



ReSound Focus

ALWAYS ON MARKETING

In-office Marketing

Creating a positive patient experience at the practice is important. The office environment is your opportunity to show patients the services and solutions you provide.

Posters

ReSound and practice-focused posters featuring products & services in multiple format options

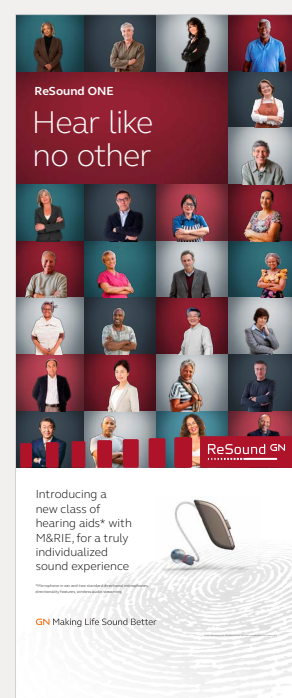
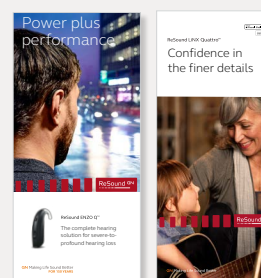
Logo & Brand Style Guide: A comprehensive, multi-page document that outlines the essential components of your brand, how they should be used, and acts as a north star for brand consistency. This document can be used internally for your own reference, or shared externally with designers and print vendors to ensure the application of your branding is consistent no matter where prospective patients might interact with it.

Brochures

ReSound and practice-focused tri-fold brochures to display throughout the office, distribute to referring providers or leave behind at community events

Forms

Practice-branded templates on commonly needed patient or office forms, provided as digital files for easy print on demand



Lobby Monitor Service

Patient oriented hearing health content and entertainment streamed to the lobby or fitting room TV monitors

Digital Services

Having a Digital Presence makes it easy for current and potential patients to find you and the valuable content needed to support them on their journeys to better hearing.

Digital Report Card

An in-depth audit of a practice's website and online reputation along with recommendations for improvement. A review of overall branding and design, usability, content, and on-site SEO to ensure it adheres to Google Quality Guidelines.

Hear X hearDigits

A clinically valid online hearing screening widget for your website. Using breakthrough, clinically valid, speech-in-noise technology, the test generates qualified referrals for hearing aid sales from your website.

Website

A custom website with essential content and basic tools to maintain an online presence

SEO Audit

An in-depth technical analysis that identifies all errors, warnings, and notices along with expert recommendations to resolve those issues

Search Engine Optimization (SEO)

The process of improving the quality and quantity of website traffic along with higher organic search rankings

Local Listing Management

The direct management of Google My Business and Yelp as well as regular practice updates sent to 20+ directories, voice search readiness (Siri, Alexa, etc.), and data aggregators.



Prospective Advertising

Proactively and consistently getting in front of potential patients can help drive patient flow to a private practice. Various platforms and strategies exist, each being a viable option and investment when leveraged appropriately.

Direct Mail

Proprietary content available in formats customized to promote your brand and services to potential patients

Newspaper/Magazine Ad Design

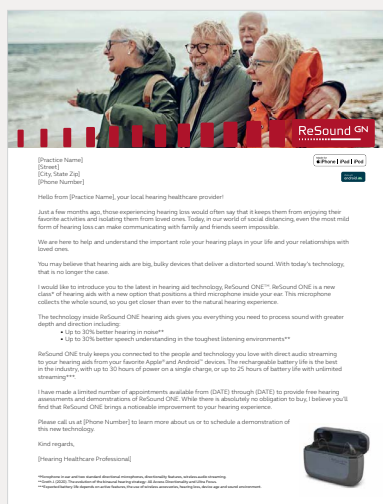
Made-to-order ads for publications

Facebook Ad Campaign

Hyper-targeted campaigns to reach your prospective patients by utilizing factors like location, age, interests and behavior

Google Ad Campaign (PPC)

Expertly managed pay-per-click campaign that engages with patients actively searching for your services using relevant keywords



Patient Communications

Communicating with your database is essential to maintaining a close relationship. Communications around checkups, cleanings, warranties, and new product demos are valuable topics to share with your patients.

Social Sharing Service

Regular posts with engaging content for your subscriber base shared through your practice Facebook page

Direct Mail

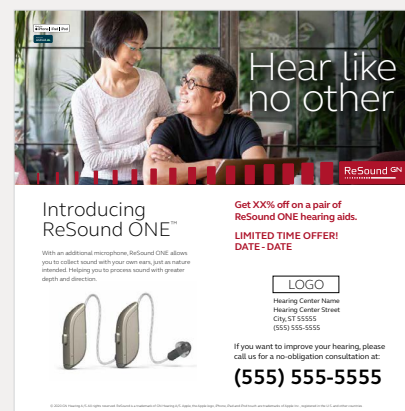
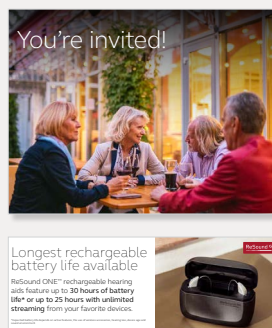
Proprietary content available in multiple formats customized to communicate with your patients

Email Campaigns

A way to digitally connect with your database, especially if this is the preferred method of communication for a patient

Marketing Automation

Marketing automation allows for specific, targeted, and personalized email communications to be sent based on where a patient stands within their hearing journey. The program provides improved patient retention while reducing the cost of no-show appointments



Practice Fundamentals

Understanding your market and creating a marketing plan will help you implement the necessary programs to achieve your business objectives.

Online Review Generation

Email driven system designed to generate positive patient reviews

Marketing Readiness Consult

Evaluation of your current market situation that identifies the most promising opportunities within a marketing plan

Patient Referral Program

A cost-effective way to encourage your database to refer their friends and family members

Physician Referral Program

A way to leverage your relationships with physicians to cultivate long-term referral sources

Photo & Video

Connect your practice with local talent at a competitive rate for professional photos and videos

Call Handling E-Learning

E-learning trainings that help call handlers understand how to best communicate with patients to help them choose your practice

Content Creation (design & copywriting)

Professional ad design and content creation

Printing

Printing solutions for posters, brochures, general forms and banners

