



STRATOS

Thor Yu Cheng

Marketing & Representative Services Executive



# Successful online lead generation – first steps

Maximize potential and reach



# Pre-considerations: The base

Review your website pages.

Ask a friend or your partner to click through your website pages.

- **Which call to action (CTA) do you currently have on your page?**
- **Can customers book an appointment?**
- **Can they request a call back or send you a request?**
- **Can they download a document and leave their email?**

# The Lead Generation Process

Advertising /  
adwords



Cost per  
click

Pre-Landing  
page with call  
to action



Lead  
qualification

e Screener: Taking  
the test



HCP landing page  
with call to action



Conversion  
rate

Follow-up /  
scheduling of  
appointment

# Building a successful online lead generation campaign

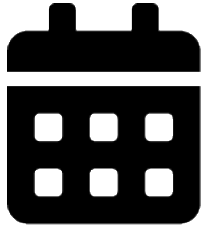
**01** Key objectives / KPIs

**03** Messaging & testing

**02** Media selection

**04** Follow up & lead conversion

# CAMPAIGN GOALS



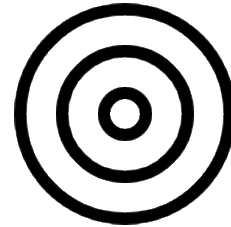
Time  
Period

**1-3 Months**



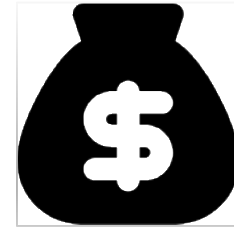
Objective

**Lead Generation  
& Conversion  
(Awareness)**



Target  
Audience

**60 years +  
Hearing problems  
Searching for help  
/ information  
Defined territory**



Budget

**Budget  
Optimization**

# Key Performance Indicators (KPI)

01

No. of online leads

02

Cost per click

03

Conversion rate (leads vs. appointments booked)

# Media Selection

Media	Pro	Con
Google Adwords	Actively searching	(price/ cost per click)
Facebook (paid)	Cheaper	Less on target
Instagram (paid)	Excellent storry telling / emotions	Younger audience
Banners (programatic)	Cheapest	Difficult to target
Native display	News related, target audience	Effort to generate news related ads
Clinic news letter	Targeted	Less reach, mainly exisiting customers



**Recommendation  
based on Sonova  
experience:  
Google Adwords**



# Messaging & Targeting

## Key words

- Questions: “do I have hearing loss?”
- “Hearing test”
- “Find an audiologist near me”

## Helpful tools:

- Google Keyword Planner
- SEMrush

## Visuals

- pictures of the online hearing test
- similar imagery as on landing page

## Call to Action (CTA)

- direct: “take the online test”
- gentle: “find out if you would benefit from speaking to an audiologist”

## Geo targeting

- hyper-localized target audience
- ZIP code
- drive time radius from clinic

# The Importance of Testing

- Try different keywords/visuals/CTA etc.
- Compare results: no. of clicks, cost per click
- A/B-testing
- Continuously adjust during the campaign

# Samples of Landing Page

 Test your hearing, online.

## Test your hearing from home

With our free online hearing test, you can check your hearing from home in just a few minutes. This screening gives you an initial assessment of your hearing and will provide early indicators of any possible hearing loss and if you require a full assessment with an Audiologist.

The online hearing screening is simple – just follow the step-by-step instructions. Ideally, the screening should be carried out in quiet surroundings. All you need is a pair of headphones or a quiet room.

[Test your hearing](#)



## How good is your hearing?

Hearing loss is a normal fact of life, in fact almost 900k New Zealanders have difficulty hearing, but it can sneak up on you – so you may not even realise that you do!

In March, we ran the Great Big Hearing Check 2021. For every online hearing test completed, we donated to the [National Foundation for Deaf & Hard of Hearing](#). We had over 10,000 online checks completed meaning we donated over \$10,000 to help Kiwi kids with hearing loss.

# The Lead Generation Process

Advertising /  
adwords



Cost per  
click

Pre-Landing  
page with call  
to action



Lead  
qualification

e Screener: Taking  
the test



HCP landing page  
with call to action



Conversion  
rate

Follow-up /  
scheduling of  
appointment

# Some examples on how an HCP could create a lead on their own page.

The score indicates that you may have:

## Poor hearing

The tonal test detected you may have difficulties. You told us you are challenged in some listening situations.

Please be aware that this is not designed to replace a professional hearing test.  
This hearing check has shown that we should take a closer look at your hearing. So, we'd love to see you for an appointment at Connect Hearing.

- Book an appointment
- Call us
- Find a store near you

## Examples for text on the CTA button

- Action > use Link to URL for: Action triggered**
- make a phone call: enter your HCPs phone number
  - Make an appointment include link to HCP book an appointment page
  - Find a store (link) include link to find a store section of HCP webpage
  - Learn more (link) include link to more information about hearing loss on HCP webpage
  - Contact us (link) include link to contact page of HCP webpage

**We do recommend to add at least 1 call to action button**

The score indicates that you may have:

## Poor hearing

The tonal test detected you may have difficulties. You told us you are challenged in some listening situations.

Please be aware that this is not designed to replace a professional hearing test.

Call us  
+41589280000

Close

# Following up on Leads

1) Follow-up by the hearing instrument specialist within 1 day after contact

- **Call to Action:** e.g. “book an appointment”

2) If no appointment is booked:

- **Automated** sequence of emails
- General information on hearing loss
- Product information

**Key message:**

«Online tools are great, but nothing beats an in-person assessment with an expert»

# Key Take Aways

- KPIs
- Media selection
- Messaging
- Testing and adjusting
- Call to action on own webpage
- Follow up

- 1) Try with a small campaign first
- 2) Go bigger as you learn more

