the following pages how and where the available materials can be used, take time to plan a campaign that works for you and your business.

Tip: It's important to remember successful marketing campaigns should be targeted, integrated and measurable.

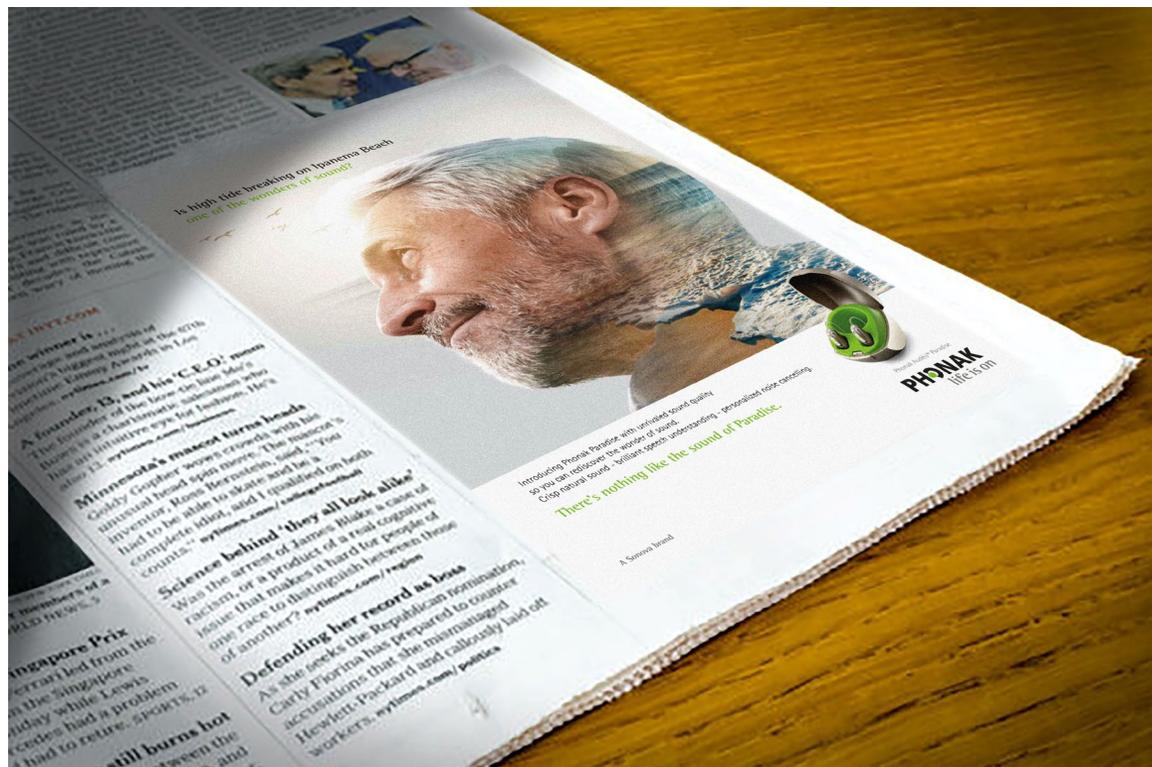
Activity	September				October				November				December			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
B2C Brochures available																
Posters																
POS (available in your launch box)																
Hearing screener promotions																
Door drop mailer																

To download all assets [click here](#)

Building a successful marketing campaign

Activity		September				October				November				December			
		Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Newspaper adverts																	
Social media																	
Update website																	
Letters	Upgrade																
	Prospect																
Newsletter articles																	
Testimonials from wearers																	
Open days																	

Summary of available marketing pieces



[Click](#) to download portrait newspaper adverts

[Click](#) to download landscape newspaper adverts

Newspaper ads

The three best media options for your Audéo Paradise ads:

- Daily newspaper
- Community papers
- Regional senior publications

Each of the newspapers ads are designed so you can personalise the contact details.

Benefits

- A good lead generator, newspapers are read regularly by adults 50+.
- Newspaper ads provide the opportunity to deliver a detailed message and educate the reader.
- By running ads in the local newspaper, you are seen as part of the community.

Tip

- If possible, negotiate free ads and placement in sections of the newspaper that your target audience reads the most.
- Seniors publications are also very cost effective. Consider getting an over-run and delivering copies to your local seniors' homes and medical centres.

2. How to promote Phonak Audéo Paradise hearing aids to your clients

Advertorial

The advertorial is placed in a newspaper just like a normal ad. However, the characteristics of an advertorial piece means it reads like a newspaper article. This enables more detailed information about the sophisticated Audéo Paradise and better illustrates the Sound of Paradise concept.

Benefits

- Delivers information in a format that is engaging and interesting, which readers find both entertaining & useful.
- Makes the Audéo Marvel messages more credible, memorable and persuasive.
- Helps break through the clutter and stand out from the competition.

Tip

- Ask if your advertorial can appear in the front section of the newspapers in the news & business section to reach business professionals in your community.

[Click](#) to download advertorial



2. How to promote Phonak Audéo Paradise hearing aids to your clients



Door drop postcards

An alternative to client letters, the postcard is more general and only provides key highlights about Audéo Paradise rather than specific features that appeal to certain client groups. It serves more as an awareness tool than a targeted informational piece.

Benefits

- It provides the opportunity to send out a short, easy to digest message to your clients.
- It is relevant to all client groups.
- Very cost effective way to communicate the unique benefits of Audéo Paradise.

Tip

- Have copies of the postcards in your clinic so you can give them to clients coming in for appointments, or send them to clients who have phoned to inquire about Audéo Paradise.
- Ask permission from organisations you are already working with to send postcards to their database of members such as the local Chamber of Commerce or other local business organisations.

[Click](#) to download postcard

2. How to promote Phonak Audéo Paradise hearing aids to your clients

Client letters

There are letter templates available for both prospects and upgrade customer groups.

Benefits

- The letters are personal and provide the opportunity for a detailed message which will educate and engage the client.
- You can track the response from each mailing so you know where your leads are coming from.
- Very cost effective.

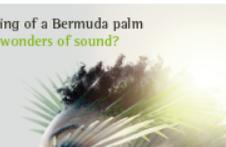
Tip

- Ask permission from organisations you are already working with to send letters to their database of members such as the local Chamber of Commerce or other local business organisations.
- Ask existing wearers to 'challenge the tech', i.e bring in their old aids to trial Phonak Paradise and see the difference for themselves.

[Click](#) to download letters

Mr Smith
123 Address
Town Post code

Is the rustling of a Bermuda palm
one of the wonders of sound?



There's nothing like the sound of paradise

Introducing Phonak Paradise with unrivalled sound quality so you can rediscover the wonder of sound. Crisp natural sound - brilliant speech understanding - personalised noise cancelling.



Rediscover the wonder of sound with Phonak Audéo Paradise

Book an appointment for a free hearing screening, free 30-day trial, and a free demonstration of the new Audéo Paradise.

000-000-0000
yourname@yourpractice.com

Practice name
Address
Postcode

Mr Smith
123 Address
Town Post code

Is high tide breaking on Bondi Beach
one of the wonders of sound?



There's nothing like the sound of paradise

Introducing Phonak Paradise with unrivalled sound quality so you can rediscover the wonder of sound. Crisp natural sound - brilliant speech understanding - personalised noise cancelling.



Rediscover the wonder of sound with Phonak Audéo Paradise

Book an appointment for a free hearing screening, free 30-day trial, and a free demonstration of the new Audéo Paradise.

000-000-0000
yourname@yourpractice.com

Practice name
Address
Postcode

Dear (Client Name),

You've probably read about new innovations in hearing aid technology and wondered just how much of an improvement they can really deliver compared to your current hearing aids. We'd like to share with you some information on a new product that truly delivers an unrivalled hearing experience because when you hear well, you are well equipped to embrace the life you want.

Allow us to introduce you to the new Phonak Audéo Paradise hearing aids, inspired by nature. Nature is the source of so many sounds that can soothe, relax and comfort us. We regard hearing as being something that we naturally do. Having the ability to hear is such an intricate part of our existence and fundamental for our overall well-being. What better way to rediscover sound than with a hearing aid inspired by nature itself. After all, there's nothing like the sound of Paradise.

Comprised of all new hardware, Paradise takes hearing performance to the next-level with several new features. The result?

A hearing aid that delivers an unrivalled hearing experience:

- Crisp natural sound
- Brilliant speech understanding
- Personalised noise cancelling
- Empowering smart apps
- New Tap Control for easy access to Bluetooth® functionalities

Combine that with powerful rechargeable battery technology and smartphone and TV connectivity - all in one. There's nothing like the sound of Paradise!

Call us today to arrange your FREE personal demonstration and FREE 30-day trial of the new Phonak Audéo Paradise and rediscover the wonder of sound for yourself.

Audiologist name:
Practice Name
Tagline if applicable
Address and postcode

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2. How to promote Phonak Audéo Paradise hearing aids to your clients



Point of Sale

Within the launch box you have received you will find a pull out POS that is simple to use but highly effective Use it to display your dummy aids in your practice window or within your waiting room area.

Phonak has produced a suite of posters for you to use in your practices, as well as a series of videos.

Videos are suitable for use on social media, websites and on screens in your practices.

Tip: We suggest heading to the Phonak YouTube channel to find all of our available videos, which can be easily embedded onto your website.

[Click](#) to download videos

[Click](#) to download posters

Social Media- Paid Facebook ads

Although Facebook ads can be very effective, it is important to note that this platform is everchanging. Certain changes can impact the performance of your ads. What will not change is that Facebook favours businesses that focus on providing quality content.

Facebook advertising is a 'push' marketing strategy, unlike AdWords or paid search engine marketing, you may be engaging with people who currently have little interest or knowledge in hearing loss or hearing aids. Hence, its really important to make sure your ads and copy are optimised to capture attention, and use a slightly softer message and call to action to prompt engagement. This also reinforces the importance of targeting your Facebook Advertising to ensure its efficiently reaching your target market, and avoid overspending.

Benefits

- Allows you to get very detailed on who you wish to target.
- You can decided who to target very precisely by choosing: age, gender, location, education, religion, interests, politics, job title, marital status, etc.
- Facebook's real time analytics let you to see how well your ads perform.

Setting up a Facebook page

If you don't have a Facebook page setting one up for your business is straightforward. First go to the link below:

<https://www.facebook.com/business/learn/set-up-facebook-page>

Once you have set your page up click on the link "Create an Advert". This will start the process of building your Facebook campaign. You will be asked to select a marketing objective which in our case is "Generating leads". These are leads you will follow up with and book appointments to introduce Audéo Paradise.



YOUR LOGO **Your Hearing Clinic** Sponsored Like Page

**What's your wonder of sound?
Let us help you discover it again.**

Find out more
All new Audéo Paradise
WWW.YOURHEARINGCLINIC.CO.UK Learn More

20 10 Comments 1 Shares

Like Comment Share

Social Media- Organic Facebook ads

Paid Facebook ads are a great tool for targeting specific customer groups and generating leads. However we would encourage also creating organic Facebook content that can engage with existing customers, as this can often help a page look more legitimate and build trust with potential customers. We have a range of content including videos/images.

Benefits:

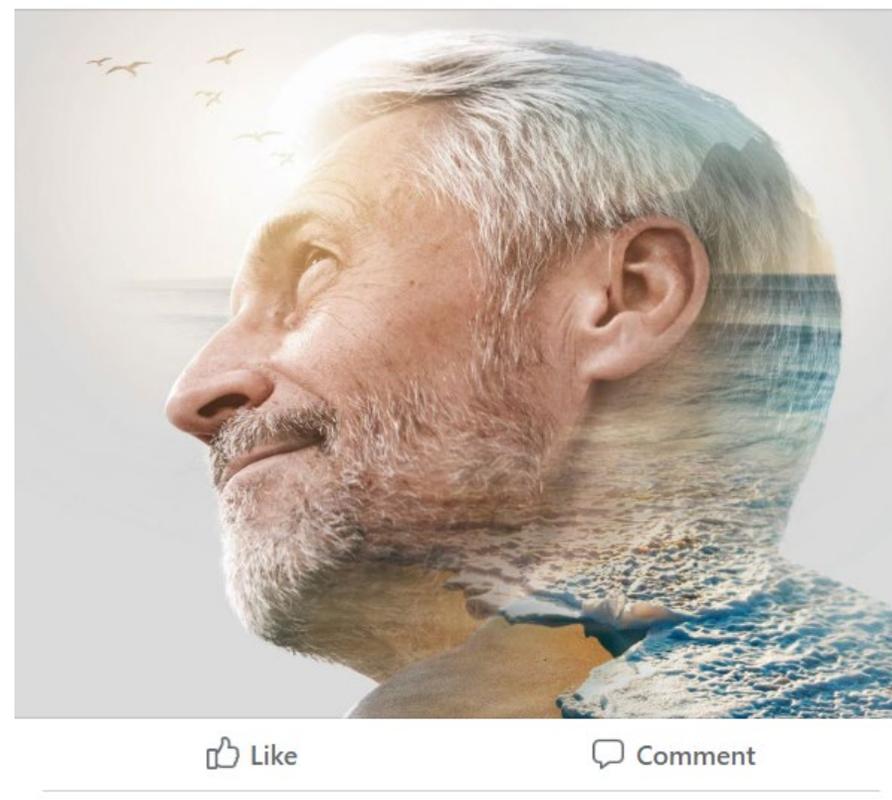
- Free, easy and simple.
- Builds brand awareness.
- Allows customers to feel engaged.

Tips:

- Spend some time at the start of each month planning your social content and scheduling when you want posts to go out, a small amount of time at the start of the month can mean less worry for the remainder of the month.
- Encourage existing customers to like your page.
- Try to respond to all feedback whether positive or negative.

[Click](#) to download social images

Whether it's the sound of waves crashing on your favorite beach, the sway of palm trees in Bermuda or Hawaii or just listening to the smooth sounds of that beloved musician. We want to help you experience the wonder of sound with the all new Phonak Audéo Paradise. Contact us to discover more.



Social Media- Alternative social channels

Whilst Facebook is the most widely used social network, it's important to consider the benefits of marketing on alternative sites such as Instagram, Twitter and LinkedIn.

Marketing through a variety of these sites can help improve your websites search rankings and improve the reputability of your business.

Twitter benefits:

- More popular among the affluent.
- Enables you to share short and to point the content.
- Great for answering customer concerns in real-time.

Tips:

- Make your tweets as short as possible but where necessary link to pages on your website.
- Connect with other local businesses in your area, offer to re-tweet content in exchange for them doing the same in return

LinkedIn benefits:

- Can help you to reach business professionals.
- Enables you to become an expert in your field by sharing your knowledge and helping others to find solutions.

Tips:

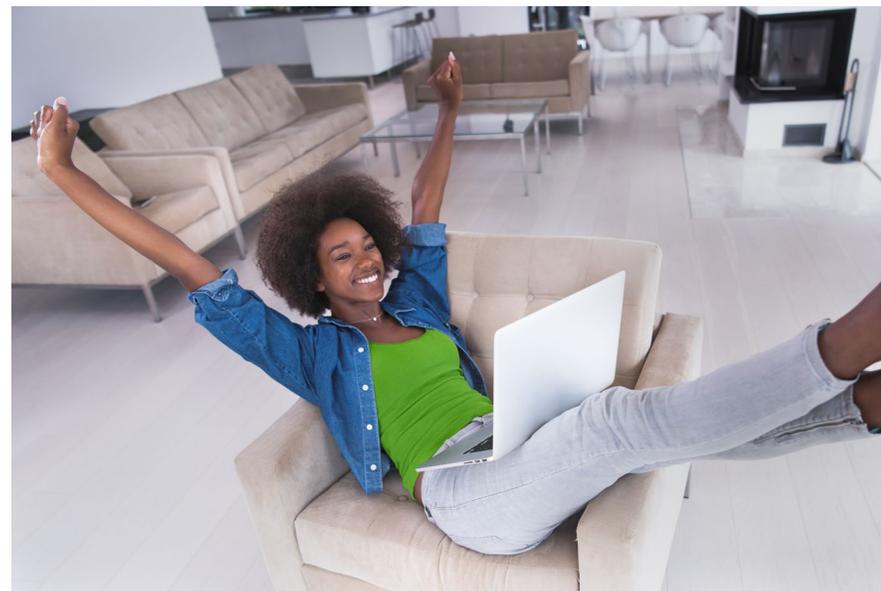
- Share content about your personal experience with Paradise, what you like/don't like, how easy has fitting been etc.
- Remember than LinkedIn is less 'social' than other sites, so keep content professional and not personal.

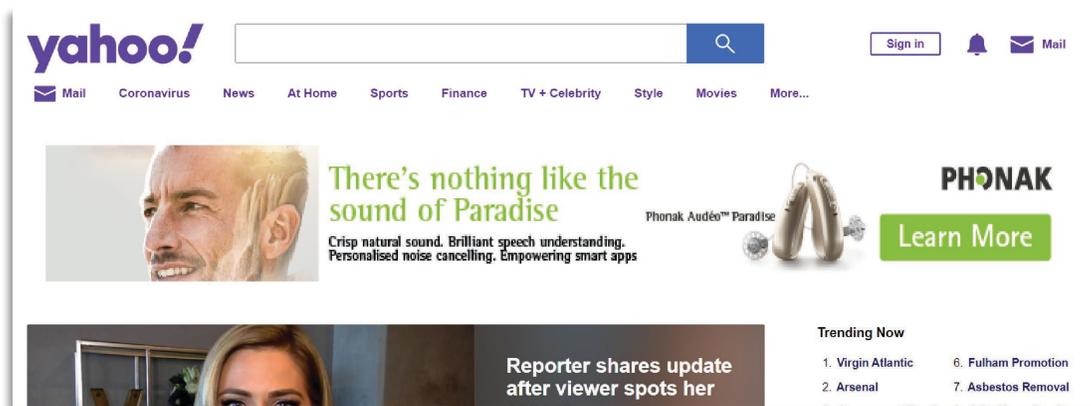
Instagram benefits:

- 1 billion monthly active users.
- Can reach a potential new, younger audience.
- Can share more personal content such as you at work, meeting customers etc.

Tips:

- Instagram's main user base are aged between 18-29, target your advertising to the USPs of Paradise that may appeal to them e.g Bluetooth connectivity.
- Make sure each post is visually appealing.
- Use Hashtags on each post to ensure your content is seen by users that you want to see your posts.
- Consider trying to find an 'ambassador' or influential blogger with an interest in hearing care, this could even be one your customers, to help spread awareness.





[Click](#) to download web banners

Website display ads

Target clients, 50 to 70 years-old, use the internet to research information and learn about hearing loss & hearing aids. Display ads are used to target both potential clients and their family members to lead them to information they are searching for.

Online campaign options:

- Geo-targeting – display ads will only reach potential clients who live within a specific radius around your clinic.
- Keyword and topic targeting – clients who have been searching online for information on hearing loss, rechargeable technology, hands-free connectivity and hearing solutions will be shown the Audéo Paradise display ads on other websites they are visiting.
- Display ads can be:
 - Shown to potential clients who have recently searched online for information about hearing loss and related topics.
 - Shown based on the content of the particular site or page the potential clients are viewing.
 - Shown via remarketing to potential clients who have visited your site when they visit other sites.

Benefits

- Directly reaches the target market on the internet – generating legitimate leads.
- Family members browsing the internet can also be reached and be intrigued to learn more.

Open Days

Open days can be a great way to showcase Audéo Paradise quickly to a large number of prospective wearers.

There are various ways in which you can run open days, such as drop-in days or by booking short appointment slots. Due to the current Covid-19 guidelines in the UK we would recommend doing the latter.

Tips

- Contact your current database of Marvel or older technology wearers and invite them to 'challenge the tech' i.e bring in their old hearing aid to trial Audéo Paradise.
- Target prospects by your proven methods of marketing e.g Newspaper advertising, door drops, advertising in local businesses/GPs
- If you think you'll have a lot of interest in your event try holding an open week rather than an open day, this way you can schedule in short appointment slots throughout the week.
- Make sure you have plenty of literature on hand to let clients take away with them.
- Consider putting on an exclusive offer to anyone who purchases on or immediately after the open day.
- Always follow up with pre-event communication that thanks the client for attending, reiterates the USPs of Audéo Paradise and highlights an any offer you may put on.

Benefits

- Both strengthens your relationship with your existing database and attracts new prospects.
- A well-planned event can help you understand the needs of your client base, increase sales and raise the profile and brand of your business.



Online Hearing Screener

The Phonak Online Hearing Screener is an online hearing test that can be integrated into your clinic website or campaign to help you capture more leads. It can help your clinic offer a more meaningful experience on your website, for existing patients –and potential new ones.

The Online Hearing Screener is fully customisable with clinic logo and information. It allows patients to take a basic 3-minute hearing screening in the comfort of their home, directly from your clinic website.

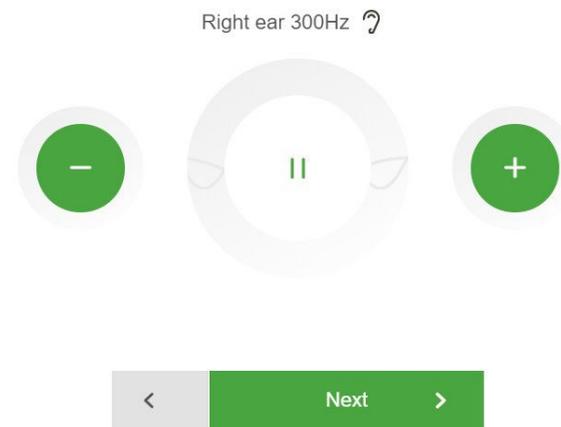
Once the screening is complete, basic results are provided, and patients are presented with call-to-actions and an option to see more detailed results if they provide their name and email address. The detailed results are then emailed to the patient.

In a recent revamp the Phonak Online Hearing Screener now offers you the option of creating a 5-tone test or a 3-tone test. Of course, it cannot replace a thorough audiometry and does not claim to be a clinical test, nor to produce an audiogram. However, it could be used to do a first fit on a hearing aid and be optimised via a Remote Support session.

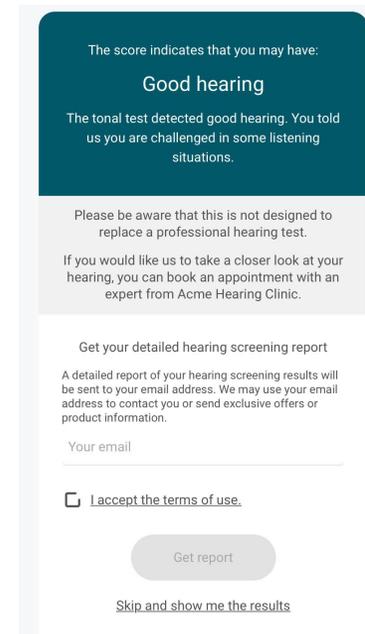
For more information on setting up your screener please contact us for set-up instructions.

For those who already have a hearing screener set-up you will need to change your settings to upgrade from a 3-tone to a 5-tone test.

Using the + and – buttons, adjust the loudness until you can only just hear the tone



Powered by Sonova



How to integrate this tool into your marketing initiatives

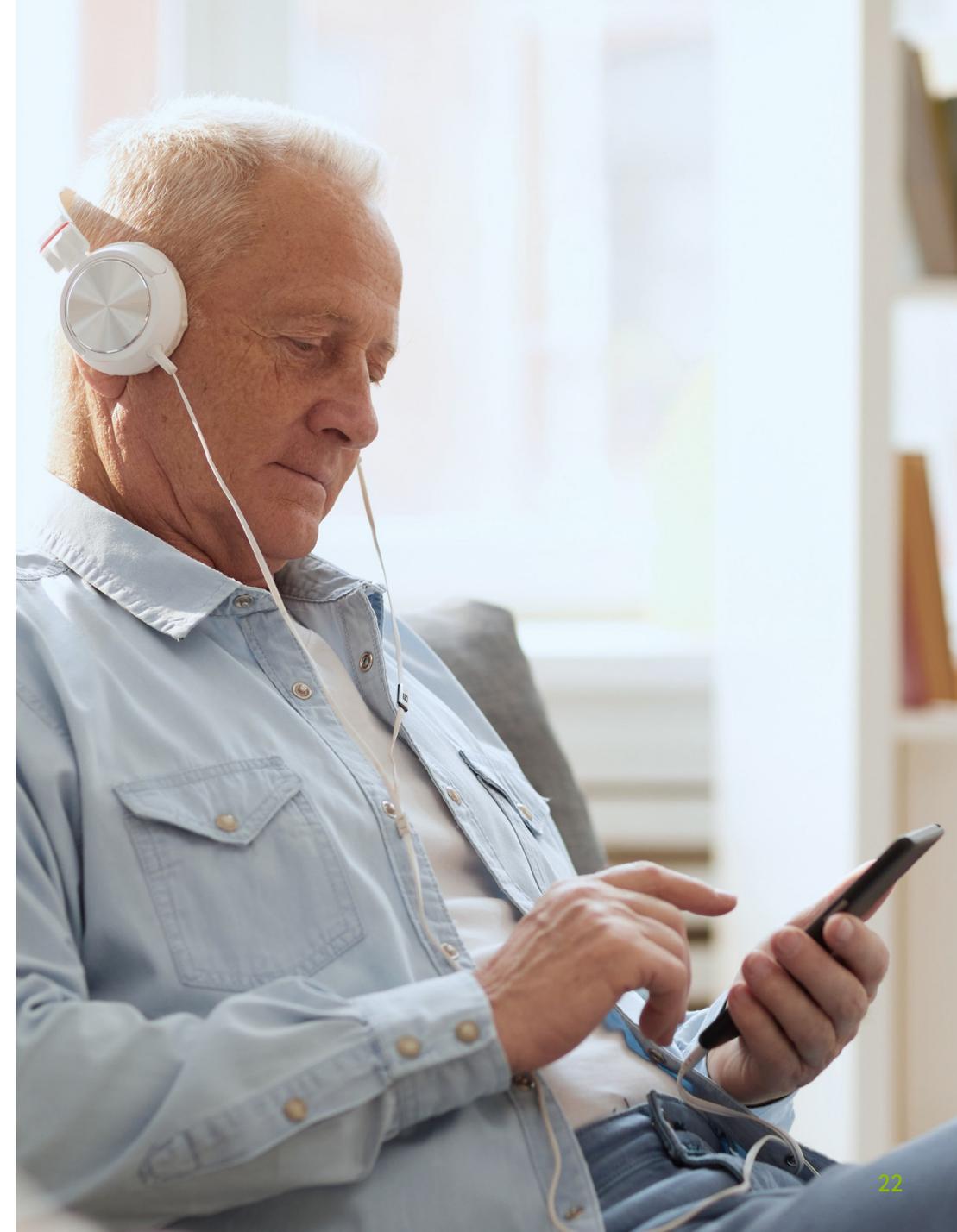
Introduction

Using the Online Hearing Screener as a primary call-to-action can be a great way to capture appointments from those patients who prefer a more virtual experience when it comes to services, including their healthcare.

It can also be used as a secondary call-to-action throughout your marketing communications. Used in this way, you are able to capture those who might be in the early stages of their hearing health journey, so an online hearing screening may be perceived as low-risk commitment.

While there are many marketing channels that the Online Hearing Screener can be integrated with, we outline four types of marketing opportunities in the following pages:

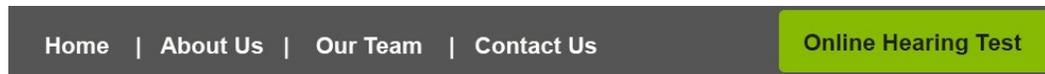
- Website integration
- Google Ads
- Facebook Ads
- Email marketing



Website integration

Your clinic website is the core of the virtual experience that you provide to patients and new visitors. The Online Hearing Screener should be strategically placed onto your website so it is easily accessible to visitors and allows them to engage with the service on demand.

- A dedicated page for the Online Hearing Screener is recommended to optimise your website – this will notify search engines that you have an Online Hearing Screener available, driving more traffic to your website. To gain good organic search activity, the page should contain interesting, relevant content about the importance of hearing checks and an overview of your services.
- Showcasing your new Online Hearing Screener on the homepage of your website will increase the chance of use. It can be placed as a large call-to-action button somewhere in the top of the page.
- If you have a section on your website about regular “in-house” hearing tests, this would also be another good spot to promote the Online Hearing Screener as an easy entry-point of user engagement.



Online Hearing Test

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2. How to promote Phonak Audéo Paradise hearing aids to your clients

PPC

Make your clinic visible to customers when they're searching for hearing care clinics on Google and Maps . With Google Ads, you only pay for results, such as clicks to your website or calls to your office.

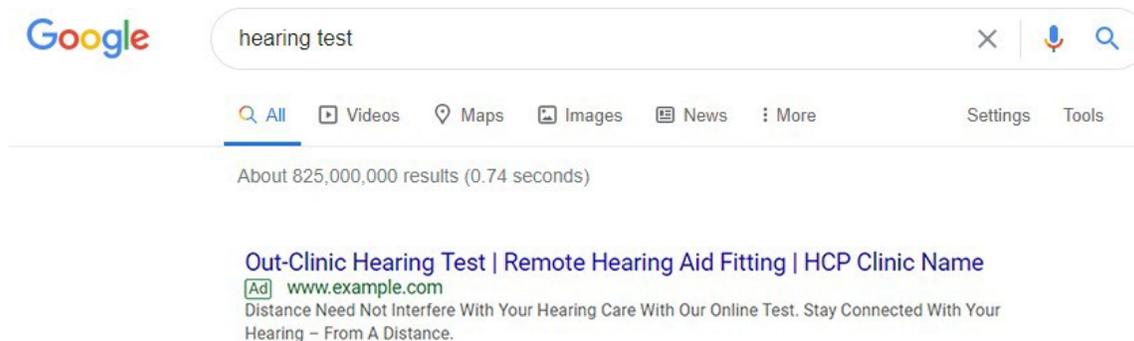
You can direct ads toward your Online Hearing Screener as a primary call-to-action. This gives your clinic an edge over your competition as you are able to offer a virtual experience. Typically, users who are actively searching out a service or a solution to their problem are usually high-quality leads who are likely closer to a test and trial.

It is important to understand that anyone can afford to market their business with paid ads, and Google's self-serve platform has options for every budget.

Tip: Search engine Bing uses Microsoft Advertising in a similar way to Google Ads. Bing has shown increased usage in an older demographic and is often cheaper to advertise on than Google. Consider a PPC strategy that incorporates both Google and Bing.

Headline Examples:

- Online Hearing Test
- At-home Hearing Test
- Stay on Top of Hearing Health
- Clinic Name (best practice to always include this in at least one headline)



Description Examples:

- Distance Need Not Interfere With Your Hearing Care With Our Free Online Screening
- The Next Best Thing to an In-Clinic Hearing Test
- Online Hearing Screening From the Comfort of Your Own Home
- Your Hearing Doesn't Have to Take a Back Seat

Facebook Ads

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

People are now spending more time online than ever, and Facebook has seen huge spikes in usage. It is a good time to leverage this opportunity to take advantage of a space that is flooded with users.

- Use your clinic's Facebook page to point ads to your Online Hearing Screener, and it boost your existing posts to give a lift to your business. Facebook Ad strategies can be adjusted to suit any advertising budget.
- Facebook Pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. Using the Facebook Pixel as an integration in the Online Hearing Screener settings, you can get even more sophisticated by re-targeting users who have taken the Online Hearing Screener from both your Facebook and your website.



The image shows a Facebook advertisement for HearingCenters. At the top, the profile name 'HearingCenters' is displayed with a blue verification checkmark and a timestamp of '48 mins · 🌐'. Below this, the ad text reads: 'Test your hearing online right now. Visit the HearingCenters website. A 5 minutes test will tell you much more about your hearing'. The main visual is a photograph of an elderly man with glasses and a headset, sitting at a table with a young girl. They are both looking at a laptop screen. The man appears to be explaining something to the girl. Below the image, the text 'HearingCenter Online Hearing Test' is displayed, followed by the website 'HEARINGCENTERS.COM'. At the bottom of the ad, there are three likes, a comment icon, and a share icon.

Database email marketing

Email is an extremely low cost, highly effective marketing communication tool. Below are some ideas for using the Online Hearing Screener with your database marketing.

- The Online Hearing Screener is an easy way to re-engage with your database.
- It is a good way to connect with those who are due for a hearing test but are unable to come in to the clinic.
- Ask your database to share the Online Hearing Screener with a loved one or friends to help gain new leads.
- Keep it personalised – Patients tend to respond to messages that are personalised and relevant to them.



How do Audéo Paradise hearing aids enhance your client's life?

Audéo Paradise is the perfect solution for clients who are looking for a hearing solution that offers easy to use technology that seamlessly fits into their lifestyle while delivering high quality hearing performance.



The key reasons to recommend Paradise are:

Unrivalled sound quality

- A hearing aid that delivers crisp, natural sound for your clients to enjoy the wonders of the world as they should be heard.
- Brilliant speech understanding with in-built speech enhancer to boost soft speech.
- Personalised noise cancelling to help your client hear better in noisy situations.

Connects to smartphones, TV and more

- Made for all- connects directly to iOS®, Android™ or other Bluetooth-enabled devices so clients can stream audio directly to your hearing aids.
- Enjoy even more connectivity with multiple Bluetooth connections.
- AutoSense™ OS 4.0 delivers excellent TV sound quality and high quality music streaming experience – even better than previous generations!
- Designed to improve speech understanding in loud noise and over distance, RogerDirect™ allows Roger technology to stream directly to Paradise hearing aids without having to attach an external receiver.

Phonak rechargeable option delivers seamless hearing throughout the day

- For ultimate convenience, hearing aids switch on automatically when removed from the charger.
- Super quick charging.¹
- Full battery charge = Full day use.
- Never change a disposable battery again.
- Built into the hearing aid, lithium-ion technology is designed to be more reliable (as no dust, dirt or water can penetrate the shell).
- Battery engineered to last 6 years.

Smart apps available that give more control and peace of mind to the client while still allowing them access to the expertise of the HCP

- **Remote Control** allows you to adjust and control your hearing aids in real time.
- **Remote Support** allows clients to receive consultations and adjustments without having to visit the clinic.
- **Hearing Diary** keeps track of your hearing experience and allows you to share feedback with your hearing care professional.

