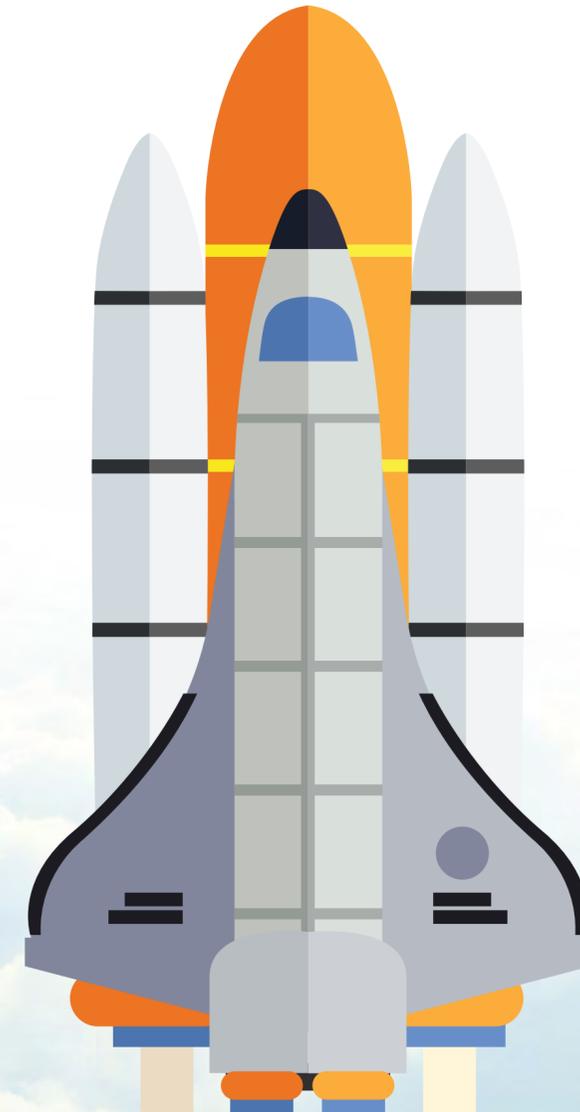


IT'S NOT ROCKET SCIENCE:

**Digital Marketing for
Today's Hearing
Healthcare Practice**



In the business world,
space is no longer the final
frontier. For now, that title
belongs to the Internet.

As beneficial as the World Wide Web has become to consumers and businesses alike, it has also congested, disrupted, and complicated marketplaces like never before. The hearing healthcare industry is no exception. With just a few clicks, patients can connect with doctors, service providers, and retailers from around the world in seconds.

Yes, seconds.

Your patients are all over the Internet. According to a [2016 Penn State University study](#), adults age 65 and over – the group most likely to require hearing assistance – represent the largest growing demographic of new Facebook users. They also read and post Yelp reviews, search for products and services with Google, YouTube, and Instagram, and research medical practitioners and hearing aids with the same intensity they'd devote to finding the right automobile or buying a home.





To succeed in this new frontier of e-commerce, you need to follow your patients to the web. A savvy **online presence** can help you not just retain your patients and customers, but attract (many) new ones. Creatively demonstrating your industry knowledge online could set you apart from competitors and brand you an expert in the field.

New technology breeds unprecedented opportunity.

Of course, simply having a website isn't enough anymore. Yours must attract the eye, feature valuable content, be easily found across the Internet's vast landscape, and evolve as quickly as the Internet does.

If you want to win online – and if you're reading this, you probably do – you're going to need a **digital marketing** strategy.

The website:

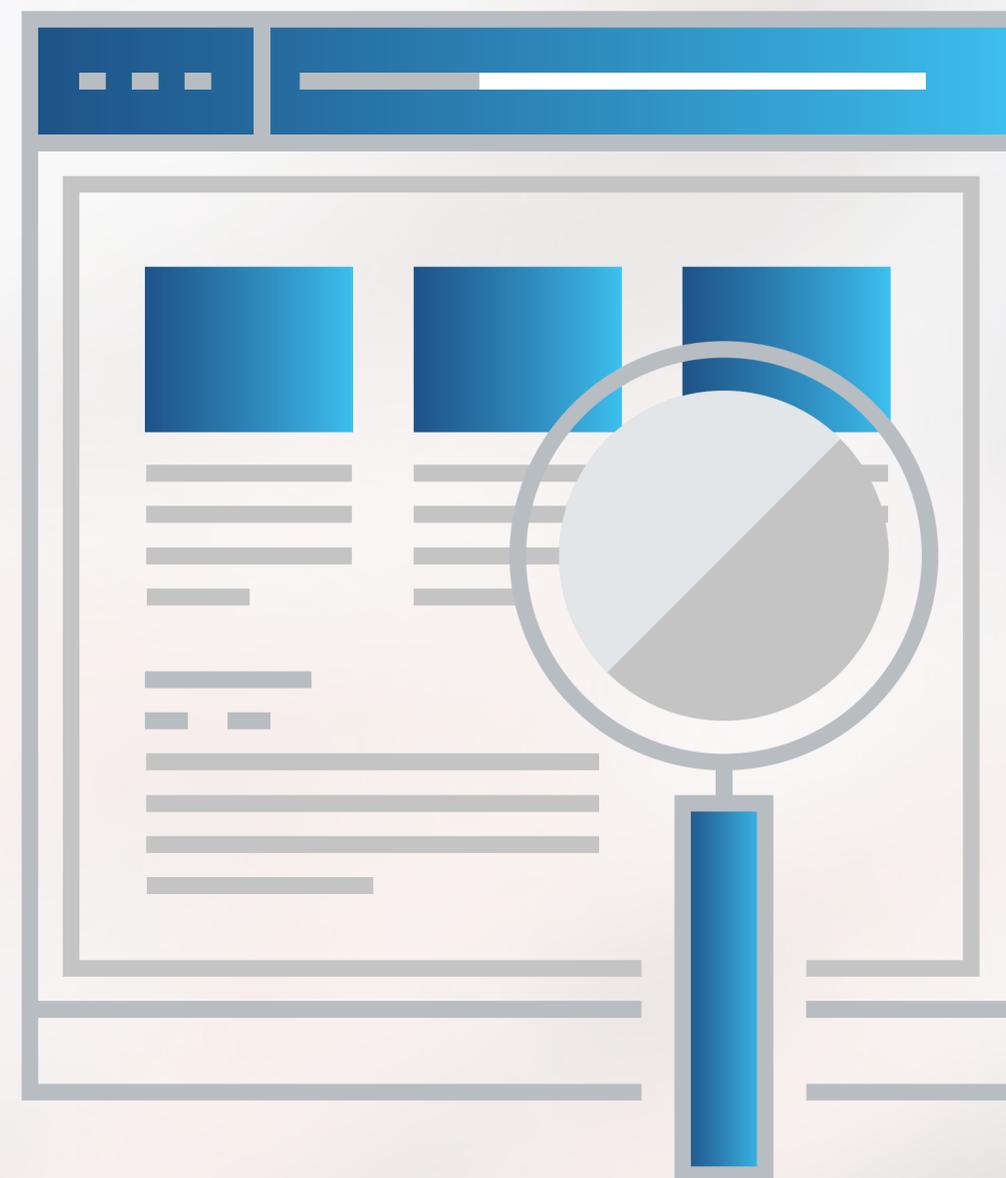
Your International Space Station

If the Internet is “the final frontier,” then consider your **website** the International Space Station. It is where *you* live online, the primary source of customer research and interaction with your hearing healthcare practice.

Patients may see your website before they ever step foot into your office or speak to a receptionist, so it is crucial that your website thoroughly depicts your brand: what your mission as a hearing healthcare professional is, what value your services would provide to patients, and why your services are superior to those of your competitors.

Working with a digital marketing team will help organize and communicate these ideas throughout your target market, but the first step in that process is creating a website that combines unique content with modern design aesthetics and seamless navigation techniques for a memorable user experience.

For patients, visiting your website may serve as their first impression of your practice, so make it a good one.





Search Engine Optimization:

How patients find your website

For your website to be truly valuable, patients need to find it quickly and easily. That means it must appear as close to the top of search engine results as possible.

Why? Because [half of all web traffic](#) stemming from search engine results goes to the first three websites that appear on the first page. The rest are largely ignored.

The process of increasing your website's visibility by improving its ranking in search engine results is called **search engine optimization**, also known as **SEO**.

Rankings are determined using search engine algorithms that incorporate the use of keywords, proper meta tags, and optimized content on your website, among other factors. The closer your website adheres to search engine algorithms, the higher your website will rank in search results.

While a plethora of search engines exist across the Internet, one reigns supreme: Google.

Ever hear the phrase “just Google it?”
There’s a reason for that.

Google now dominates the search engine market so much that the word “Google” is widely considered a synonym of “search.” A [2017 analysis by NetMarketShare](#) found that 77.98% of all Internet searches are conducted via Google, followed by 7.81% of searches done using Bing.

Your goal should be to get your website as close to the top of Google search results and in front of as many potential patients as possible. So make sure your website and business is found online with proper SEO.



Online Reviews:

Your digital reputation

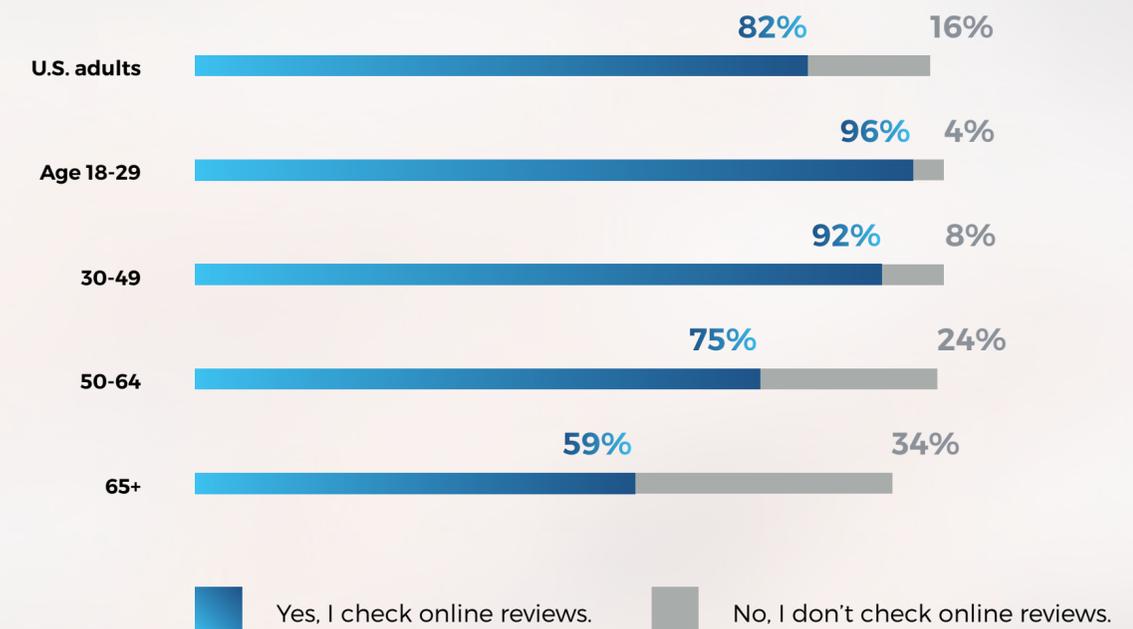
Before the Internet, when consumers would refer others to a new product or business, they often provided testimonials by word of mouth. While this form of advertising cost virtually nothing, its impact was significant. Real reviews from real customers quickly established a business's reputation within a local market. One's reputation, for good or ill, can spread like wildfire.

Of course, pre-Internet **word-of-mouth advertising** had its drawbacks: business owners never really knew how positive or persuasive these referrals would be, if they were even made at all. Negative reviews were nearly impossible to manage or set right.

Not anymore.

Today, anyone in the world can review a business on websites like Yelp, and anyone in the world can read them – and people are reading them. A 2016 [Pew Research Institute survey](#) found that 82% of U.S. adults – and 59% of adults age 65 and older – consult online reviews before making major purchasing decisions.

US Adults that check online reviews before buying something for the first time



Source: Online Shopping and E-commerce survey, PEW RESEARCH CENTER



That's because consumers trust other consumers. Patients seeking hearing care are no different. Positive patient reviews provide credibility for your business, thus enhancing your online reputation and making it easier for patients to choose your practice.

But sometimes, things happen. While everyone expects 5 stars from every patient, there are times when a negative review occurs. One major difference between online reviews and traditional word-of-mouth advertising is that business owners can now access these reviews and reply to them directly. Doing so in a careful, proactive way can favorably influence your online reputation and demonstrate your attention to creating a positive patient experience. This, in turn, shows that you care about the people you treat both before you meet them and long after they visit your office.

Online reviews also make up approximately 10% of search engine algorithms - meaning the more reviews your practice has, the higher up search engines results pages your website will go.

When more potential patients can find your business online, and see the glowing reviews from your current patients, they're more likely to select you for their hearing care. That means more appointments - and growth - for your business.

Content Marketing:

Create. Influence. Grow.

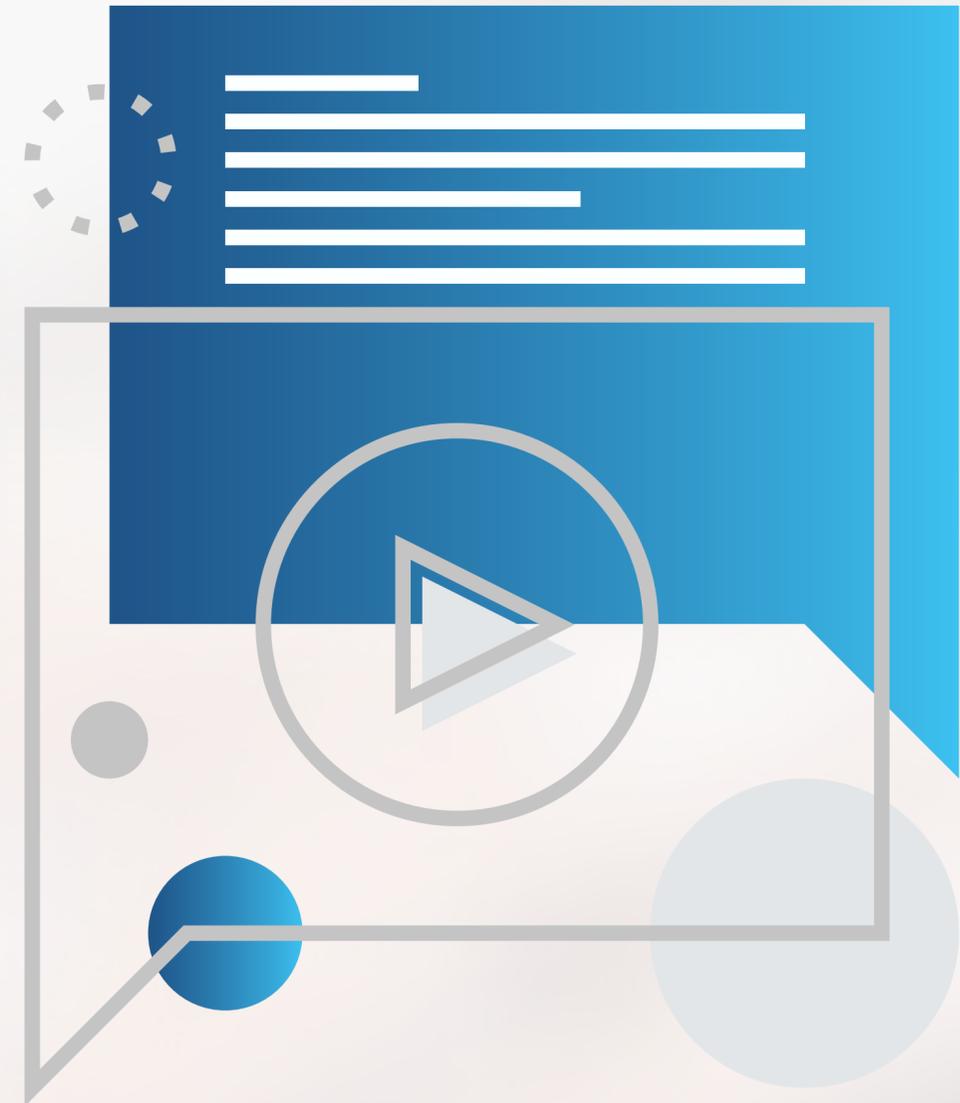
As a hearing healthcare professional, you are the gatekeeper of complex information that your patients likely find confusing, at least at first. You can provide tremendous value to them simply by sharing your knowledge online in creative ways.

Do this successfully and you can improve your search engine result rankings, cement yourself as an expert in the field, and grow your business.

You may even have a little bit of fun.

Content marketing *should* be fun. You're writing blog posts, filming videos, recording podcasts, and using social media platforms in ways that can help people. You're building the foundation for strong, trusted patient relationships – often before they're even your patients.

Your content should educate and entertain your audience. It should be insightful and match your practice's brand. How you communicate your material online is just as important as the material itself.



But remember: Producing content serves primarily as a means of marketing your practice. Your practice and, more importantly, your website, should be at the forefront of your content.

If you publish enough valuable content, other influential industry professionals are more likely to share links to your work across the web, thus broadening your practice's online visibility.

Though content does take time to produce, one of the simplest ways to start is by creating a blog that gets hosted through your website. The more content you publish, the more you'll have to share on social media engines like Facebook and Instagram, which aides in your practice's SEO. If you publish diligently and use proper search terms, tags, and keywords, your return on investment could be astronomical.



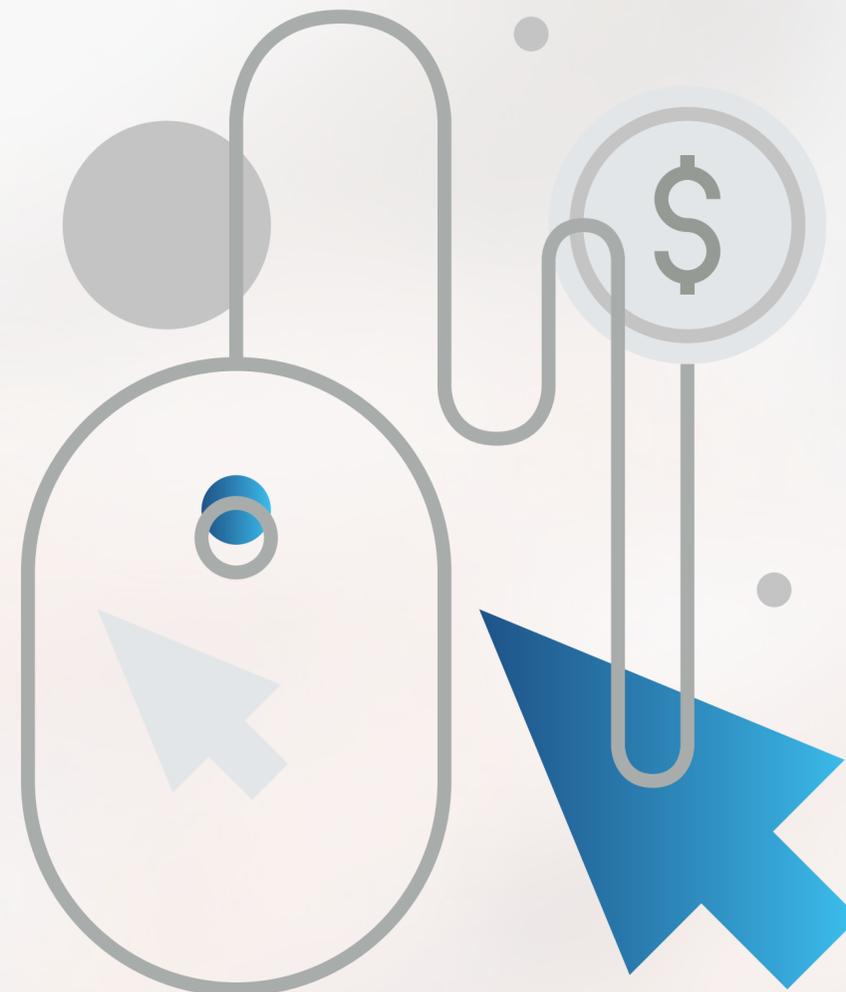
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Pay-Per-Click advertising: Power in search

Pay-per-click (PPC) advertising is just as it sounds. Your business's ads are displayed online, and you pay only when your ads are clicked. PPC is a powerful form of online advertising, and a fantastic supplement to a proper SEO strategy.

The most popular form of pay-per-click advertising is search engine marketing, through which ads placed on search engines appear at the top of search engine results. If you've ever noticed the ads at the top of a Google search, that's Google AdWords - the most widely used form of search engine marketing.

It works like this: You create ads to appear on Google's search results pages. When a search is performed with relevant keywords, Google chooses a list of ads based on various metrics that meet the patient's query. Depending on how well your ad fits the aforementioned metrics, Google will place your ad at the top of their search results.





The higher your website and ad appear in Google's search results, the more traffic your website - and, in effect, your hearing healthcare practice - will receive.

Another form of PPC is "**retargeting**", also known as "remarketing". With re-targeting, ads that you create follow your patients long after they've visited your website. This keeps your business on top of their minds regardless of what websites they visit after yours.

With an effective PPC program, you can create a powerful online strategy that positions your business in front of more patients while simultaneously helping you stand out from the crowd. This results in more patients finding, and interacting with, your business.

AudiologyPlus:

Blast Off With Us

Online consumerism is expanding as rapidly as space, and if you want to conquer the web and win your local market, then you need a trusted, knowledgeable partner.

Let AudiologyPlus be your Mission Control. We understand the challenges you face in the hearing healthcare industry and know the tools and strategies you need to successfully market your practice online.

You help your patients; we'll help them find your business.

Start your countdown to blast-off today by calling us at **732-851-3137** or visit us online at **www.audiologyplus.com**.

