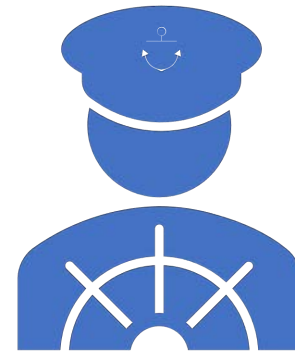


Becoming the Captain of Your Audiology Ship in the Digital Age

Blaise M. Delfino, M.S. – HIS
Hearing Matters Podcast
Founder and Host



Learner Outcomes

- After this course, participants will be able to explain how to implement a multilayered, omnichannel marketing strategy that is data-driven and positively influences their practice.
- After this course, participants will be able to list 1-2 strategies to help more patients on their hearing journey.
- After this course, participants will be able to describe the truths and myths of digital marketing.

Key Takeaway #1

High-level review of implementing a multi-layered, omni-channel marketing strategy that is data driven and positively influences your practice.



Key Takeaway #2

Establishing internal programs (both strategy and marketing programs) to support and influence your top and bottom line.



Key Takeaway #3

Implementing segmentation and personas to gain a deeper understanding of who your patients are, and how they will use your product or service.



Key Takeaway #4

Implement the entrepreneurial operating system (EOS) system to simplify your strategic planning process.



Bethlehem, Pennsylvania





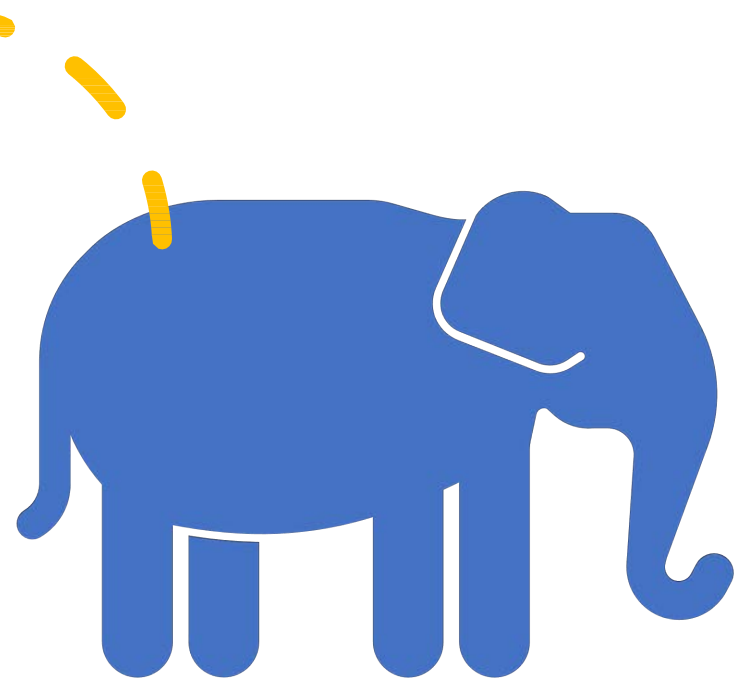
My Background in Hearing Healthcare

My 7 Takeaways as a Former Private Practice Owner

#1: Either you're running your business, or your business is running you. Implement transfer of information and process of duplication.



#2: You've never been bitten by an elephant. You have been bitten by a mosquito. It's the little things that count and compound into big results.



#3: Don't major in minor things.



#4: Creating an advisory board for your practice yields dividends.



#5: Vision, culture, and innovation are essential to running a private practice in 2024 and beyond.



#6: Best practices are not just real ear measurement, and they don't just apply to hearing aids and audiometric testing/verification. There are business best practices, communication best practices, and marketing best practices.





#7: Offering weekend hours that work for your schedule and don't burn you out will positively influence your patient experience and your business top and bottom line.





I am NOT
here to...



tell you how to run your practice,
that you should scale, or that you
should open multiple locations to
serve more patients. Many of you
have been fitting hearing aids and
helping patients longer than I have.



My Personal Goal for You Today

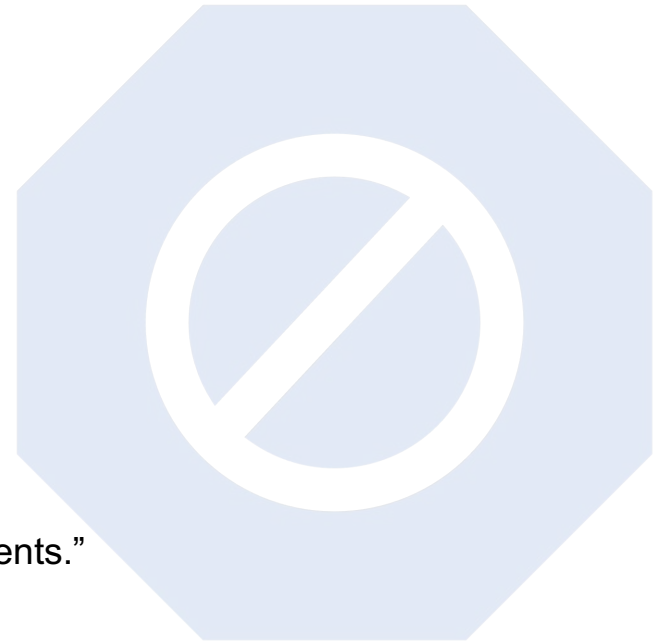
You walk away from this webinar with a few more tools in your toolkit, and perhaps apply 1-2 strategies to help more patients on their hearing journey, and tailor your marketing efforts to the digital patient.





Not Another Marketing Presentation!

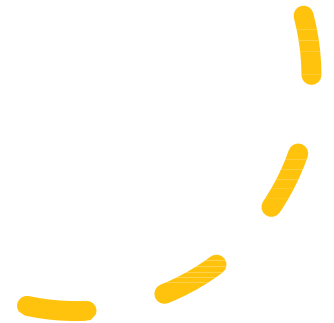
- Marketing misconceptions:
 - “We’re too small and don’t need to do it.”
 - “I don’t need to market to my existing patients.”
 - “Marketing’s role is only to generate new customers.”
 - “Good marketing delivers fast results.”



What is Marketing?



“Marketing is the process of getting the public educated on and excited about an organization’s products and services.”





**“87% of consumers
start their buying
journey online.”**

The Four Ps of Marketing



PRODUCT



PRICE



PLACE



PROMOTION

Above and Below the Line Marketing



Above the line marketing: refers to mass marketing advertising that is often used to push specific promotional messages out to large audiences or to build your brand.



Below the line marketing: used to tailor your communications to individuals or segments to ensure a more powerful message.



Through the line marketing: creating an integrated approach by using an appropriate blend of above and below-the-line marketing

Above and Below the Line Marketing



Above the line marketing:



TV



Radio



Press



Display advertising



Outdoor

Below the line marketing:

SEO

Direct mail

Paid search

Email

Direct selling

The image is a title slide for 'Blue Ocean Strategy'. It features a central rectangular area with a background of a blue ocean under a light blue sky. A yellow sun is partially visible in the top right corner of this central area. The text 'BLUE OCEAN STRATEGY' is centered over the ocean. 'BLUE' and 'OCEAN' are in white, and 'STRATEGY' is in yellow. The entire central image is framed by a dark blue border.

BLUE OCEAN STRATEGY

RED OCEAN

COMPETE IN
EXISTING MARKET



BLUE OCEAN

NEW MARKET
CREATION



Blue and Red Ocean Strategy

Red Ocean Strategy

- Compete in existing space
- Beat the competition
- Exploit existing demand
- Make the value-cost trade-off
- Align the whole system of a firm's activities with its strategic choice of differentiation or low cost

Blue Ocean Strategy

- Create uncontested market space
- Make the competition irrelevant
- Create and capture new demand
- Break the value-cost trade-off
- Align the whole system of a firm's activities in pursuit of differentiation and low cost



Omnichannel Marketing is Like Fishing

Today's Marketing Channels



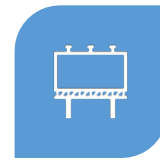
WEBSITE



SOCIAL MEDIA



PODCAST



BILLBOARDS



DIRECT MAIL



VIDEO
MARKETING

Social Media Channels

TikTok

Instagram

LinkedIn

Facebook

X

YouTube (can be debated it's not a "social media" channel)



Smart Marketing

“Smart marketing is much less about shouting about your product and much more about **taking customers on a journey**. That journey does not end at purchase either.”



Key Performance Indicators (KPIs)

The critical (key) quantifiable indicators of progress toward an intended result.

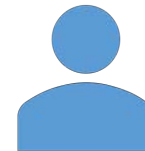
Key Performance Indicators



ASP



Help Rate



Candidates

Making Data Driven Decisions: Case Study



The Hearing Matters Podcast



Video Marketing

Hear
Life's
Story™



Hear
Life's
Story™



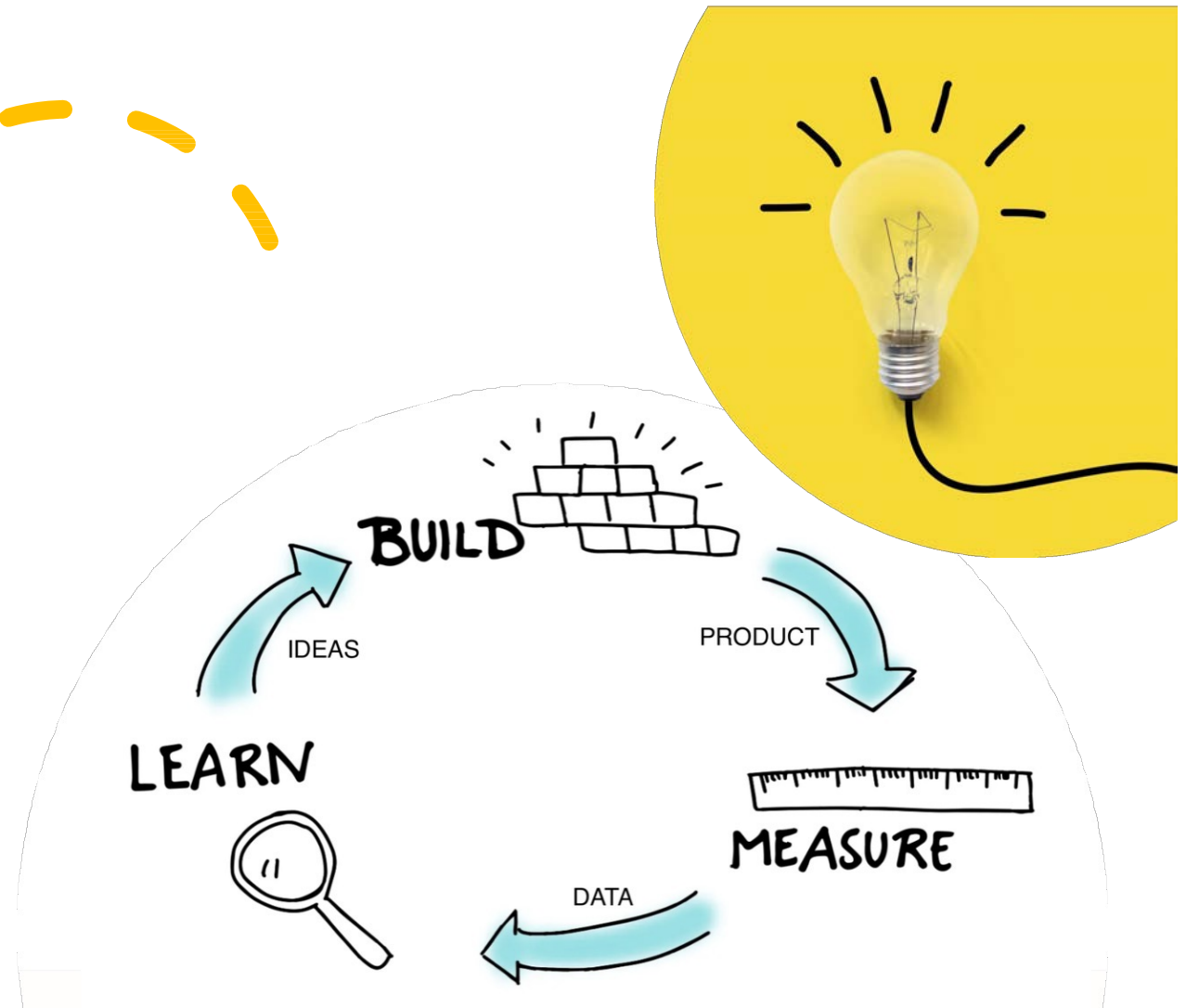
Hear
Life's
Story™

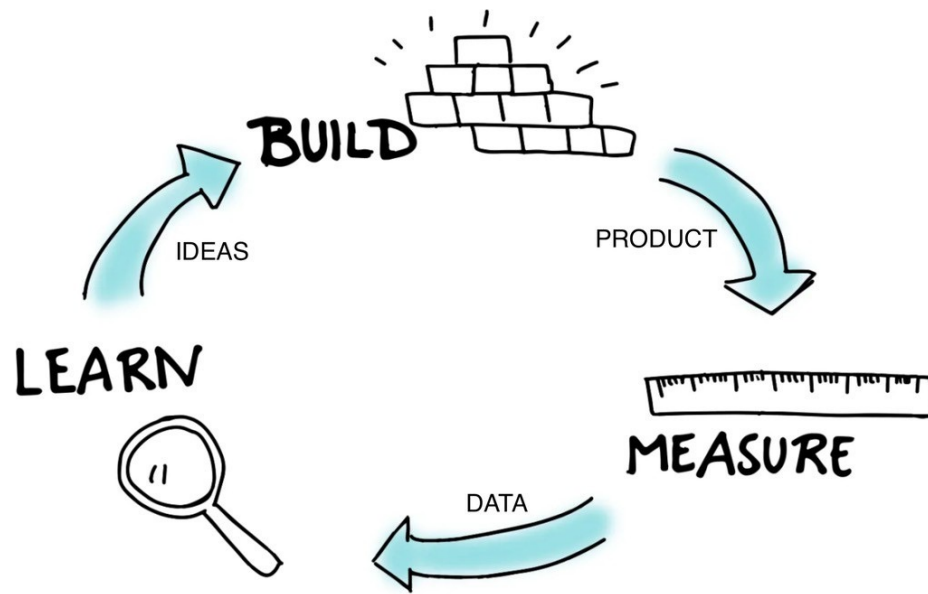


Build. Measure.
Learn.



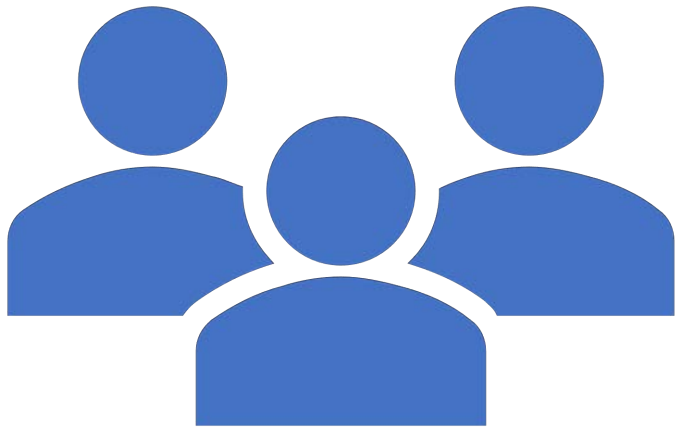
Build.
Measure.
Learn.





How can I
apply this
in my
practice?

Internal Programs



Ambassador Program

Marketing support



Advisory Board

Strategic support

Ambassador Program



What is an Advisory Board?



“An advisory board is a structured and collaborative method for organizations to engage with external advisors. Advisory boards act as a sounding board for either the company’s owners, directors or shareholders.”

Why an Advisory Board?

Unbiased point of view

Implement build, measure, and learn with limited emotion

Introduce innovative ideas

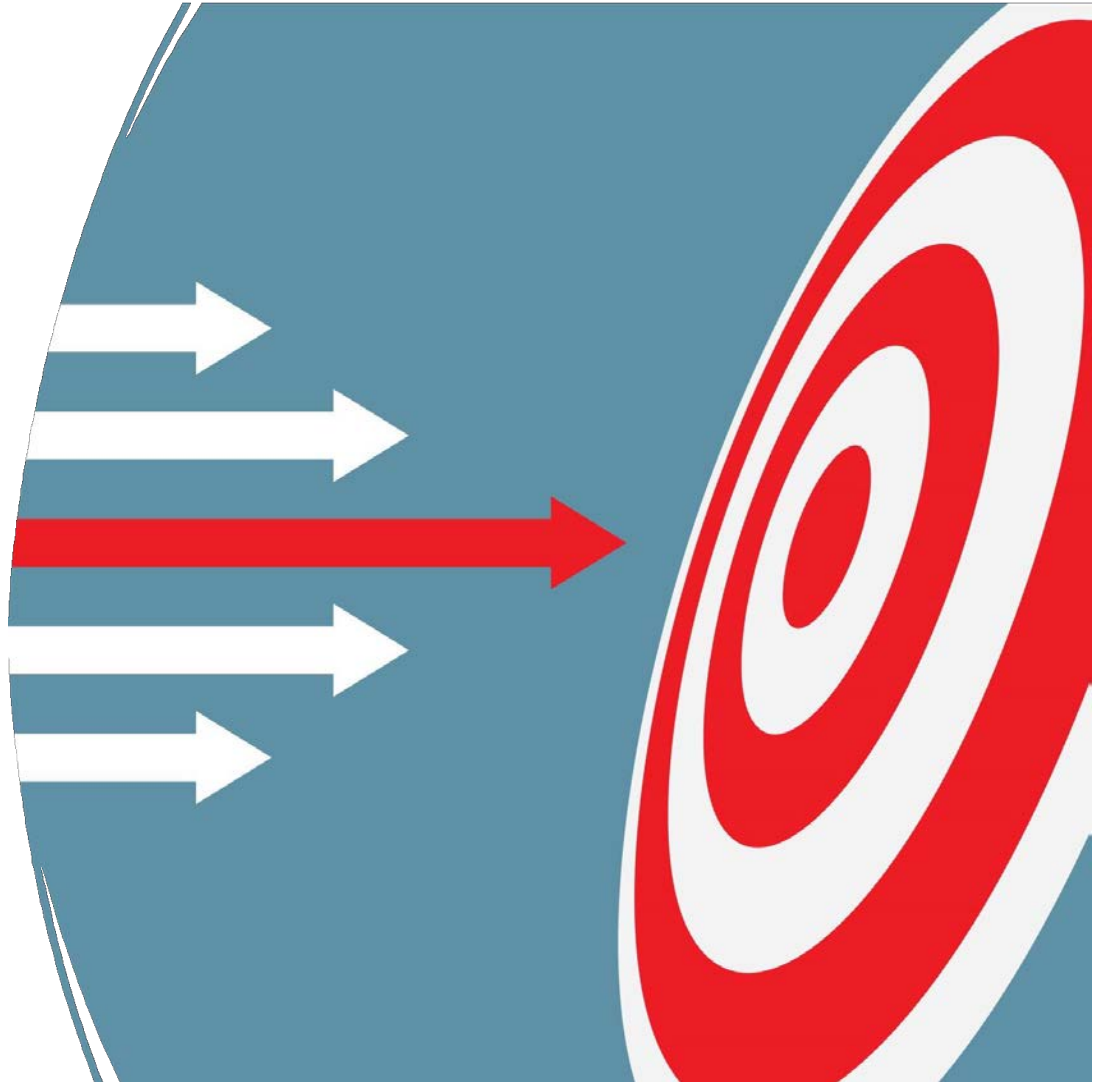
Emphasis on plan, budget, and execute

Board members can contribute to your personal success

Grows your network

Market Segmentation

“The practice of dividing your target market into approachable groups.”



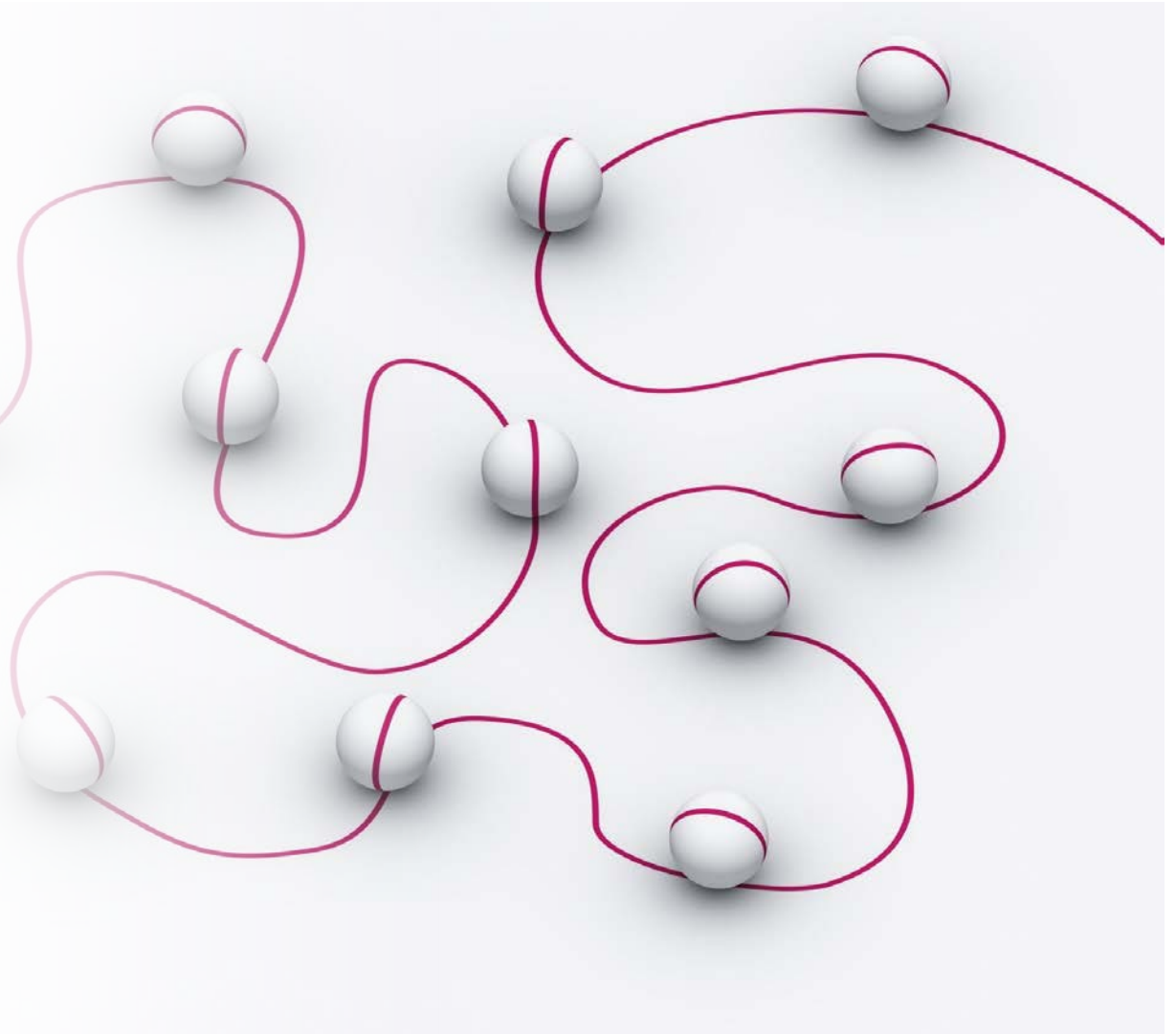
Market Segmentation

Five common forms of segmentation include:

- Geographic
- Demographic
- Behavioral
- Benefit
- Psychographic



- Market segmentation is the process of dividing a larger market into distinct groups of customers who share similar characteristics, needs and preferences.
- It allows us to tailor our services, offerings, and communication to target specific segments effectively.





The Power of Market Segmentation in Hearing Healthcare





Market Segmentation

“Retirees who are hesitant about hearing aids due to common misconceptions.”



Implementation of Market Segmentation



RESEARCH AND
ANALYSIS



SEGMENT
IDENTIFICATION



TAILORED MARKETING
AND COMMUNICATION



SERVICE
CUSTOMIZATION

Market Segmentation Doesn't...

exclude potential patients – it's about enhancing the effectiveness of your outreach efforts and delivering tailored solutions.



You Are Now All Professionals In



MULTI-LAYERED
MARKETING



INTERNAL PROGRAMS
FOR GROWTH



MARKET
SEGMENTATION

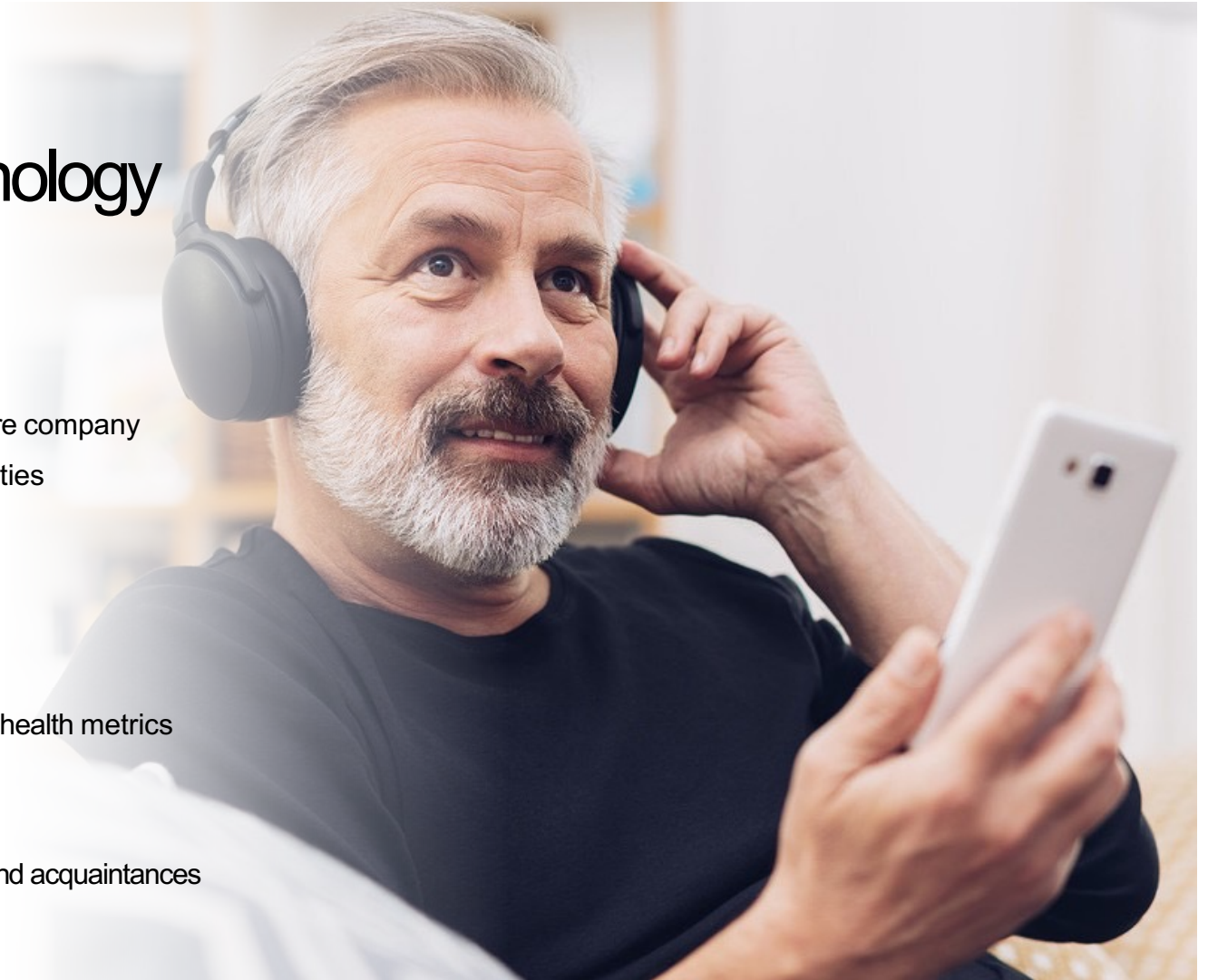
Personas

- Fictional characters created by a marketer to represent a certain demographic in their target audience.



Thomas Technology

- Gender: male
- Age: 55
- Job: senior engineer at a software company
- Passion: camping/outdoor activities
- Married
- Father of two
- Socially active
- Enjoys working out and tracking health metrics
- Drives a Volvo
- Conservative political views
- Large network of close friends and acquaintances



Simplicity Sally

- Gender: female
 - Age: 75
 - Job: retired
 - Passion: volunteering and spending time with her grandchildren
-
- Married
 - Socially active in the community and her church
 - Drives a Honda Civic
 - Liberal political views
 - Loves spending time with family
 - Easily overwhelmed by technology



A hand is shown placing a puzzle piece with a blue silhouette of a person into a larger puzzle. The puzzle consists of many pieces, each featuring a silhouette of a person in various shades of blue and grey. The background is dark, and the puzzle pieces are light grey with blue silhouettes. The hand is positioned at the bottom right, with fingers pointing towards the piece being placed.

“As consumers expect more tailored, personalized buying experiences, it forces marketers to segment their audiences like never before. Buyer personas are an important step toward achieving targeted marketing that works. Many marketers develop persona profiles for their ideal customer just to let them age in a folder on their desktop, never to be touched again. **BUT...** personas are the secret to more effective marketing!”

Time to Bring it All Together



Multi-layered
marketing



Internal programs for
growth



Market segmentation



Entrepreneurial
operating system (EOS)

Entrepreneurial Operating System (EOS)



A close-up photograph of a sailor's hands operating a winch on a boat. The sailor is wearing a dark jacket and is pulling on a rope. The winch is a metal device with a handle and a drum. The background shows the ocean and the boat's structure. The text "A Smooth Sail Never Made a Skilled Sailor" is overlaid on the image in a white, serif font. A thin white horizontal line is positioned below the text.

A Smooth Sail Never
Made a Skilled Sailor