

Serenity Choice

Social campaign

Why recommend Serenity
Choice?

Serenity Choice™

Protecting hearing while allowing the ear to breathe and outperforming with regards to sound quality¹



Protects hearing against damaging noise



Outperforms competitors with music sound quality



Shown to allow the ear to breathe

Many people are exposed to damaging levels of noise

Around 70% currently don't wear hearing protection²



Prevention of hearing damage is the top motivator for wearing hearing protection³



Other top motivators:

- Perfect fit
- Keeps relevant sound and speech
- Best music quality at safe listening levels
- Lets the ear breathe

Serenity Choice™ products tick all the boxes



Prevention of hearing damage

Certified and protect against hearing damage, by attenuating noise and loud sounds.



Aim for the perfect fit

Four different ear tip sizes or can be custom-made. Various form factors and materials available.

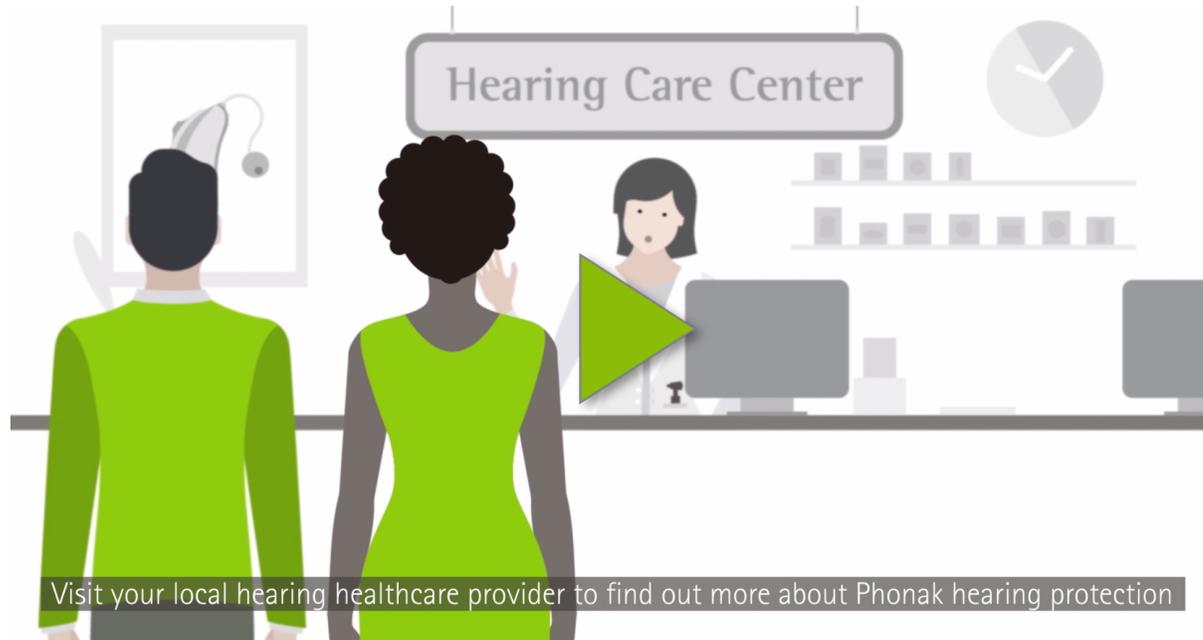


Keep relevant sound and speech

Where relevant, Serenity Choice filters attenuate across all frequencies, not just the high frequencies.

Serenity choice social
campaign posts

Introducing Serenity Choice custom



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Copy recommendation

Facebook/LinkedIn

Are you frequently exposed to loud sounds in your work or social life? If so, protect your hearing with Serenity Choice™ hearing protection, now available custom-made to provide ultimate protection. Contact us to find out more.

Twitter/Instagram

Protect your ears from loud sound and noise with Serenity Choice™ hearing protection, now available custom-made #Phonak #Custom #HearingProtection



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Facebook/LinkedIn

During concerts the levels of music often exceed the safe limit of 85db, sound levels beyond this can induce hearing damage. Protect your hearing whilst enjoying the music you love with Serenity Choice™, now available custom-made. Contact us to find out more.

Twitter/Instagram

Enjoy the music you love whilst protecting your hearing with Serenity Choice™, now available in custom #Phonak #Music #HearingProtection



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Facebook/LinkedIn

Noise levels in a motorcycle helmet are typically well above the accepted safe noise exposure level. Without hearing protection you have between 15 minutes and 2 hours of riding, before you risk tinnitus or other noise induced hearing loss symptoms. Contact us to find out how you can enjoy the motorsports you love safely with Serenity Choice™, now available in custom.

Twitter/Instagram

Live life in the fast lane? Protect your hearing whilst enjoying motorsports with Serenity Choice™, now available in custom #Phonak #Motorsports #HearingProtection



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Facebook/LinkedIn

Protect your hearing at work with Serenity Choice™, ideal for noisy environments such as farming, road building and construction. Serenity Choice reduces the sound level making it safe for 8 hours of continuous use in any environment. Contact us to find out more.

Twitter/Instagram

Work in a noisy environment? Ensure your ears are protected with Serenity Choice™, now available in custom #Phonak #Work #HearingProtection

Shooting



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Facebook/LinkedIn

Serenity Choice™ Hunting & Shooting protects your ears from the peak sound pressure level of gun shots, explosives, fireworks and similar, whilst still allowing voice and background noise to be heard. To find out more get in touch today.

Twitter/Instagram

Protect your ears from loud gun shots & explosives, whilst still hearing background noise with Serenity Choice™ hearing protection
#Phonak #Shooting #Hunting #HearingProtection



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Facebook/LinkedIn

Whether you're working at home or in the office, there are times when the everyday noise becomes too much and you lose concentration. Serenity Choice™ hearing protection is developed to reduce office noise to an acceptable level, whilst allowing you to still hearing the conversations you need to. Find out more by contacting us today.

Twitter/Instagram

Struggling to concentrate whilst working? Reduce office noise whilst hearing conversations you need to with Serenity Choice™ hearing protection #Phonak #Work #Comfort #HearingProtection



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Facebook/LinkedIn

Stay sound asleep despite snoring! A moderate snorer reaches 50-60 dB whilst severe snoring can hit 90 dB. To put that into perspective, a car horn is around 90 dB! Serenity Choice™ Sleep reduces the sound to a non-intrusive level. You'll wonder why you haven't been using them for years. Contact us to find out more.

Twitter/Instagram

Stay sound asleep despite snoring! Serenity Choice™ Sleep reduces snoring to a non-intrusive level, allowing you to have a peaceful nights sleep #Phonak #Sleep #HearingProtection



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Copy recommendation

<p>Facebook/LinkedIn</p>	<p>Love being in the water? Protect your ears from infections whilst enjoying swimming and watersports with Serenity Choice™, now available in custom. Contact us today to find out more.</p>
<p>Twitter/Instagram</p>	<p>Protect your ears from infections whilst enjoying swimming and watersports with Serenity Choice™, now available in custom #Phonak #Swim #HearingProtection</p>



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Copy recommendation

Facebook/LinkedIn

We know sometimes flying can be an unenjoyable experience due to inner ear pain caused by pressure changes and general cabin noise. So why not get your holiday off to a great start with Serenity Choice™ hearing protection, now available in custom. Contact us for more information.

Twitter/Instagram

Get your trip off to the best start with Serenity Choice™, protecting your ears whilst flying #Phonak #Flight #HearingProtection

Social media guide

Facebook- Paid 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

- 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 Serenity Choice.



Facebook- Organic ads

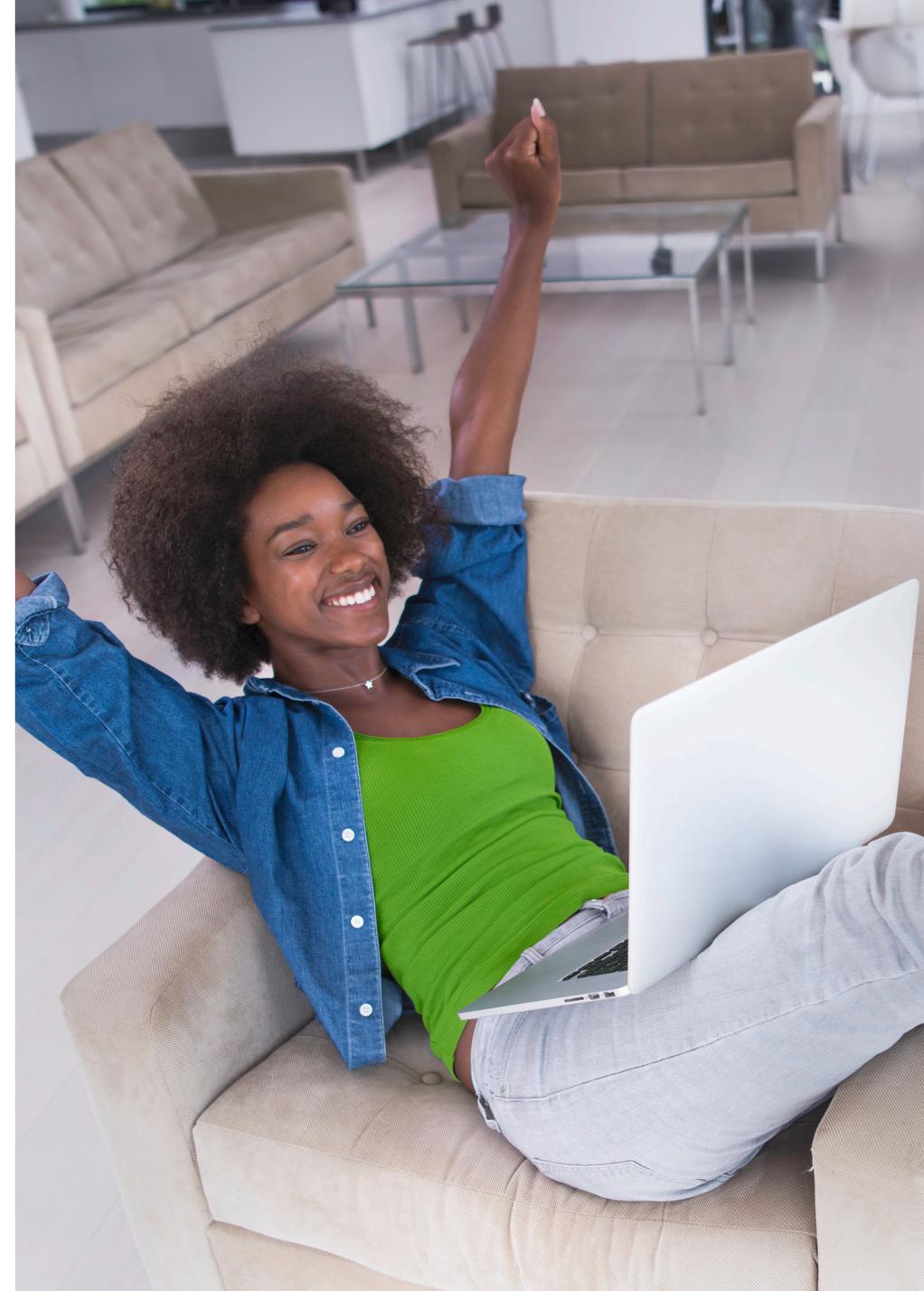
Paid Facebook ads are a great tool for targeting specific customer groups and generating leads. However we would encourage also creating organic Facebook content that can engage with existing customers, as this can often help a page look more legitimate and build trust with potential customers.

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.



Facebook- Organic ads

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:

- 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.



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 Serenity Choice, 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 benefits of Serenity choice that may appeal to them.
- 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.

Together,
we change lives