



Phonak Lyric™

Digital marketing guide

A Sonova brand

PHONAK
life is on

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This digital marketing guide is developed through compilation of various sources, put together by our Phonak team. Information is obtained from sources believed to be reliable, but is in no way guaranteed.

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Introduction

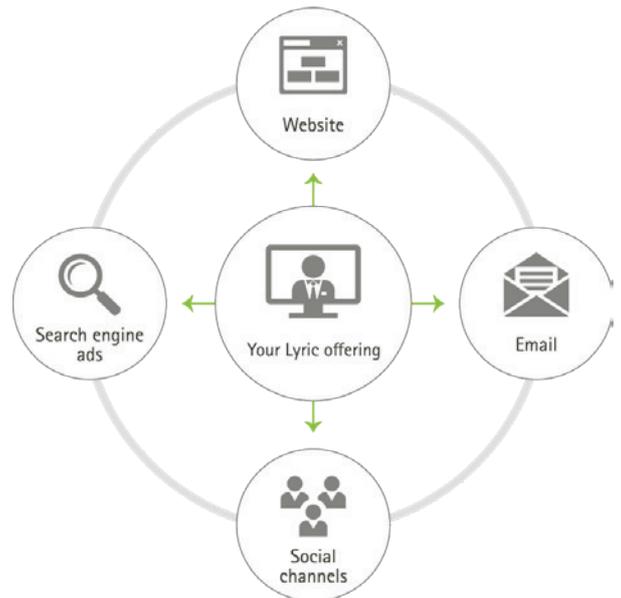
In today's marketing mix, digital marketing plays a key role in driving brand awareness; so it's essential that you leverage all digital marketing channels to promote your products and services.

With the introduction of Lyric4, now is the perfect time to refresh your current Lyric messaging across your website, socials and email. To help you promote Lyric across your digital channels, we've created the following digital marketing tool kit. The kit contains turn-key marketing templates designed to make it easy for you to promote your Lyric offering. Templates act as a guide and can be customised to suit your brand.

Supplied as a ZIP file, the kit contains the following components for you to use as part of your marketing and communications:

- Homepage seasonal campaign
- Homepage button
- Homepage copy
- Website
- Social media posts
- Email template

More resources may be added over time in response to customer feedback.



Consistency is the key



Marketing requires a consistent approach to help you achieve maximum cut through. It all starts with a plan. Set your goals and budget and ensure you continually track performance and optimise your spend.



Spread your budget and activity over the year to maximise your reach and optimise campaign performance.



Digital marketing allows you to track the effectiveness of all channels and measure your return on investment (ROI), so ensure that you consistently review your performance and optimise your spend to get best return for your efforts.



We recommend engaging a digital marketing agency to help you manage your digital marketing plan and spend. Phonak can also provide some guidance in this area.



Your website

Your website is your virtual reception area. When searching for a local healthcare provider, a lot of consumers would visit the service providers's website for information. Ensure your website effectively promotes your Lyric offering.

Website home page

What is your customer value proposition? Why should a client choose your clinic over another? Is this apparent within the first few seconds of a visitor landing on your homepage?

In the competitive world of online hearing sales, it is very hard to separate yourself from the pack; however Lyric stands out from all other hearing aids and only an exclusive selection of clinics offer this product. One of the biggest searches online is for "invisible hearing aid" or "tinnitus". Lyric is proven to be the number one solution for both needs.

To help you to promote the new Lyric4, we've designed homepage banners and a dedicated landing page template. We also recommend that you create a blog story featuring current users being upgraded; and add any testimonials to your landing page to help boost your search engine listing position.



Top tips:

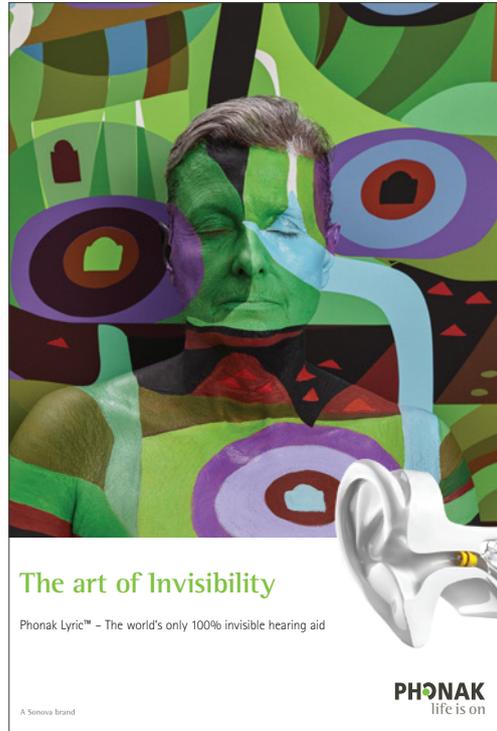
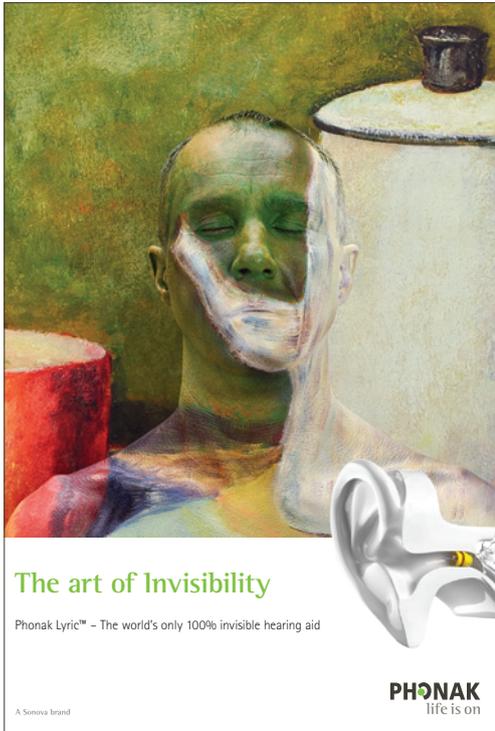
-  Ensure you add a 'Lyric' product link to your menu that links to your Lyric web landing page. Don't forget to also include the link in your 'Products' tab. This will enable search engines to identify your site as a destination for the search term 'Lyric'.
-  Don't forget to also include the link in your 'Services' tab and in your footer menu. This provides a way for users to navigate between pages; and will help search engines crawl the links between your pages.
-  Your digital marketing agency or web developer can also assist you to boost your search engine ranking by adding key search terms such as 'Lyric', 'invisible hearing aid', '100% invisible hearing aid' and 'tinnitus' to your services or 'About us' copy. Your agency can also help you to add page descriptions to the Lyric web page in the backend (the source code) of your website. This is often referred to as meta tagging.

The Art of invisibility

New 100% visible marketing campaign

The art of invisibility dramatises the uniqueness of Lyric for consumers in a surprising and convincing way. And it's a piece of art for your homepage

Posters



Social media lead generation



Seasonal Campaign

These can be used periodically when running a specific Lyric-focused campaign promotion. There are several seasonal campaign templates to choose from. Below are two examples of a seasonal template:

Template 1



Template 2



Permanent tile banner

This homepage banner is designed to permanently highlight your Lyric offering.

Template 1



Template 2



Homepage strip banner

We have included this banner as an additional tool in your kit to help highlight that you are open for business.

We are open for business and have taken every precaution to ensure your health and safety. [See our opening hours.](#)

Lyric product page

A Lyric web page template (as shown below) is also included in your kit. A dedicated product page promotes key Lyric features and benefits and assists with boosting your organic search listing. A dedicated Lyric product page also helps to identify your business as a comprehensive source of information on the search terms 'Lyric' and 'invisible hearing'.

The template also includes a lead capture form.

AUDITUS

The world's first and only 100% invisible hearing aid, Lyric provides clear, natural sound and is worn 24/7 for months at a time.

Phonak Lyric™

Lyric is a very small, discreet hearing aid that is placed in the ear canal near the eardrum, to provide 100% invisible hearing.

Designed to suit mild to moderately severe hearing loss, Lyric uses the natural anatomy of the ear to amplify sounds, providing a full, natural listening experience.

Our hearing care professionals are part of a small number of clinics in Australia that are fully trained and certified to fit the Lyric hearing aid.

24/7 benefits

- 100% invisible - Placed in your ear canal, Lyric remains completely out of sight - invisible to the world.
- Clear, natural sound - Enjoy natural sound in all listening situations.
- No batteries to change or charge - Enjoy maintenance-free wear for months at a time.
- 24/7 reliability and comfort - Wear Lyric around the clock for months at a time without removing* for activities such as exercising or even showering.†
- Tinnitus relief - Provides greater relief from tinnitus than daily wear hearing aids.‡

Lyric subscription model

Lyric is sold by annual subscription, which includes replacement Lyric devices and servicing throughout the year.

With Lyric, there are no repairs or battery replacements and you will receive technology updates as they become available.

Each Lyric device lasts for months at a time.† When you need a new Lyric, you will visit your provider for a replacement device.

Experience the quality of Lyric with our 30-day obligation-free trial offer.

Complete your details and we will contact you to start the trial process.

Try Lyric obligation-free

Experience invisible, hassle-free hearing.

Name

Email

Phone

Postcode

I want to try Lyric

93% of Lyric users would recommend Lyric to a friend or loved one.‡

Discover Lyric, the world's only 100% invisible hearing aid.

Learn more

IS LYRIC FOR ME?

FREQUENTLY ASKED QUESTIONS

Call and book an appointment today

Phone us on 3467 8894

Book online

1. Individual patient needs may vary. Lyric is not appropriate for all patients. See a Lyric provider to determine if Lyric is right for you.
2. Lyric is water resistant, not waterproof and should not be completely submerged under water.
3. Liberty of all 2019 devices may vary from that indicated above as conventional or Combiuse devices for tinnitus.
4. Duration of battery life varies by patient and is subject to individual ear conditions.
5. Based on results from two surveys including 103 patients who had worn Lyric for at least 30 days.

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Top tips:

- Send each lead a thank you email immediately and let them know you'll be in contact with them shortly. The quicker you can respond to a lead, the higher the chance of converting them.
- Drive all Lyric online and offline lead generation campaigns to this page.
- Consider adding more fields to the lead capture form to further qualify each lead.
- To further optimise the page, track user engagement in Google Analytics by adding Google tracking tags via Google tag manager. This information will also help you to understand which channels are driving traffic and converting traffic. This way, you can optimise your spend and aim for the best return on your investment.
- We recommend not to show only the Lyric device, use instead the ear image with Lyric inside.



Email marketing

Email marketing in the healthcare sector has one of the highest open rates.

Email marketing

Still an integral component in many marketing campaigns, email marketing is an easy, effective and inexpensive way of keeping your clients informed and engaged. You're also leveraging the most powerful marketing tool your business has: **your database**.

Email marketing provides you with the opportunity to promote the new Lyric4 to clients who may not have been successful with Lyric3. It is also a reminder for your Lyric3 clients of the many advantages of a Lyric subscription in that they will always have the latest Lyric technology at every refit. This will help to secure a high renewal rate.

Email template

The email template aims to communicate your Lyric offering to your existing clients.



The email template features the Auditus logo at the top. The main header image shows a man in a white shirt and glasses looking out a window, with the text "Improved reliability and wearing comfort". Below this, the text reads "Introducing the new Lyric™4" and "With the introduction of Lyric4, we continue to provide the same unique 100% invisible hearing experience with clear natural sound, with some additional enhancements." It then states "One of the many advantages to you as a Lyric wearer is that you will always have access to the latest Lyric technology at every refit, so we can't wait for you to experience the new Lyric4." A section titled "Lyric4 maintains the unique benefits of Lyric:" lists three benefits: "100% invisibility: the world's only hearing aid that is completely invisible", "24/7 wearability: the world's only hearing aid that is worn day and night for months at a time", and "Hassle-free: the world's only hearing aid that does not need battery exchanges or charging, cleaning or other maintenance by the user". An image of a woman sleeping is shown next to these benefits. A section titled "Lyric4 improvements:" lists three improvements: "Improved reliability, mainly during the first 30 days of wear", "Improved protection against humidity and cerumen (earwax)", and "Improved wearing comfort". An image of a Lyric4 hearing aid is shown next to these improvements. The footer contains the text "We look forward to fitting you with the new Lyric4!" and "Call us at 3467 8864 or book your next appointment today." Social media icons for Facebook, Instagram, and YouTube are also present, along with the copyright notice "Copyright 2020 Auditus. All right reserved."



Top tips:



Mine and segment your database to promote Lyric4 to patients due for a renewal and to patients who are currently using other hearing aids but are good candidates for a Lyric aid.

This allows you to focus your attention on patients who are most engaged with the Lyric product and those that are likely to benefit the most using Lyric.

Phonak has also developed a guide to help you offer free trials and upgrades to existing patients in your database; the guide also provides front office guidance and database communication content.

[Download the guide](#)

7 reasons why your database is your most powerful marketing tool

1 Targeted

Unlike other forms of marketing, your database is full of people who you know have a hearing loss and who have taken steps towards treatment.

2 Familiar

Those in your database are already familiar with your team and/or your brand – so they're more likely to be receptive to messages.

3 Segmented

You can communicate with smaller groups based on particular characteristics, e.g. those whose last appointment was more than 12 months ago; or those with severe to profound hearing loss.

4 Historic

You have an overview of your clients' changing needs and behaviour over time, allowing you to make the best recommendations.

5 Cost-effective

Rather than paying a search engine, social media platform or publication for access to an audience, you have free access to your own audience.

6 Consistent

With long-term access to a contact, you can tell a consistent brand story over time, rather than potentially having to tell your story in one advertisement.

7 Evolving

By entering more information about your clients over time, your database will grow and improve, allowing you to provide more targeted and relevant communications and obtain greater return on investment.



Social media marketing

Most social media users engage with others only through their news feed.

Social media

Social media should be 'social'. If you're constantly selling, it will appear as though you're not interested in building relationships or engaging in conversations with your clients. Your content should be relevant, interesting and high quality.

Social media channels such as Facebook and Instagram allow you to reach your most engaged followers and their networks. Both Facebook and Instagram allow you promote your messages in a cost effective way to a wider range of audiences using boosted posts or paid ads.



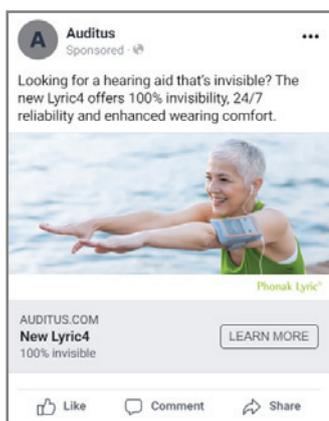
Top tips:

- ☆ To ensure your boosted posts and ads are effective and reach the right audience, use the Facebook segmentation tools.
- ☆ Facebook lead generation ads can be an effective way to promote a free trial and capture new leads.
- ☆ Providing relevant and engaging content will increase your chance of gaining new followers and having your posts shared.

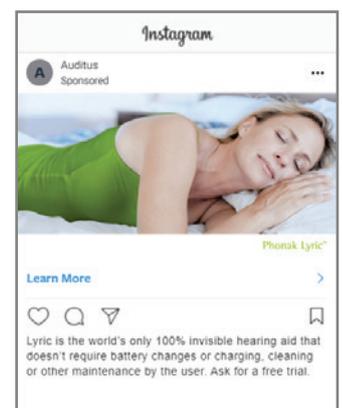
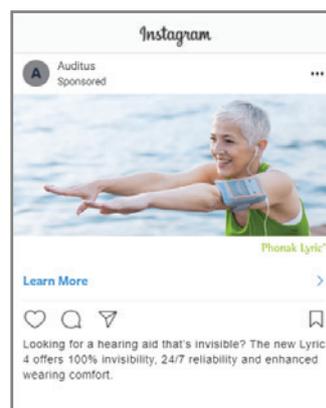
Social posts

As part of your toolkit, we have prepared a variety of posts to help you promote Lyric offerings. Social post copy (text) and images are supplied in an Excel file, ready for you to customise. We recommend rotating posts to see which resonates best with your audiences; below are some examples.

Facebook



Instagram



Phonak has created seasonal images/movies that you can use for social media communications.

Content is king!



Social media is a great place to share blog articles from your website.



These articles should feature interesting, factual information or stories about hearing loss, treatment options and trends (including invisible hearing technology).



Content should teach, inspire or connect with your target audience. Assume your audience knows very little about audiology, but avoid being patronising.



Show yourself to be a trusted source of information about hearing loss and treatment options - this will put your brand on your target market's 'mind shelf' when it comes time to seek treatment.



To assist you further, Phonak has developed a Social Media Communications Toolkit to provide you with strategy support and guidance. [Download guide](#)



Search engine optimisation & marketing

Optimising for local searches increases your chances of ranking higher and getting noticed on Google.

Search engine advertising

The holy grail of search engine optimisation is for your business to appear on the first page of a search. How will you stand out? How will customers find you and learn about your key services?

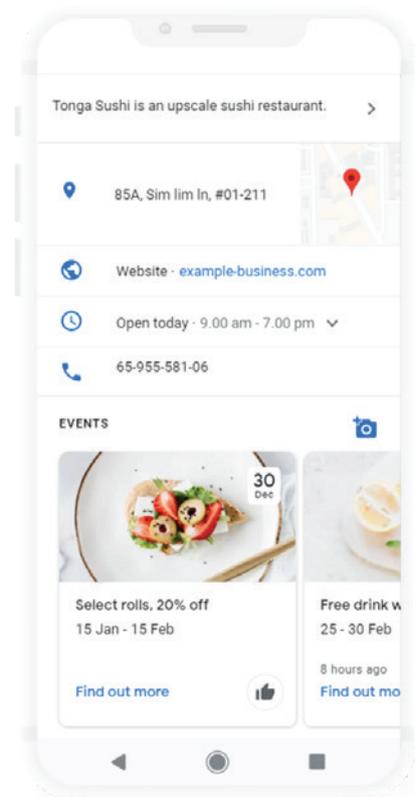
Lyric4 provides you with a great opportunity to set yourself apart from your competitors, so it's important to communicate this unique product offering at every touchpoint. There are many free and paid strategies you can utilise to ensure your clinic stands out from the rest.

Below is a list of actions you can take:

Optimise your Google My Business listing

When end-users plan to buy hearing aids, a typical search query will include a location (i.e. hearing aid Zurich).

Optimising your [Google My Business \(GMB\)](#) listing will help improve local search visibility on Google.



Top tips:

-  Ensure you list Lyric 100% invisible hearing aids as a key offering in your Google My Business listing.
-  You can also post photos and offers to your profile to show what makes your business unique and give customers reasons to choose you every time.
-  Work with your clients to leave positive Google reviews. This will have a huge influence on your search ranking.
-  Don't be afraid of negative reviews - respond authentically and promptly. This will also influence your ranking.

Search engine optimisation (SEO)

The major search engines, such as Google, are always looking at ways to aggregate the most relevant search results for their end users. To ensure you continually rank on the first page of a search result, we recommend you engage a digital marketing agency to conduct a comprehensive audit of your site and provide you with more detailed advice.

In the meantime, to meet the basic requirements, follow these golden rules:

- Ensure your website is mobile friendly.
- Keep content relevant and fresh on your website (Google loves updated content).
- Use keywords organically throughout your site and don't add them unnecessarily (search engines won't fall for this).
- Add some 'About us' content to your site and link to it from the homepage.
- Ensure your web pages contain a 'page description' to tell the search engine what your page is about.
- Ensure your banners contain a mixture of text and images.
- Start a blog on your site. This will help establish you as a good source of information and keywords on the searched topic.
- Ensure you respond to any online reviews on your website, Google My Business listing and other sites promptly – even if it's just to say thank you.
- Keep your business name, address and phone number consistent across online business directories – this is important for SEO.

Paid search ads

Bidding on and monitoring popular search terms can become costly and time consuming if you don't have expertise in this area. It is wise to engage a digital marketing agency to manage your Google Ads account and help you get the best return on investment.

In the meantime, here are some basics to help you plan and manage your spending:

- Ensure your search ad contains a direct link to your Lyric product landing page.
- Bid on long-tail keywords or key phrases that are more specific and usually longer than more commonly searched keywords, e.g. 'Hearing clinic in Zurich', 'hearing aid that fits in the ear', or 'invisible hearing aid'. Long-tail keywords get less search traffic, are generally cheaper and usually have a higher conversion value, as they are more specific. <https://trends.google.com/trends/?geo=US> is a great tool to help you work out the most common keyword search trends for your industry.
- Plan a separate ad campaign to promote Lyric that links directly to your landing page. Test and adjust/optimize as you go.

We are committed to helping you grow your Lyric sales and hope that the tools and tips supplied in this guide will help you to get started with your Lyric digital marketing plan.

Consistency is the key to achieve effective results, so ensure you consistently promote Lyric as part of your overall marketing plan across your digital channels.

If you need any further assistance, please don't hesitate to reach out to daniel.eng@phonak.com or your local Phonak marketing team.

Reference

1. The Gap Between Mobile & Traditional Desktop Search Widens. [online] Available at: <https://www.brightedge.com/news/press-releases/gap-between-mobile-and-traditional-desktop-search-widens>

life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

www.phonakpro.com