

A photograph of three business professionals in an office setting. On the left, a woman with glasses and a pink shirt is looking at a tablet. In the center, a man in a light blue shirt is looking at a document. On the right, a woman with blonde hair is also looking at the document. The background shows office shelves and windows.

Starkey Marketing

Be the best
in business



Dedicated to
helping *the independent*
hearing professional
thrive & grow.

Welcome to **Your Marketing Team.**

As a Starkey Business Partner, you have an expert team of marketers which include strategic planners, graphic designers, event and digital specialists who are all highly experienced in supporting the independent hearing professional. No one is more dedicated to helping the independent hearing professional thrive and grow.

Our comprehensive array of marketing resources has been tried and tested to help grow your practice faster. Your dedicated marketing specialist will proactively work on your behalf to help propel your practice to the top.

We have a flexible approach so you can tap into a full service marketing package or just select the elements you need.

4 *Planning, Budgeting & Measuring*

10 ... *Visiting Expert Open House Programme*

17 *Digital Marketing*

Marketing Planning, Budgeting & Measuring



Marketing Strategic Planning

Creating a plan is vital to the success of your business. Through our strategic process, we'll understand your business and help you win in your market.

Brand Analysis

Let's Start with Why?

- What is your unique proposition to the market
- What describes your practice? What are your values?
- Understand your marketplace, location and competition
- Identify your audience(s)
- Create a practice statement



Brand Materials

Strong brand identity creates a compelling, positive and lasting image of your business for your current and future customers. Starkey can build and communicate a professional brand visual for your practice.

- Unique logo design
- Brand visuals for all applications
- Deliver consistent brand identity across all customer touchpoints

Marketing Tactical Planning

The most effective marketing campaigns follow a theme and include a series of touch points with the prospect across a range of media.

Store Design

Let us create beautiful, eye-catching visuals for your practice.

- Store front design and window visuals
- Instore experience

Visiting Expert Open House Event

Our unique recipe for Open House Events has delivered proven success.

- Customer database and/or newspaper advertising
- Database marketing through affiliate partnerships
- Targeted data mailings
- Facebook advertising campaigns

Affiliate Marketing

Network with local businesses to bring new prospects to your practice.

- Optical / mobility / health practices
- Cross promote using our noise & leisure portfolio
- GP and medical referrals

Community Events

Be the ear expert in your community with our tool kit.

- Hearing awareness van
- Community events – Lunch 'n' Learn
- Event collateral and Starkey support

Advertising

Your marketing specialist will create bespoke, compelling artwork for your local media.

- Regional newspaper advertising
- Local services magazines

PR

Share positive stories about your business in your local media.

- Work with Starkey's PR media team

Direct Mail / Email

Communicate effectively with your customers & prospects.

- Direct Marketing to your database
- Targeted data mailings
- Utilise our array of compelling messages

Digital Marketing

Our expert digital team will help you create a strong, visible and credible presence online.

- Website build and reviews
- Analytical tools
- Search Engine Optimisation
- Facebook advertising campaigns
- Paid Search Campaigns
- Social Media

In-Store Point of Sale

Create an engaging instore experience.

- Product display
- Posters / window displays
- Aboards / literature holders
- Videos

Consumer Printed Materials

Provide customers and prospects with helpful information.

- Consumer product literature
- Bespoke consumer guides
- Personalised practice brochures
- Price list
- Business stationary

Starkey Lead Generation Programme

Driving Starkey prospects to your practice.

- Starkey consumer online lead generation programme

In-house Design Support

Your marketing specialist will support all creative aspects of your business.

- Experienced graphic design team
- Templated and customised design



Marketing Budgeting & Measuring Your Investment

What gets written down gets done! Together we'll create a plan and work on bringing it to life.

Marketing Planning & Implementation

- Creating a calendar of activity is a great way to plan and execute your marketing activity
- Use our calendars and tools to bring your marketing plan to life

Funding your Campaign

- Every hearing solution you purchase from Starkey delivers a contribution to your SMART fund
- Your SMART fund can be used to finance marketing campaigns and other business development opportunities to help grow your business

ROI & Measurement

- Measuring the results of your campaign is vital. Use our tools to capture the results of your campaigns
- Ensure every £1 you spend is an investment in your business
- Understand what's working and do more of it! Stop and reevaluate activities that aren't performing

Example Marketing Plan and ROI

	SPEND	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	£SALES	£1:ROI
	£16,100	8	8	8	8	8	8	8	8	8	8	8	8	£144,000	£9
EVENTS															
Open House Events	£2000			£1000							£1000				
Community Network Events (Rotary Club, WI, Lunch & Learn etc)	£500					£250				£250					
Field Events (Garden Shows, Outdoor Events etc)	£500								£500						
ADVERTISING															
Local Newspaper	£4800	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400		
Regional Magazine	£1000		£250			£250			£250				£250		
Editorial / PR	£0				£0	£0					£0	£0			
DIRECT MAIL															
Newsletter to Database	£800				£400								£400		
Targetted Mailer	£2500			£1250							£1250				
DIGITAL MARKETING															
Website build & maintenance	£700			£350									£350		
Google Adwords (PPC)	£2000			£200	£200	£200	£200	£200	£200	£200	£200	£200	£200		
Facebook Campaign	£600						£300				£300				
Social Media	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0		
BUSINESS NETWORKING															
Optician	£400		£100			£100			£100				£100		
Instore POS	£300			£100			£100							£100	



What gets written down gets done!

Visiting Expert Open House Programme

We are excited to offer our Visiting Expert Open House Programme. We have many years' experience driving consistently successful results from Visiting Expert events. Each year, Starkey Hearing Technologies, generates around £1 million in retail revenue to our customers through our Visiting Expert Open House programme.

We only offer the Visiting Expert Open House to our best customers. These are special events where existing patients and new prospects have the unique opportunity to learn about and experience first-hand the latest advancements in hearing technology and meet directly with the experts from the manufacturer, Starkey Hearing Technologies.

With our Visiting Expert Open House Programme we aim to assist you in:

- **Generating short term sales revenue**
- **Growing your patient database**
- **Building existing patient relationships**

Meet the Team

Each member of our visiting expert team is trained in delivering the best outcomes for patients. Through a patient focussed approach, they are skilled in understanding your patients' needs, providing an excellent customer experience and ultimately a successful result from your Open House.



Helen Whipday



Trevor Bridge



Julie Adshead



Margaret Black



Paul Lamb



Tony Gunnell



Lorraine Morley



Kiran Sihota

Plan your event today - **it's simple!**

- ✓ **STEP 1:** Plan your dates & book your Expert
- ✓ **STEP 2:** Promote your event
- ✓ **STEP 3:** Run through our event checklists
- ✓ **STEP 4:** Enjoy a successful event!



STEP 1: Planning Your Open House

Select a date for your event. You may wish to consider hosting the event over consecutive days as well as optimal timings to secure maximum attendance such as:

- Market days when footfall is busier
- Practice anniversaries
- New practice openings

Once you have decided upon the timing of your Open House date, contact the Starkey Marketing Team to confirm availability of your Starkey Visiting Expert.

We recommend planning 6-8 weeks in advance to allow time for implementation of promotional plans and to meet advertising and mailing deadlines. We also recommend running no more than two events each year.



STEP 2: Marketing

Advertising and Direct Mail are the key components for booking out the day. Our proven marketing creative has been designed to drive response footfall to your event.

- **Direct Mail.** Our marketing team will customise the Open House letters for your event. We recommend including a strong price offer on the day. The letter should be issued to either prospect customers on your database, a targeted mailing list in your local area or both. The Starkey team can create, merge, print and post your letters for you.
- **Local Newspaper Advertising.** Begin to plan and schedule advertising 4-6 weeks in advance of your event. Please provide our design team with the dimensions as soon as possible to ensure that artwork is completed and sent to the newspaper to meet their deadlines.
- **Facebook Lead Generation Campaigns** can also be an effective channel to promote your Open Day and bring new prospects into your practice. Talk to our marketing team for further information on building your campaign.
- **SMART points** can be used to cover marketing expenditure.

Other ways to promote your event:

- **Word of Mouth.** Tell everyone who comes into your practice about the event – even if they are just coming in to buy batteries. Ask them to tell their friends and families to spread the word!
- **Literature.** Place flyers in local GP clinics, optical sites or retirement centres.
- **Instore point of sale.**
- **Press Release.** Promote your event in the local press. Invite esteemed local dignitaries to your event such as the local mayor to give opportunities for follow up coverage in the local media.
- **Website.** Add a flash to your website to inform any passing traffic of your event.

STEP 3: Pre-Event Checklist

Once you've completed the promotional activity for your event, the below list is a useful detailed planning checklist to ensure you are set to maximise your return once you begin to receive enquiries.

- Request all appointments to have a spouse or family member present.**

✓ A recent study indicates that over 60% of individuals are more likely to make a positive decision toward better hearing when a third party is present during the testing and decision-making processes.
- ✓ **Use phone support to ensure a solid schedule with quality appointments.**
- ✓ **Schedule appointments effectively.** When scheduling appointments, start with the first day of your promotion and fill it up if possible.
- Begin by making appointments every hour from 9 a.m. to 5 p.m.**

✓ Then move to 30 minutes once your schedule is full. Also, during the promotion, do not schedule service for existing patients unless absolutely necessary. Inform them that this is a new product sales event and schedule them accordingly.
- Confirm, then confirm again.** All appointments, whether call-ins or telemarketed, need to have an appointment confirmation card mailed as soon as the appointment is made. This not only reminds the individual of their appointment, but informs their spouse and/ or other members of the family of what is going on. Use large print and be sure to include directions with landmarks. Confirm all appointments the day before and make sure they have good directions. Remind them to ask their spouse or another family member to accompany them.
- ✓ **All office staff should be available to focus their full attention on the Open House.** Ideally, when appointments are scheduled every half hour and the schedule is full, the patient load should be handled as follows: one staff member does testing, the Starkey Visiting Expert introduces new technological options, and another staff member takes impressions. This will help to keep patients flowing smoothly.
- ✓ **Provide a clean, relaxing environment.** It's important that your patients feel comfortable while they wait for you. A clean, tidy reception area can make a huge difference in how patients view you and your practice.
- ✓ **Make sure there are refreshments and fresh reading material in the waiting area.** Coffee, water, and biscuits make good refreshments and give your patients something to do while they wait.
- ✓ **Ensure your Point of Sale materials are up to date to reflect the technology you are promoting.** Check you have plenty of patient literature available.

STEP 3: On The Day Checklist

Contact the marketing team at any time for help with your Open House event. We will work with you to do everything we can to make it a success!

- ✓ **Make sure all of your materials (audiograms, otoblocks, impression materials, pens, brochures, etc.) are to hand.** This will make your patients feel more at ease, and prevent delays if you get really busy.
- ✓ **Equipment.** All equipment must be calibrated and in excellent working order.
- ✓ **Medical referrals.** Have the appropriate medical referrals handy for those who have medical problems or need cerumen management.
Don't lose sales because of ear wax!
- ✓ **Show enthusiasm.** This workshop is special, so create a sense of excitement for the patients who visit during this time. Every staff member should not only wear a smile, but also treat each patient as if they are the last one you will ever have the opportunity to see.
- ✓ **Ensure your price list is available and clearly laid out.** Make sure all staff are clear on which promotions or special offers are to be promised on the day.
- ✓ **Have demo aids ready to programme for each customer.**
- ✓ **Free trials are a great sales aid.** Make sure you have enough stock for every customer you trial.





Did you know that
93% of purchase decisions
start with an **online search?**

Digital Marketing

As the world continues to turn its focus online, you need to stay ahead of the curve and have the best information at your fingertips. Local search is seeing more competition, traditional marketing responses are falling and social media reach amongst the baby boomers is ever rising. These are all great reasons to consider adopting digital marketing to promote your business online.

We know this landscape can be daunting, which is why we're here to help!

Where do I start with Digital Marketing?

Firstly, you need to know where you are now and the objectives you need to meet, in order to get to where you want to be. Before you start, consider these questions:

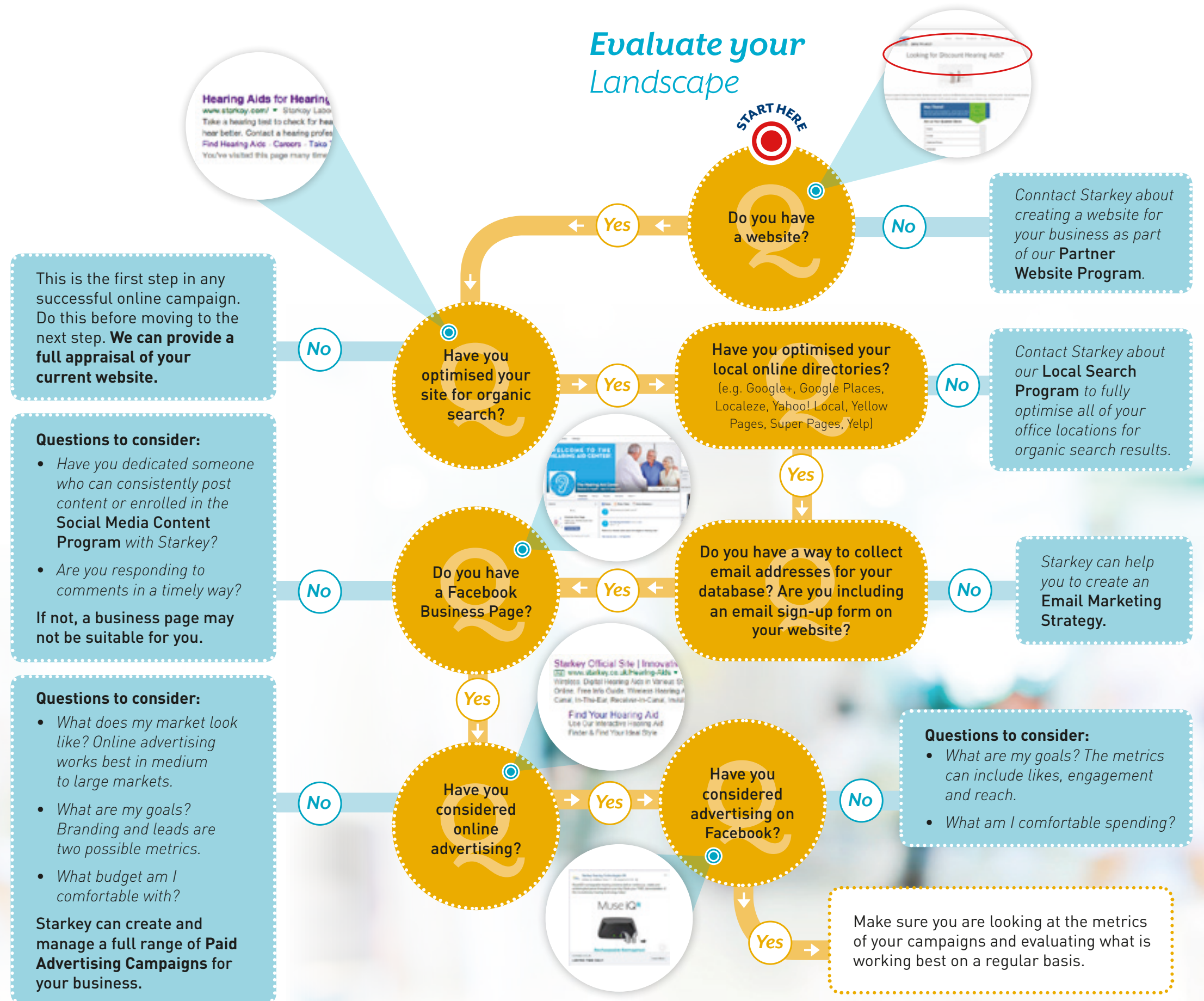
- What marketing is currently working well for my practice?
- Is my practice currently using online advertising channels or digital marketing?
- What offers and options are best for online advertising?
- Do you have time to manage online campaigns or do you need some external expertise?

It is key to understand your landscape and define whether there are any quick wins or activity that can be implemented to improve your digital presence.

How can Starkey help?

You are probably undertaking far more digital marketing than you anticipated when assessing the digital landscape. However, if there are digital marketing channels you are unsure about using, would like to try or simply don't have the time manage internally - Starkey can help develop, optimise and maintain a professional and strategically planned online strategy for your practice, along with standalone campaigns.

Evaluate your Landscape



Partner Website Program

Having an active online presence establishes credibility, drives additional traffic and leads into your practice and ultimately increases local traditional marketing response rates. Starkey's Partner Website Program implements, maintains and optimises a branded website that reflects your practice and makes it easy for your patients to connect with you.

Our Partner Website Program includes:

- Six unique design templates to choose from that are branded for your practice.
- Search-optimised, hearing-related pages throughout your website help with organic ranking.
- Automatic product updates to feature the latest hearing technology.
- Customised promotional banners that interchange throughout the year.
- Blog management, including two posts per month that contain hearing-related search terms to help with organic ranking.
- Lead capture forms and interactive tools that engage website visitors.
- Monthly reports outlining the performance of your website.

It's goals are:

- Promote your business online and give prospects a place to find out more about your practice.
- Lead generation, brand awareness and prospect engagement.

Website Appraisal

Even if you aren't part of the Starkey Partner Website Program, we would be happy to complete a comprehensive appraisal of your current website. The report includes assessments of on-page (elements within your website that you control) and off-page (elements outside of your website) performance, as well as action points that will improve the performance of your website.

Local Search Program

Starkey can further optimise your website by managing your local business listing using one piece of software! This will improve your online visibility across major search engines, review sites and social media channels, which makes it easier than ever for potential patients to find your practice online.

Our Local Search Program includes:

- Keyword research to target the most effective phrases searched for by people trying to find your business.
- Claiming and optimisation of business listings across key online directories (Google Maps, Facebook, Bing Local, Yelp and many more).
- Ongoing submission of your company's business listings to over 400 online directories.
- Work with you to claim your Google my Business and Bing places listings.
- A quarterly progress report that includes search visibility and recommendations for improvements.

It's goals are:

- Improved organic ranking within search engines.
- Drive website traffic and new prospects.

Online Reviews

People talk! Feefo offer a platform for your customers to provide authentic, honest and trustworthy reviews. Peer opinion helps to persuade prospects to choose your practice and drive quality traffic to your website.

Our Online Review Program includes:

- Help to implement Feefo within your website.
- Make it easy for your customers to provide feedback, by sending out branded emails.
- Teach you how to upload and maximise reviews within search engines.

It's goals are:

- Showcase and leverage your excellent customer care to bring potential new prospects to your practice.
- Partnerships with Google, Facebook and Bing ensures organic search engine ranking improvements.



Did you know
**58% of the
UK population
aged 50-65
have a
Facebook
account.**

Social Media Content Program

Social media provides an informal and interactive platform to communicate with current and prospective patients. As you're busy looking after patients, how do you find the time to write and post on social media? Let Starkey do the hard work for you!

Our Social Media Content Program includes:

- Page setup and design consultation – Facebook and Twitter.
- Provide fresh content that covers a variety of topics from hearing loss awareness to education and the latest hearing solutions.
- Monthly schedule that includes two posts per week, along with relevant imagery, videos and landing pages.
- Advice on reporting and benchmarking to measure engagement levels.

It's goals are:

- Brand awareness, engagement and increased online word of mouth.
- A platform for driving visitors to your website.
- Presence in a competitive social arena.

Social Media Advertising

Direct response Facebook lead generation campaigns display your adverts to a targeted audience (geography, demographics, age, interests) to reach the prospects that are most likely to be interested in your services. You can then capture lead information from those who express interest without them having to fill out a form or leave Facebook! By working with Starkey, you are tapping into a powerful knowledge base of testing on Facebook lead ads.

Our Social Media Advertising includes:

- Bespoke advert creation ensures strong brand presence within your prospect's newsfeed.
- Precision geographic and demographic targeting to reach suitable and lucrative prospects.
- Automation emails are sent directly you once a lead is generated, which ensures the fastest response and strongest conversion rates.
- If you have a database or website tracking, Starkey can retarget prospects to help drive conversions.
- Provide fortnightly reports on campaign performance.

It's goals are:

- Targeted lead generation and an increased number of appointments booked.
- Brand awareness, engagement and social sharing.
- Inexpensive way to reach additional people you wouldn't otherwise have access to.

Pay-per-Click Advertising.

Search Engine Advertising

Google and Bing platforms enable you to place adverts above the organic search engine results for targeted search terms, so users only see your advert if it matches their related search terms and you only pay when someone clicks on your advert. These adverts are displayed to people who are actively looking for a hearing solution, which is reflected in the high conversion rates achieved.

Search Engine Advertising Program includes:

- Create a highly localised search targeting area so that your adverts only display to prospects around your practice.
- Produce customised advert copy with high click rates and define core key search terms that you would like to display for.
- Create landing pages if necessary, with all lead information sent straight to you in real time.
- Monthly report outlining the performance of the campaign and recommendations for improving the current activity.

It's goals are:

- Targeted lead generation and an increased number of appointments booked.
- Brand awareness, engagement and social sharing.
- Inexpensive way to reach additional people you wouldn't otherwise have access to.

Display Advertising

Starkey uses Google's display network to present creative adverts to relevant prospects by featuring content on Google's network of partner websites. These are primarily used for raising awareness, but you might not be reaching someone who is ready for a hearing solution right now, but like newspaper ads, it can help keep you top of mind until they are ready for hearing help. This type of digital advertising is most beneficial when used as a supplement to other online campaigns.

Display Advertising Program includes:

- Create relevant images in many different sizes, which display to prospects and encourage clicks.
- Define core landing pages to direct traffic towards that will maximise the conversion rate. Landing page creation if required.
- Activity tracking and a monthly report outlining the campaign success.

It's goals are:

- Brand awareness.
- Driving website traffic.
- Lead generation.



Retargeting

With retargeting, the user sees an advert based on the outcome of a visit to a website, keywords searched in a search engine or interactions with an email. Retargeting offers you the opportunity to convert leads who have left your website without acting and to reach new prospects by using search activity to deliver related adverts to prospects.

Display Advertising Program includes:

- Create tailored adverts that drive website traffic and engage unconverted prospects.
- Precision targeting based on an individual user's behaviour, which maximises conversion.
- Identify a core landing page to drive traffic to or create a new landing page dedicated to this campaign.
- Supply you with a monthly report that outlines campaign performance, along with future recommendations.

It's goals are:

- Brand awareness and engagement.
- Driving website traffic and lead generation.
- Converting interested leads by facilitating them through the sales funnel.

Customised Landing Pages

A landing page is a customised webpage designed to reflect the advert and provide information that the visitor expects to see when clicking your advert – a strong landing page is key to high a conversion rate! Starkey understands that you want to drive traffic to your website, but sometimes there isn't a natural page that matches your advert copy. Therefore, we offer bespoke landing page creation as part of any paid advertising you undertake with Starkey. These incorporate your branding and ensure the highest possible conversion rates and lowest cost per lead for your campaign.

Email Marketing

Starkey understand the importance of staying connected with your prospects and clients to discuss their aftercare. Automating this process is something Starkey would be happy to assist with. Whether it's appointment reminders or sending an email birthday card, we will work with you to get automation workflows in place and provide branded creative templates that you can easily amend.

Email marketing includes:

- Supply you with branded templates that you can use as part of different workflows.
- Talk you through creating your own automation campaigns.
- Outline email best practice and discuss KPIs for reporting on your campaign success.

It's goals are:

- Retention of existing customers.
- Maintaining contact with prospects, so that you are the first point of call when they are ready to act on their hearing loss.

Lead Generation

The Starkey lead generation program is an initiative designed to drive appointments for our partners. We use nationwide advertising to drive consumer response from interested prospects. We pass quality Starkey leads to our partners from the activity undertaken across our digital marketing platforms.

Email marketing includes:

- A great source of new patient referrals at no cost.
- No advertising investment is required.
- All leads are ready to hear better and live better!

It's goals are:

- Connecting end users with Starkey professionals.
- Peace of mind knowing that one phone call is all it takes to begin their journey to better hearing.



A global company headquartered in Eden Prairie, Minnesota, USA.

Starkey Hearing Technologies,

William F. Austin House, Bramhall Technology Park, Pepper Road,
Hazel Grove, Stockport, SK7 5BX

T: 0800 042 0000 E: marketing@starkey.co.uk

W: www.starkey.co.uk / uk.starkeypro.com

