



Being smarter in an
evolving marketplace

Digital marketing guide

Australia

unitron Love the
experience

A Sonova brand

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Evolving with digital age

Over the past decade, marketing has changed. Consumer behaviour has evolved, therefore you need to reach your target through multiple channels. There's no question that in the modern landscape, a big part of your marketing strategy should be digital. Consumers and businesses alike are almost always online – and you want to be able to reach them.

But when you're growing a business, it seems like this ever-evolving landscape can quickly become overwhelming. There's already enough to do so how are you also supposed to create, fine-tune and maintain an agile digital marketing strategy?

Unitron are here to help. To support you with your digital marketing initiatives, we've compiled a comprehensive guide including insightful information, tips, tricks and free resources to help your business grow.



Websites and landing pages


Usage of the internet among Australians continues to rise, with 56% of people going online more than 10 times a day¹. About 1 in 4 Australians look for a businesses website when searching for a health care service provider online². If your business does not have a website, it is now time to build one.


Website


What clients are looking for on your website?





8 web pages your site should have


- 


Homepage
An overview on your clinic and what it does. Consider the first page people will land on and be sure to put up compelling content that will draw audiences in within seconds. This is also a good space for you to showcase your latest marketing activities and products.
- 


About
A brief introduction about your clinic and team, along with your point of difference.
- 

Articles and blogs
Share your expertise and engage your [potential] clients. Having relevant blog posts positions you as an authority in the space, boosts visibility on search engines and provides you with a platform to soft-sell. An active blog indicates the website is still active, and therefore, so is the clinic.
- 

Products and services
List details on the products you carry and services you provide. Consider separating products and services if they get too extensive. Include a clear call to action after readers learn about you. For example, “schedule an appointment today” or “read what our clients have to say”.
- 

Location, contact and book an appointment
Show clients all the ways they can get in touch with you and where they can find you. It is also important to have your phone number and email address on your website’s footer on each page. Within the same or on a separate page, allow clients to easily arrange a hearing test.
- 

Frequently asked questions (FAQ)
This will save you time answering the same questions on an individual basis. Provide honest answers for each one. Your answers should lead to a call to action, persuading potential clients to take the next step with your clinic, such as a hearing test.
- 


Testimonials and reviews
Testimonials and reviews about your business, particularly those that include photos and videos, help enhance your credibility and reliability.
- 


Privacy policy
Outline how any information you collect will be used.


Website


Enhancing your website

A website can do more than provide a potential client with contact information. Its functionalities can range from simple display of products and promotions to real-time appointment scheduling. Your website content management system may already allow some of these add-ons which you should consider implementing:

 **Appointment scheduler**
Allow clients to easily arrange a hearing test.


 **Live chat module**
Instantly connect with your clients.


 **Contact form**
Keeps your whole team in the loop and prevents spam.

 **Social links**
Connects clients to your social media channels and encourages more followers.

 **Newsletter subscription**
Grow subscribers for your email marketing initiatives.

 **Social share widget**
Promote social signals to your website to increase outreach.

 **Web push notification**
Re-engage users who have not visited your site for some time.

 **Online hearing test**
Lead generation tool for your business.

Tools to explore to get you started

Creating a high quality website has never been easier. Here are some free, low-cost and user-friendly website builders that require little to no technical knowledge if you prefer to DIY:



wix.com



wordpress.com



weebly.com



squarespace.com

[Learn more about the 4 recommended tools here](#)

Website checklist

Having a responsive website that works on all devices isn't enough today; search engines like Google also look at the user-friendliness of your website:

- Is it mobile-friendly?
- Does your site load within 4 seconds on both desktop and mobile?
- Does it draw your eye to your key selling points or message?
- Is the content easy to read?
- Is it easy to navigate?
- Were you able to find a particular product or specific information within 3 clicks?
- Were you able to activate your call to actions easily?
- How user-friendly is your site for first time visitors?
- What are your clients thoughts on your existing site?
- How do your clients navigate your site?
- Is this a website you would spend time on if it wasn't your own?

Landing pages

Websites vs landing pages

A website is designed to deliver multitudes of information to encourage exploration, while a landing page has only one specific purpose: to promote one clear call to action to site visitors. Landing pages are often built to persuade and capture leads in exchange for something. Examples include a free hearing test, free product trial or a free e-book download.

Essential elements to incorporate on your landing pages



Above the fold section

- **Company logo** - logo aside, brand elements here should be consistent with your overall website.
- **Persuasive and supporting headline** - clear and concise copy that is benefit oriented with supporting images of your offer.
- **Simple lead capture form** - include fields such as name, phone, email and postcode.



Below the fold section

- **Value proposition** - expansion of your offer or product highlighting the key features and benefits in formats that works best with your target audience.
- **Social proof** - testimonials, reviews, etc.
- **Call to action button(s)** - powerful copy to redirect users to your objective such as a free hearing aid trial.



💡 Landing pages from other industries

There is no one size fits all when building landing pages. The type of campaign will determine what elements you incorporate.

[Get inspired with 100 examples here](#)

🔧 Tools to explore



unbounce.com



instapage.com

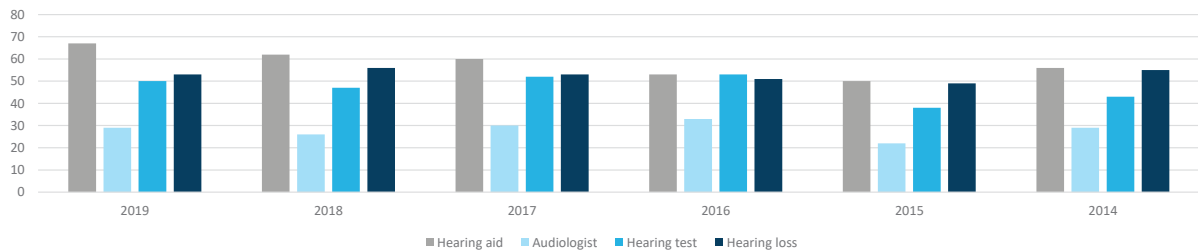


Search engine optimisation (SEO)

78% of Australians use search engines to look for information on local health-related businesses².
Optimising for search engines increase your clinic's chances to rank higher and get noticed.

Search engine optimisation (SEO)

Generic 'hearing loss' related search term interest over time



Search interest on 'hearing loss' on Australia's number one search engine, Google, grew over the last 5 years with slight dips in between⁶. Most keywords used above possess action intent. Extracted on November 2020, [percentage shown above are taken from Google Trends and represent search interest during the time frames reflected above](#). Due to non-disclosure, figures do not represent actual search volume, though is a good reference to gauge and compare search term popularity for your keyword research.

Keyword research

Which keyword do you think will bring your clinic more potential quality clients?

Hearing aids

Short-tail keyword

Unitron hearing aid trial in Sydney

Long-tail keyword

Answer: Long-tail keyword. The client performing the search using a long-tail keyword already has a stronger intention to take action. While long-tail keywords get less traffic than short-tail keywords, they generally bring in better quality traffic. Short-tail keywords such as "hearing aids" addresses a far more general population and is more competitive for your clinic on search engines.

Short-tail keywords

- 1 to 2 words
- Generic terms
- Higher volume
- Competitive

Long-tail keywords

- At least 3 or more words
- Targeted and specific terms
- Lower volume
- Less competitive on search engines

It is good practice to diversify with both short and long-tail keywords on your website. Relevance is the key to success in search engine optimisation.

Keyword brainstorm

- Who will search for your products and services? What search terms will they use?
- Based on your site analytics, what keywords have been performing and bringing in traffic? Can they be expanded? Are there any keywords that are not performing so well that you can better optimise?
- What keywords are your competition using?
- How did your digitally savvy existing and new clients find you? What search terms did they use?

Free keyword tools

- [Ubersuggest](#)
- [Keyword Tool](#)
- [Google Keyword Planner](#)
- [Google Trends](#)

Search engine optimisation (SEO)

On-page search engine optimisation

As the name suggests, below are some website elements that can influence and impact how your clinic appears on search engines.



URL structure

Your URL structure should incorporate keywords and be easy to read when you create new pages on your website. Clients should be able to foresee each page's content by just looking at its URL.

Avoid:

- yourclinic.com.au/blog/topic-123456789/
- yourclinic.com.au/hearing-aids/unitron/hearing-aids/moxi/

Good URL structure:

- yourclinic.com.au/blog/10-hearing-care-tips/
- yourclinic.com.au/hearing-aids/unitron/moxi/



Quick wins

- Insert keywords strategically.
- Use hyphens (-) to separate words.
- Remove repetitive words.
- Avoid superfluous words.
- Keep URLs short whenever possible.



Page title and description

Both elements should help you rank for a keyword and motivate clients to click on it. They can be optimised on your page settings.

Page title

Page description

Try a hearing aid - Unitron

unitron.com/unitron/au/en/consumer/hearing-aids/try-a-hearing-aid.html

Experiencing is believing. Take home our hearing aids before you commit to buying. It's normal to have a lot of questions when you're buying a hearing aid. That's why we have FLEX-TRIAL. It lets you take our hearing aids home to wear in the real world, so you can feel confident that the ones you choose will work well for you.



Quick wins

- Titles and descriptions should be unique to each page.
- Keep length of title within 50-60 and description within 150-160 characters.
- Insert keywords strategically
- Include a call to action.



Blog/articles

Having an active blog on your website has many benefits. They can:

- Allow your clinic to rank for more relevant keywords.
- Engage your existing patient, resulting in higher retention.
- Provide you a platform to soft-sell and cross-sell, boosting your conversion rate.
- Position your business as an authority, making your clinic more credible.
- Indicate the website is still active, and therefore so is the clinic.
- Help your website get indexed more frequently by search engines like Google, enhancing your search visibility.

Where possible, promote your relevant and latest blog posts on your social media pages and via email marketing campaigns to drive additional traffic to your website.



Quick wins

- Add fresh content regularly.
- Insert keywords strategically.
- Reference internal and external links within your blog entries where possible.
- Include social share plug-ins to boost blog posts' reach through readers, sending social signals to your site.
- Explore topics on Google trends.

Search engine optimisation (SEO)

Off-page search engine optimisation

Search engine optimisation efforts performed outside your website boundaries are considered off-page.



Link building

Link building is the most popular and effective off-page search engine optimisation strategy. They are links on other sites that links to yours.

A few ways of earning links from other sites:

- Reference relevant external links to get noticed.
- Create quality content on your site that people want to share.
- Engage with the community in forums and provide your expertise.
- Get reviews of your service and product by engaging influencers.
- Guest blogging on sites with insightful content related to hearing health care, which will usually provide links back to your own site.

Things to avoid

- Buying links.
- Excessive link trading.
- Submit links to websites that are not relevant to your business.
- Submit links to sites that has a questionable web presence.

Building citations

Online references to your clinic's **name, address and phone number (NAP)** contributes to your local search engine optimisation efforts and is what many call a citation.



Consistency

Listing your business consistently across credible online business directories can help contribute to your local search engine optimisation efforts.

Most existing business information provided to these directories are crowd source and not necessarily from yourself. Claiming and optimising business listings from these directories allows you to take control of information you share online.

Free credible business directories

Perform a search on your clinic using these directories. Claim the listing if you haven't already or register your clinic's information.



[Google My Business](#)



[Bing Places](#)



[Yelp](#)



[Yellow Pages](#)



Quick wins

- Ensure your clinic's NAP stays consistent and is aligned with your website and 'Google My Business' listing.
- Have your business listings optimised with photos and description of your clinic where possible.

★ Importance of reviews

44% of Australians look at online reviews before making a decision on products and services¹.

- Get into the habit of getting your satisfied clients to leave online reviews on your business listings.
- Reviews can help improve your local search presence.
- Make it seamless for clients to leave you reviews via links on your site or with a QR (Quick Response) code.



Search engine optimisation (SEO)

Local SEO (search engine optimisation)

What is local SEO?

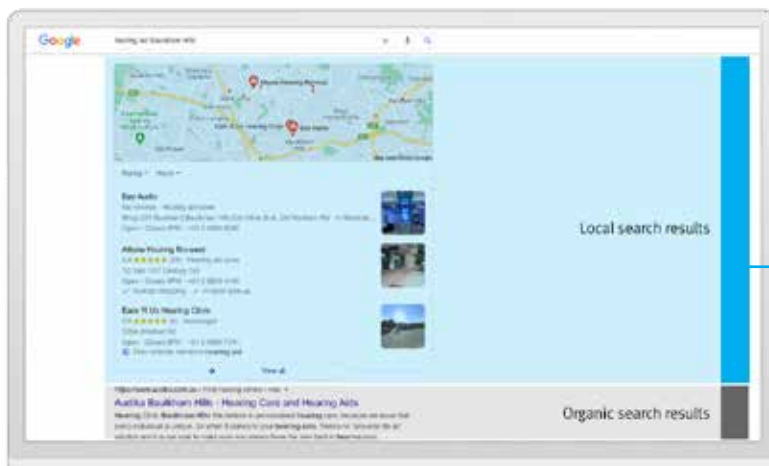
When end-users plan to get hearing aids, a typical search query will include a location (i.e. hearing aid Baulkham Hills). Showcasing relevant businesses nearest to the searcher's proximity or queried location is what local search is. The aim is to rank your business in the top 3 local search listings.

How can you do this?

To ensure you rank well on Google, the worlds' largest search engine, you will need to optimise your [Google My Business](#) (GMB) listing. Optimising your GMB account will help to improve your local search visibility.

Free tools

If you do not have a GMB account, click [here](#) to download the GMB set up guide.



Rank well

- Aim to be ranked in the top three local search results area.

Ranking factors for your listing(s) on Google and other search engines.

1. Verified business listing with Google (Google MyBusiness). Optimise and complete all information GMB asks for (including photos and images). Leverage your GMB account to post updates and promotions.
2. Consistency in your business name, address and phone number (NAP) across online business directories contribute to your local SEO efforts and is what many call a 'citation'.
3. 1 listing for 1 location
4. Keep the better ranked business listing and delete the duplicate listing(s) for the same location, if applicable.
5. Get Google reviews – **huge influence on local SEO ranking!**
6. Create a dedicated location page on your website and embed your GoogleMaps location into the page.
7. Social media presence and engagement

A man with short brown hair, a beard, and glasses is smiling while talking on a black mobile phone. He is wearing a dark blue blazer over a white and grey striped t-shirt. He is sitting at a desk with a laptop in front of him. The background is a plain, light-colored wall.

Online advertising

When Aussies do their research on social media, it often leads to them making a purchase (61%). And when they do purchase, it's most likely via an online transaction (80%).

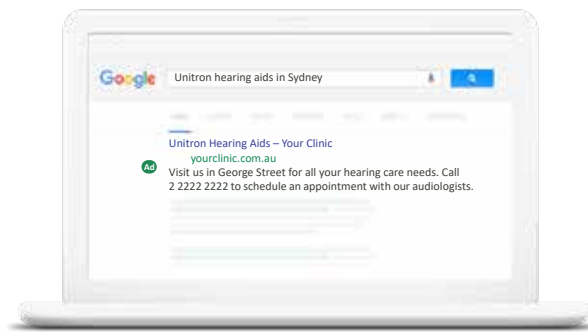
Online advertising

Benefit of online advertising

Unlike organic search results, the outcome of online advertising is entirely within your control. Use it for additional exposure for ongoing campaigns, or temporarily make up for any shortfalls in organic results.



Create ad [↗](#)



For someone that requires a hearing test or new hearing aids, standard behaviour would be to search for “hearing test near me” or “Unitron hearing aids in Sydney” via Google. Think of the advantage you’ll get by having your business appear first in Google for that specific term. Google AdWords will put your clinic in the right place at the right time.

Use Google AdWords on ads that provide solutions



Facebook ads

Create ad [↗](#)



Facebook is a huge social media platform in Australia and is the perfect place for your business to reach clients. Leverage on their proprietary by creating an ad for your products and services, upcoming events, or a standard ad to raise awareness of your Facebook page and clinic.

Learn all about Facebook marketing by Facebook here

Centre Facebook ads around [discovery](#)

One in three Australians inspect a brand's social presence before taking action¹.

It is crucial that you have your clinic’s online presence established before diving into online advertising.

Online advertising checklist

- Identify the campaign objective and goals.
- Identify and define your audience to fully leverage on the selected platform’s targeting options.
- Evaluate the platform that is right for your campaign and set your budget.
- Prepare your assets – develop different campaign assets for rotation for a fresh perspective.
- Build a landing page for the campaign if applicable.
- Monitor your campaign progress and optimise if necessary.
- Be ready to answer any questions from potential clients.
- Analyse campaign performance based on the parameters you have set out for your campaign.
- Apply learnings and best practices on your next campaign.

Social media

79% of Australians are on social media. Over a third access them more than 5 times daily¹. Social media usage is evident across all age groups with almost everyone between 18 to 49 years of age on it¹. Most social media users engage with others only through their newsfeed. Is your clinic doing enough on social media?



99%
18 – 29 years



96%
30 – 39 years



86%
40 – 49 years



66%
50 – 64 years



47%
65+ years







Social media

Top 4 social media platforms in Australia¹



Grow your social media following

Building brand awareness and driving more social signals to your clinic requires an engaging community with your social networks. Optimising your profile, remaining active and posting quality content are just a few ways to grow your following. Below are other ways to attract the right audience to your social networks:

- 
Promote your social media organically
 Include links and usernames on your email signatures, marketing materials, business cards and other print medias. Make it easy and seamless for your clients to get to them.
- 
Invite new and existing clients
 Send out personal invites to get them to follow your social networks if they haven't already. Another opportunity would be to get clients to follow you after a consultation or follow-up appointment.
- 
Use social plug-ins
 Incorporate them on your website, for example [Facebook plug-ins](#) where you can let site visitors preview your social content, like your page, comment and share your content to their own newsfeed, expanding your reach to potential new clients.
- 
Use #hashtags strategically
 Explore popular, trending and relevant hashtags that you can incorporate within your posts. This can help expose your clinic to non-followers who will possibly like, comment and follow as a result. Following [best practices on hashtags](#) can help improve performance.
- 
Run contests, social media exclusive campaigns and giveaways
 Running a competition, exclusive social media promotions and giveaways is a quick and effective method used by many small businesses today to grow followers. Adhere to guidelines set by the platform ([for Facebook's guidelines, click here](#)). Remember to encourage your followers to share your post for extra exposure.
- 
Photo tagging
 Have photos taken during your events and load them onto your Facebook page. Encourage event attendees to check out your page post-event and encourage them to tag themselves. If attendees have uploaded their own photos, request they tag your business page too – this provides valuable and free exposure of your business and Facebook page.

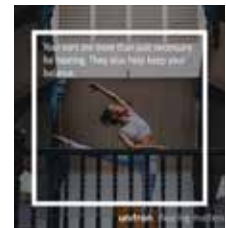
Social media

Social media content suggestions

Apply the **80/20 rule** when creating content. 80% of your social media posts should be invested in educating and entertaining your audience, while only 20% goes into promoting your clinic. Social media should be 'social', so be sure you're creating an engaging community by providing relevant, interesting and quality content. Below are some content suggestions for inspiration. Rotate between them to see which resonates best with your audiences.

Facts on the ear and hearing

Light, fun and interesting insights your followers may share on their newsfeed. Search for interesting facts and circulate them on your page. **Posts accompanied with photos receive about 39% more interaction³.** **Recommended formats: still images, GIFs and videos.**



Snippets of hearing-related blog posts/articles

Whenever you have a new blog post/article, share them on your social media to increase traffic and social signals to your website. Source external blogs and articles to share if you do not have a blog. **Recommended formats: short snippet accompanied with link preview.**



Some topics to explore:

Tips

Lifestyle guides

Hearing loss facts

Case studies

Patient spotlight

Content suited for video format

Videos are easy for end users to consume. Share informative or how-to videos, lifestyle content, your clients' stories and testimonials, as well as emotional videos like when someone hears for the first time.

Quick wins: upload your videos onto the platform instead of using an external link to use the 'suggested videos' feature to your advantage.



Your clinic

Use that 20% to promote your clinic effectively. In your brand related posts, integrate persuasive clear call to actions that motivates your audience to learn more about your:

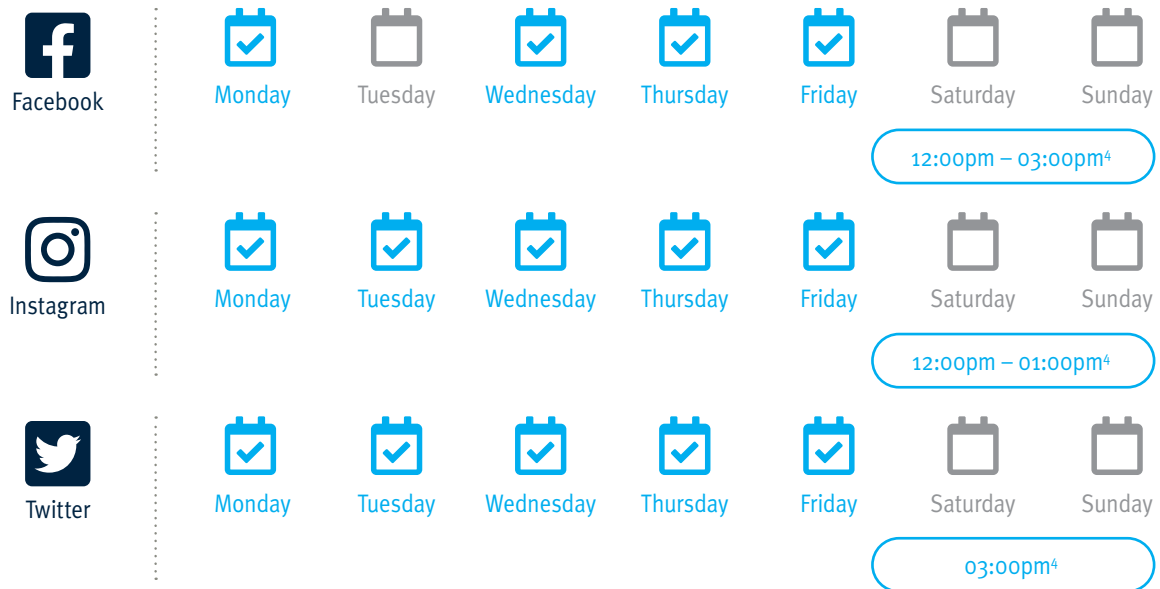
- Clinic
- Services
- Latest products
- Upcoming events
- Upcoming promotions
- Ongoing marketing initiatives



Social media

Optimum timings and frequency

Finding the optimum timings and right frequency to share your social content is entirely dependent on your clients. By using insights from your native social media platforms, you'll be able to learn which timings best work with your audience. Below reflects suggestions on which days and times to post to get the highest engagement:



Australians are often on social media when at home (96%) and on public transport (43%)¹. Experiment posting at different times of the day to see what resonates best with your audience.

🔧 Social media management tools

Managing more than one social media account? Use social media management platforms that allows your business to schedule and post updates to any social media platforms such as Facebook, Twitter, Google+, and Instagram simultaneously. These free to paid tools can also help respond to clients' direct mail across different social media sites and provide your clinic social listening, to monitor what people are saying about your brand.

Free & paid



[Hootsuite](#)



[Buffer](#)

Paid



sproutsocial

[Sprout Social](#)



Email marketing

Email marketing in the Australian healthcare sector has one of the highest open rates at an average of 24% and a click-through rate of 2.8%⁵.

Are you missing out on opportunities with email marketing?

Email marketing

Benefits of email marketing

Email is still an integral component in many marketing campaigns across Australia. Compared to other media, it is easy, effective and inexpensive. It allows your clinic to reach a large number of consumers at affordable rates. They also provide extra content allowance in comparison to text messages and social media posts. Keep your clients informed on topics they may be interested in, such as your services, new products, promotions, events and hearing care tips.

To increase campaign effectiveness, leverage on analytical tools provided by the email marketing platform you are using. Always optimise your campaigns based on insights gathered for better email marketing success.

How Australians check emails⁵

Mobile: 50% Browser: 28% Desktop: 22%

Emails are checked by Australians mostly on their mobile phones.

Email marketing checklist

General

- Goal(s) of campaign defined (example: event sign-ups, e-book download).
- Target audience for campaign defined through segmentation.
- Verify that subscribers have opted-in for updates from your business.
- Recognisable name and email address.
- Subject line and preview text optimised to encourage open rate.

Content

- Campaign template customised to your business.
- Relevant content according to the target audiences' interest(s).
- Use clear call to action(s) that corresponds with campaign goal(s).
- Business information is present (website, address, phone number etc.).
- Perform grammar and spell checks.
- Under Australia's Spam Act, every commercial electronic message must contain a functional and legitimate 'unsubscribe' facility, therefore ensure a link to unsubscribe is included in every communication.

Design

- Images are working and optimised for email marketing.
- Look out for 'ALT (alternative) text' option within your campaign builder to describe images should clients choose not to download images.
- Preview campaigns and run a test, ensuring campaign is responsive, rendering well on different devices and email reader applications before sending.

★ Improve effectiveness

- Gone are the days of one-size-fits-all emails. Today, clients have greater expectations with brands. They expect relevant content that is tailored to them. Segment your subscriber lists and deliver customised, relevant content.
- Unitron has developed a guide to help you segment your database to offer free trials and upgrades to existing clients in your database. [Download the guide.](#)

🔧 Email marketing tools



getresponse.com



mailchimp.com



campaignmonitor.com

A man with short dark hair and a beard, wearing a blue denim shirt, is shown in profile, looking down at a smartphone he is holding in his right hand. His left hand is resting on his chin, suggesting a thoughtful or focused expression. The background is a blurred indoor setting with a brick wall and a window. The overall lighting is soft and natural.

Unitron remote adjust

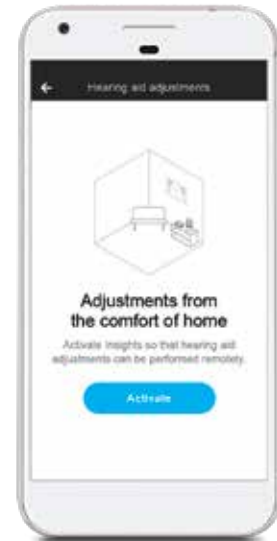
Across industries, consumers are having their needs met in a way which suits them – and increasingly, these expectations extend to their HCP. A 2019 consumer survey found that the majority of consumers are open to telehealth and adoption continues to grow ⁷.

Remote adjust

Digital technology plays an increasingly important role in the way hearing care professionals (HCPs) support their clients' needs. Be it the result of a pandemic or simply altered expectations due to developments in telehealth more broadly, clients want choice and flexibility.

Move beyond the traditional way of supporting your clients with **new remote adjust** available on Discover Next devices. Enhanced flexibility is yours with the option to perform fine-tuning adjustments remotely.

Remote adjust offers you the ability to deliver professional care that's convenient for you and your clients, whether they're at home or on the move. Adjustments are easy to make and sent directly to your clients via the Remote Plus app.



There is a host of client groups to consider for remote adjust; or some clients may simply prefer the convenience of this service.

★ Grow to be unique

- Blend face-to-face contact with digital solutions to provide individualised care for each client. Meeting clients' needs in this way can differentiate your clinic.
- Differentiate your clinic by promoting remote adjust across all your digital channels.



Additional resources

Royalty-free resources and tools to enable your digital marketing strategies.

Additional resources

Royalty-free stock photos and illustrations

Visuals have always been an integral part of design. As outlined in the previous social media section, posts accompanied with photos on Facebook generally attract 39% more interaction. While many businesses are able to think of great content to share, the challenge they often bump into is to find high-quality images to complement their content.

Thankfully, a growing number of websites have surfaced all over the web where a large selection of stock images can be downloaded. Best of all, they're free, and can be used anywhere, from your website to your social media channels. Below are some resources you may wish to try:



pexels.com



stocksnap.io



unsplash.com



pixabay.com

Free for commercial use without the need to credit

Images uploaded from these sites are usually free under Creative Commons - CCo and is free for commercial use without the need to provide any attributions. Nevertheless, it is always good practice to check before publishing any of the images you download from these sites.

For Unitron product images and additional assets, please contact Unitron's marketing team via phone: [1800 212 313](tel:1800212313) or email: marketing.au@unitron.com

★ Quick tip

Utilising a professional desktop graphic design software tool to churn out social media posts may not always be worth the investment or be suitable for all businesses.

Consider using free web-based image editing tools as an alternative.

Web-based image editing tools

With your content and images in place, the next optional step is to put it together nicely. Most social media content requires little to no editing.

There are many free web-based image editors which operate directly in the browser and to put your social media images and content together quickly and easily. Below are some free web-based image editors that you may wish to experiment with:



[Pixlr Editor Express](https://pixlr.com/express/)



[Adobe Photoshop Express](https://photoshop.adobe.com/express/)



[Fotor](https://www.fotor.com/)

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Unitron is a hearing solution company that believes people should feel really good about the entire hearing care experience, start to finish. Our ingenious products, technologies, services and programs offer a level of personalisation you can't get anywhere else. Get ready to Love the experience.

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unitron Love the
experience

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