

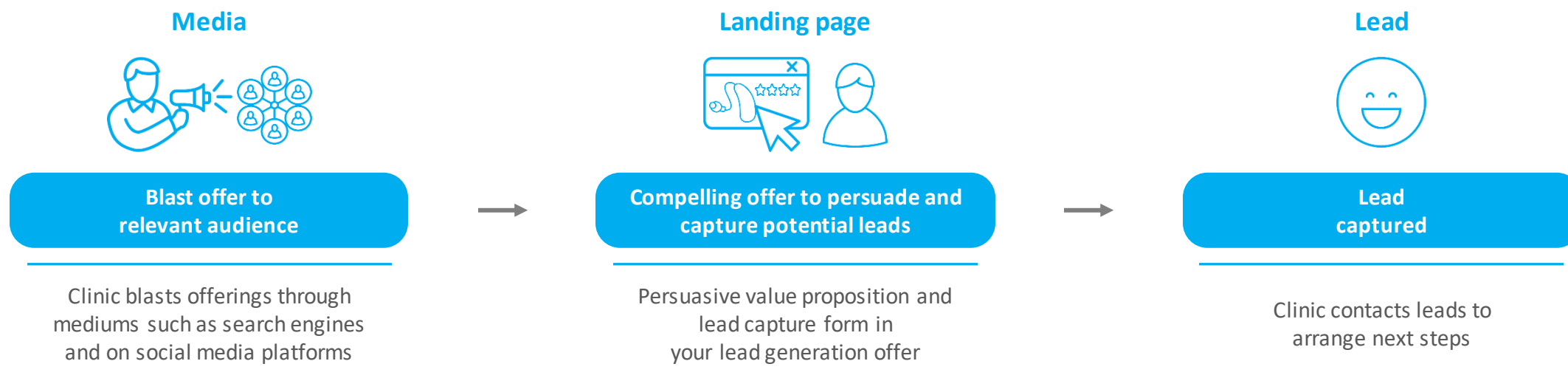
Lead generation with **FLEX:TRIAL™**

Unitron Australia



Lead generation overview

Lead generation campaigns are often designed to persuade and capture leads (potential clients' information) in exchange for some thing that is of interest and value to the potential clients. Examples include a free hearing test or a free hearing aid trial with FLEX:TRIAL. Here is what a typical lead generation campaign flow looks like:



Having a compelling offer that benefits end-users generate more leads.
With FLEX:TRIAL, you can easily achieve this.

A compelling lead generation offer with FLEX:TRIAL

The hardest part of any lead generation initiative is designing a compelling offer. With FLEX:TRIAL, your potential leads have the opportunity to try out the right hearing instrument, risk-free. This is a compelling and solution-focused offer that many of your potential leads will find valuable and in turn, increases conversion rate if executed correctly.




61% of patients
consider a trial
beneficial.¹

You wouldn't buy a car without test driving it first. Why should hearing aids be any different?
Patients want to select hearing instruments without feeling pressured, overwhelmed or locked in.


Landing page

Examples of FLEX:TRIAL landing pages

Example 01: Product-centric, centering around product features and benefits.

 Love the experience

Powered by Blu



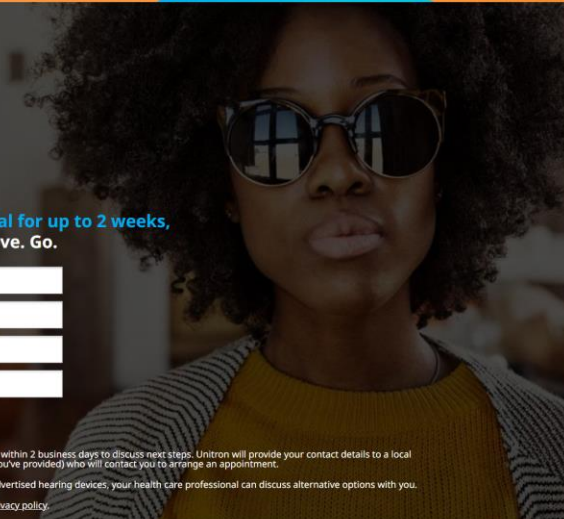
All-new Moxi-Blu


Sign up for a free trial for up to 2 weeks, risk-free! Just Try. Love. Go.

Yes, I want a FREE trial!


You will be contacted by phone or email within 2 business days to discuss next steps. Unitron will provide your contact details to a local hearing clinic (based on the post code you've provided) who will contact you to arrange an appointment.

If your ear precludes the use of these advertised hearing devices, your health care professional can discuss alternative options with you. By signing up, you agree to Unitron's privacy policy.



 Love the experience

Powered by Blu



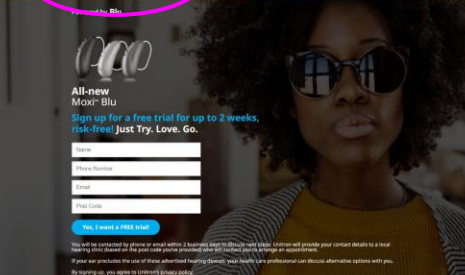
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Just Try. Love. Go.

Try.

A real-world assessment with FLEX:TRIAL™ hearing aids lets you experience improved hearing at home, at work and everywhere in between before you buy.

Sign up now by filling the form above to get a free trial for up to 2 weeks, obligation-free!

Love.

Experience hearing that will make your younger self smile, with solutions that perform like a normal hearing 18 to 20-year-old.* So you can get back to doing the things you love.

Ready to be impressed? Get ready to love the experience!

Go.

Ultimate convenience for your lifestyle is here, with rechargeable technology, TV made easy, and hands-free phone** calls, video calls, plus media streaming to both ears on all mobile phones.

Your hearing. Your way.

Discreet and stylish designs in 10 different colours

Impeccable sound quality with the revolutionary new Discover platform

Connect to all Bluetooth® phones, including iOS and Android

Enjoy true hands-free phone calls to both ears on all mobile phones

Stream rich music directly to your hearing aids


Connect to laptop, tablet, stereo and other digital devices with TV Connector

Enhanced entertainment experience with high-quality stereo sound


Rechargeable option with Moxi jump R and enjoy up to 24 hours of hearing at 1 charge

*Or David A. Edidin, WICA October 2018 Cape Town, South Africa. **Smartphones and traditional mobile phones with a compatible Bluetooth Hands-Free Profile. Trial hearing aids are BIC devices. Individual results may vary and preclude the use of BIC devices. Free trial offer ends October 2019.

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 Love the experience

Powered by Blu



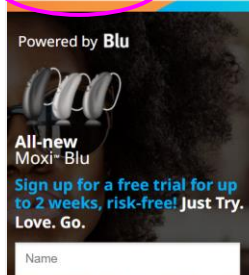
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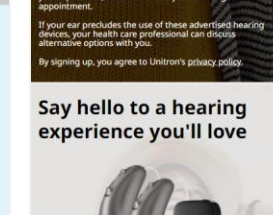
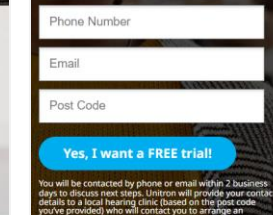
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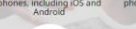
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 Love the experience

Powered by Blu




All-new Moxi-Blu

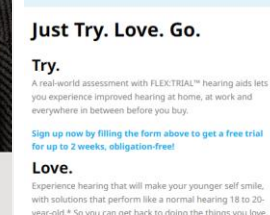
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Your logo here


Examples of FLEX:TRIAL landing pages

Example 02: Real-world assessment hearing test, centering messaging around hearing test out of your clinic with platform benefits.

unitron Love the experience

Powered by **Blu**

Discover the best way to test your hearing with real-world assessment



Empowering you through the FLEX experience

By filling in the form below, you're one step closer to starting your obligation-free, real-world assessment

Name

Phone

Email

Post code

Select preferred contact time

[Yes, I want a free trial!](#)

You don't live in a clinic, so why only test your hearing there?

Start with the world's most personalised hearing test and try great sounding hearing aids in the places you live, work and play.

Once your completed form has been submitted, a representative from Unitron will contact you by phone and/or email within 2 business days to discuss next steps.

By signing up, you agree to Unitron's [privacy policy](#).

More than just a hearing diagnostic tool

Enhance your real-world assessment experience

With Blu, your hearing aids will fit right into your connected life. Enjoy easy, direct connections with the people you care about, with hands-free phone calls, video calls and stereo media streaming on all phones* to both ears.

**100%**
of our real-world assessment participants **loved** Discover's direct connectivity experience[†].



Moxi Blu R
Receiver-in-canal



Stride Blu PR
Behind-the-ear



Discreet and stylish designs in 10 different colours



Impeccable sound quality with the revolutionary new Discover platform



Connect to all Bluetooth® phones, including iOS and Android



Enjoy true hands-free phone calls to both ears on all mobile phones



Stream rich music directly to your hearing aids



Connect to laptop, tablet, stereo and other digital devices with TV Connector



Enhanced entertainment experience with high-quality stereo sound



Enjoy up to 24 hours[‡] of hearing at 1 charge with our lithium-ion rechargeable options

[Sign up for your free personalised real-world assessment](#)

* Smartphones and traditional mobile phones with a compatible Bluetooth Hands-Free Profile
† Discover field trial results, 2019
‡ Actual battery life also depends on hearing loss, battery age, and sound environment.

Love the experience.

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unitron™

Landing pages tools

A website is designed to deliver multitudes of information to encourage exploration, while landing pages have only one specific purpose – promoting a single clear call-to-action to site visitors. Landing pages are commonly built to communicate your offer, persuade, and capture leads. Here are 2 popular paid drag-and-drop tools with a free trial.



unbounce.com

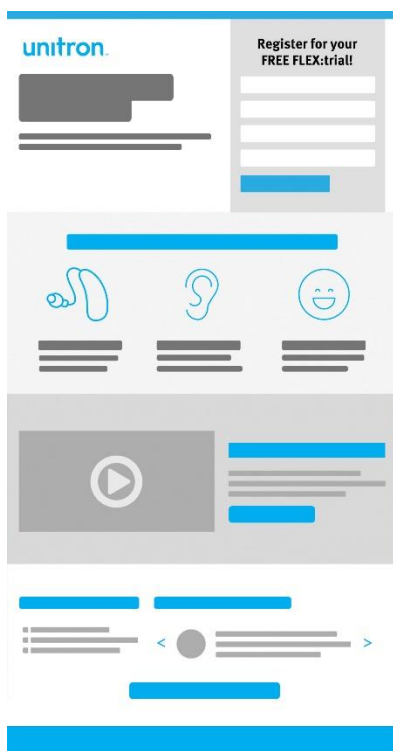


carrrd.co

Leveraging your existing website is also possible by keeping the best practices of building a landing page in mind – i.e. have only one single clear objective without other 'distractions'.

Building landing pages

There is no one size fits all approach when building landing pages. Depending on your campaign, you may have additional/less elements to incorporate. **Here are some essential elements to incorporate when building landing pages:**



Above the fold (ATF) section

Content visible to potential leads without scrolling, place key information here

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

Below the fold (BTF) section

Portion that requires scrolling in order to see content

- **Value proposition:** expansion of your offer highlighting the key 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 page best practices

There is no one size fits all approach when building landing pages. Depending on your campaign, you may have additional/less elements to incorporate. **Here are some essential elements to incorporate when building landing pages:**

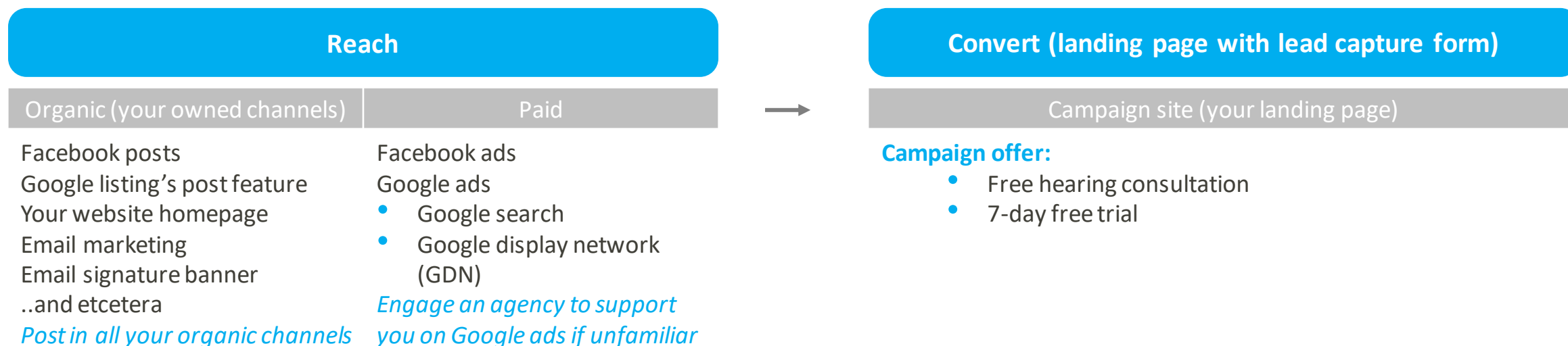
- A landing page is a single, standalone web page, created specifically for the purposes of a marketing/advertising a campaign
- Landing pages are designed with a single, clear objective – ensure you define your campaign before building your landing page
- Avoid distraction:
 - No external links, avoid information overload and do not overwhelm reader with choices
- Focus on the objective with one call-to-action
- Make the decision easy for the user:
 - Have a good (usually means free) offer
 - Don't ask for too much information (or split it up)
 - Use trust elements such as testimonials
 - Add urgency (i.e. limited spaces available)
- A/B test your landing pages to see which landing page design for the same campaign resonates best with your audience
- Protect yourself with a privacy policy statement and cookie statement
- Indicate timeframe you'll need to contact the lead (i.e. within 1 business day)

[Click here to see best practices and examples from other industries to get inspired.](#)

Media

Media

Benefit focused campaigns such as a free FLEX:TRIAL is recommended for paid lead generation. Below illustrates some of the common digital mediums for you to reach potential clients with your FLEX:TRIAL offer:



89% of Australian uses Facebook. It remains the most popular social media platform by a significant majority¹, promoting FLEX:TRIAL on this platform is one of the easiest and effective ways for your clinic to reach new clients.

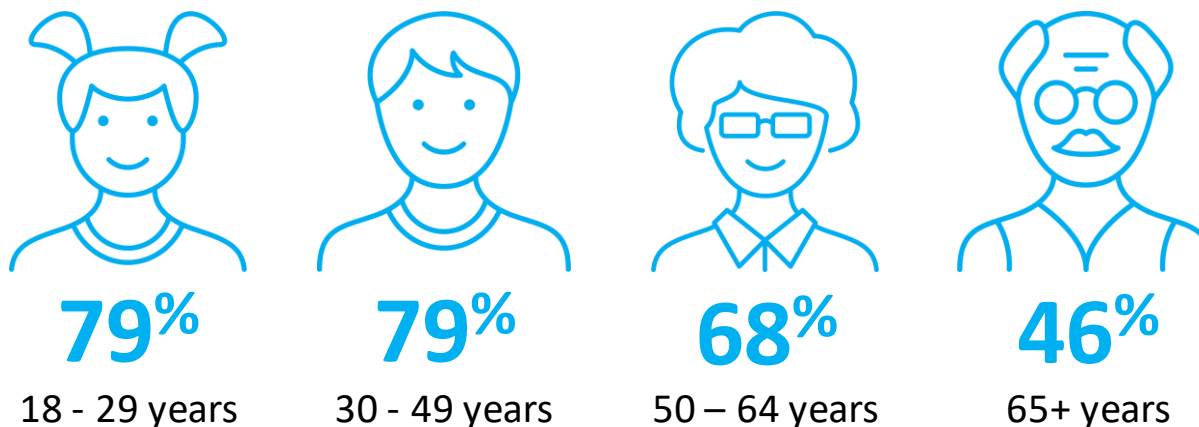
1. Sensis, Yellow Social Media Report 2020. [online] Available at: <https://sensis.wpenginpowered.com/wpcontent/uploads/sites/2/2020/07/Yellow-Social-Media-Report-2020-Consumer-Statistics.pdf>

Acquiring leads with **FLEX:TRIAL** on Facebook

Reach your FLEX:TRIAL campaign with Facebook ads

82.7% of Australians are active users on social media with Facebook being the most-used at 76.8%. ¹

Social media usage is evident across all age groups with almost everyone between 18 to 49 years of age on it. ²




As mentioned previously, benefit focused campaign such as a free FLEX:TRIAL is recommended for paid lead generation. While optional, running a paid Facebook lead generation ad campaign on FLEX:TRIAL will help further amplify your lead generation campaign's reach.

In the next few pages, we'll show you step-by-step how you can set up your Facebook ads in just under 15 minutes (for non-Facebook business users)

1. We are Social, Digital 2022 Report Australia - <https://www.slideshare.net/DataReportal/digital-2022-australia-february-2022-v02>
2. #SMPerth, Facebook Statistics for 2022 - <https://www.smpertth.com/resources/facebook/facebook-statistics/>

Facebook advertising

There is no blanket rule on what works best on Facebook. The biggest two considerations you need to keep in mind are:



What you actually want to achieve (your objective)

The ability to effectively communicate to your audience.

What are your objectives?

If you want your ad to gain good engagement ask yourself, why? Are you looking to get enquiries? Or simply to create conversation with your audience. These objectives will and should completely change the way in which you go forward and set up an ad.

It's also important to set some financial and ad performance objectives from the outset, for example how many likes, how many visits to your websites, how many enquiries etc. This will help to measure your return on investment.

Types of ads

Brand awareness

To create brand engagement, promote your products/services and drive traffic to your site via shares and likes, we recommend image, video, carousel or offer ads.

[Learn more about offer ad](#)

Lead generation

Lead ads on Facebook and Instagram help you collect info from people who are interested in your business. A lead ad is presented using an image, video or carousel, and followed by a lead form when the user engages with the ad.

[Learn more about creating lead forms](#)

Creating a brand awareness Facebook ad

1. Click on 'Ad Center' on your page's navigation bar (the link can be found under 'More' if 'Ad Center' is not showing in your main navigation)
2. Click on 'Create Ad' thereafter
3. Set the objective as 'Get more website visitors' for your promotion

The screenshot displays the Facebook Ad Center interface for a user named Jonathan. The navigation bar at the top includes 'Page', 'Inbox', 'Events', 'Notifications', 'Ad Center' (highlighted with a blue box and a '1' in a blue circle), and 'More'. On the left sidebar, the 'Create Ad' button is highlighted with a blue box and a '2' in a blue circle. The main content area shows an 'Advertising Summary for Unitron Australia' with metrics for 'People Reached', 'Post Engagements', and 'Link Clicks'. A modal window titled 'Promote' is open on the right, showing various ad objectives. The 'Get More Website Visitors' option is highlighted with a blue box and a '3' in a blue circle. A text box on the left states: 'While 'Get more leads' helps you to create a Facebook in-app form to capture leads easily, we've found the quality of leads to be poor.'

While 'Get more leads' helps you to create a Facebook in-app form to capture leads easily, we've found the quality of leads to be poor.

Ad creatives

1. Input the URL to your landing page
2. Select format (i.e., a single image link preview format)
3. Input headline in less than 25 characters
4. Type in your copy for your ad description
 - Facebook will still approve even if you exceed the character limit of 90 by a little
5. Select your call to action
 - Both the call-to-action button and image will be clickable, linking to your landing page

Image size for single image link preview is 1200 x 630 pixels

The screenshot shows the Facebook 'Promote Your Website' interface. The 'AD CREATIVE' section on the left contains five numbered callouts: 1. URL: <http://www.unitron.com/au>; 2. Format: Single Image (selected), with a preview image of 1200 x 630 pixels; 3. Headline: FREE hearing test & trial; 4. Text: 'You don't live in a clinic, so why only test your hearing there? Start with the world's most personalised hearing test and try great sounding hearing aids in the places you live, work and play, RISK-FREE.'; 5. Call To Action: Apply Now. The right side shows a 'Preview' of the ad in a 'Desktop News Feed' view, featuring the Unitron Australia logo, the headline, the text, the image, and the 'Apply Now' button. The preview also shows engagement buttons like 'Like', 'Comment', and 'Share'.

Define audience

1. Click on 'create new audience' if this is your first time setting up a Facebook ad. Alternatively, choose an existing targeting list that works best for your campaign.
2. A 'create audience' will pop up, and you'll be able to define your target audience for the campaign.
 - a. As you define your audience, a barometer at the bottom will give you an estimate of people you will reach
 - b. In some markets, we found that excluding detailed targeting yields better results. Our recommendation is for you to always test different targeting options to see which is reaching and driving most leads through to your landing page.

Promote Your Website

Create New Audience

Automatic Placements (Recommended) ☐ OFF
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

☒ Facebook
☒ Messenger
☒ Instagram

DURATION AND BUDGET

☐ Run this ad continuously
Your ads will run continuously for a daily budget. This option is recommended. [Learn more.](#)

☒ Choose when this ad will end

Duration ¹
Days: 30 End date: Mar 19, 2020

Daily Budget ¹
\$15.00 AUD

Actual amount spent daily may vary. ¹
Estimated 16 - 53 clicks per day ¹

Detailed targeting ¹
INCLUDE people who match at least ONE of the following ¹

Interests > Additional interests

- Deaf culture
- Hearing
- Hearing test
- Noise-induced hearing loss
- Oticon
- ReSound
- Siemens Hearing Instruments
- Sonova
- Starkey Hearing
- Tone Deaf
- Widex

Add demographics, interests or behaviours | Suggestions | Browse

Barometer: Specific (needle position) | Broad

Your audience selection is **too specific** for your ads to be successful. Try making it broader.
Potential reach: 11,000 people ¹

Placement, duration and budget

1. Facebook automatically place your ads throughout Facebook and Instagram. Select toggle off if you wish to select your placement.
2. Define the estimated budget you are comfortable with and the duration. If you wish to test out what works, try shorter durations with different ad assets and different target audience (alternatively, repeat the whole ad process with another set of creative and audience)
3. Estimated total budget and performance will be reflected.

The screenshot shows the Facebook 'Promote Your Website' interface. Three numbered callouts highlight specific sections:

- 1** Points to the 'Automatic Placements (Recommended)' section, which is currently toggled OFF. Below the toggle, there are checkboxes for Facebook, Messenger, and Instagram, all of which are checked.
- 2** Points to the 'DURATION AND BUDGET' section. It shows two options: 'Run this ad continuously' (unselected) and 'Choose when this ad will end' (selected). Under the selected option, the 'Duration' is set to 30 days, the 'End date' is Mar 19, 2020, and the 'Daily Budget' is \$15.00 AUD.
- 3** Points to the summary section at the bottom, which states: 'Actual amount spent daily may vary. Estimated 16 - 53 clicks per day. You will spend a total of \$450.00. This ad will run for 30 days, ending on Mar 19, 2020.'

The right side of the interface shows a preview of the ad for 'Unitron Australia'. The ad text reads: 'You don't live in a clinic, so why only test your hearing there? Start with the world's most personalised hearing test and try great sounding hearing aids in the places you live, work and play, RISK-FREE.' The ad image shows hearing aids and a person using a hearing aid. The ad includes a 'Get a free real-world assessment' button and a 'UNITRON.COM' link. At the bottom of the preview, there are 'Like', 'Comment', and 'Share' buttons, and an 'Apply Now' button.

Advance: Tracking conversion

1. Tracking conversion is automatically turned off if you do not have Facebook Pixel created. While **optional**, Facebook Pixel helps track conversions on your landing page and help attribute which creative asset drove the conversion.
2. Click 'learn more' for instructions from Facebook on how you can set this up.

The screenshot shows the Facebook 'Promote Your Website' interface. A blue circle with the number '1' highlights the 'TRACKING CONVERSIONS' section, which includes a toggle for 'Facebook Pixel' (currently off) and a warning message: 'Your Facebook Pixel Is Not Active. It looks like you need to reactivate your Facebook pixel. Check your pixel settings in Events Manager to make sure you've set it up correctly.' A blue circle with the number '2' highlights the 'Learn more' link below the warning. The 'PAYMENT' section shows a budget of \$15.00 AUD, an estimated tax of \$1.05 AUD, and a total amount of \$16.05 AUD. The currency is set to Australian Dollar, and the account is Jonathan Lim (118959328668777, AUD). The right side of the interface shows a preview of the promoted post for 'Unitron Australia', featuring a hearing aid and the text 'Hearing test, on the go. Identify your true listening needs, in real-world environments. Get a free real-world assessment'. The post includes a 'Like' button, a 'Comment' button, and a 'Share' button. At the bottom, there are 'Back', 'Cancel', and 'Promote' buttons. A disclaimer at the bottom states: 'By clicking Promote, you agree to Facebook's Terms & Conditions | Help Center'.

Review and payment

1. The final step now is to review your ad.
2. Place an order for your ad by clicking on 'promote'. Typically, most ads are reviewed by Facebook within a few hours. Your ad/s will go-live automatically after the review by the Facebook team.

Toggle between 'preview' to see how your ad will show on other platforms

- Repeat the same steps if you wish to test out more than 1 ad at the same time.
- Your ad performance and insights will be shown in 'Ad Center'.

1

Promote Your Website

Daily Budget

\$15.00 AUD

Actual amount spent daily may vary. ⓘ
Estimated 16 - 53 clicks per day ⓘ

You will spend a total of \$450.00. This ad will run for 30 days, ending on Mar 19, 2020.

TRACKING CONVERSIONS

☐ Facebook Pixel ⓘ

PAYMENT

Budget	\$15.00 AUD
Estimated Tax ⓘ	\$1.05 AUD
Total Amount	\$16.05 AUD

Currency

Australian Dollar

Account

Jonathan Lim (118959328668777, AUD)

Back

By clicking Promote, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Preview: Desktop News Feed

Unitron Australia
Sponsored ·

You don't live in a clinic, so why only test your hearing there?

Start with the world's most personalised hearing test and try great sounding hearing aids in the places you live, work and play, RISK-FREE.

Hearing test, on the go.
Identify your true listening needs,
in real-world environments.

Get a free real-world assessment

unitron.

UNITRON.COM

FREE hearing test & trial

Apply Now

Like

Comment

Share

2

Promote

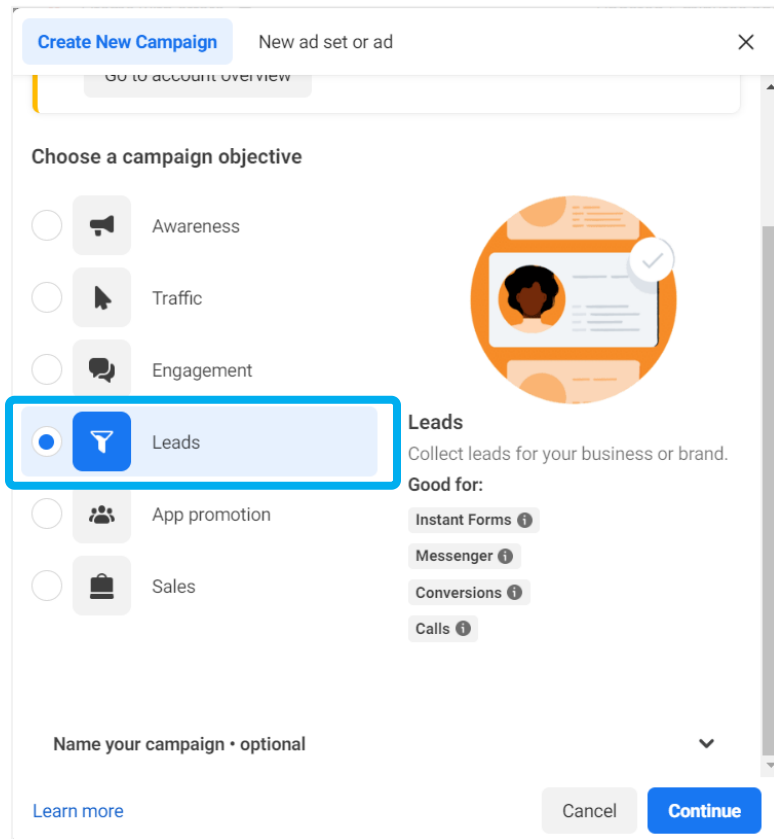
unitron™

Lead generation ad set up

Setting up

Campaign objective

Go to Facebook Ads Manager: <http://facebook.com/ads/create>
Select 'Leads' as your campaign objective and click continue



Create New Campaign New ad set or ad

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☒ Leads
- ☐ App promotion
- ☐ Sales

Leads
Collect leads for your business or brand.

Good for:

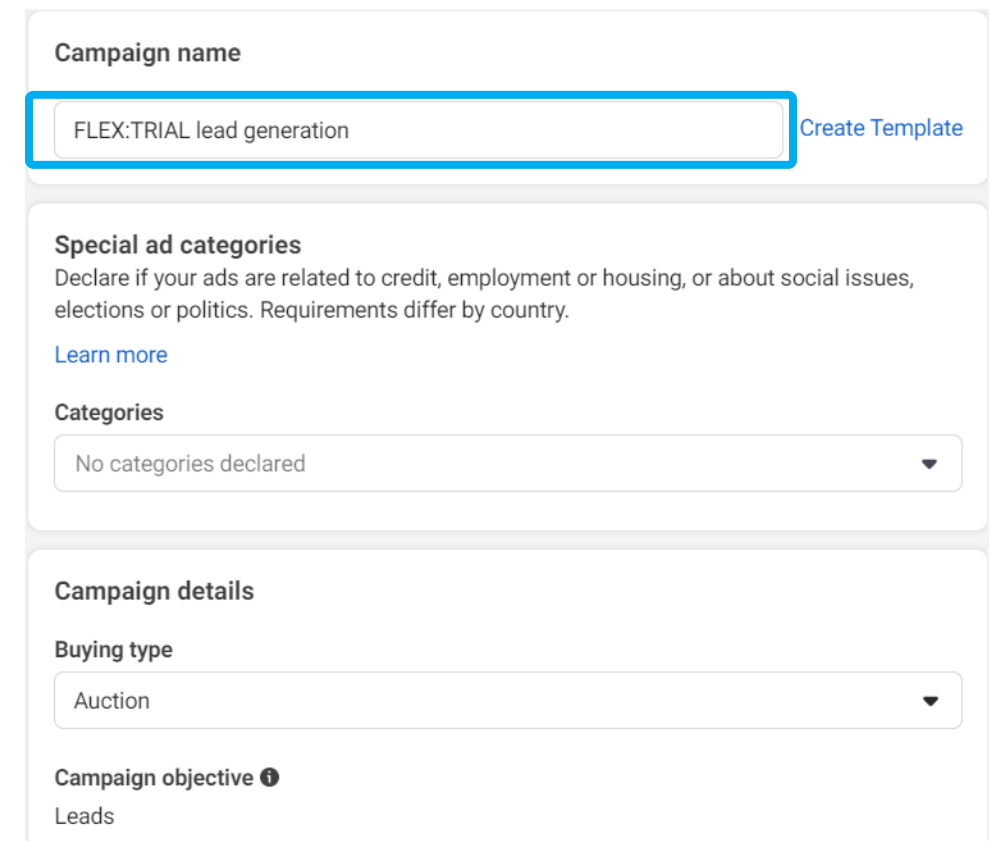
- Instant Forms
- Messenger
- Conversions
- Calls

Name your campaign • optional

[Learn more](#) Cancel Continue

Campaign name

Name your campaign and click next



Campaign name

FLEX:TRIAL lead generation Create Template

Special ad categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.
[Learn more](#)

Categories
No categories declared

Campaign details

Buying type
Auction

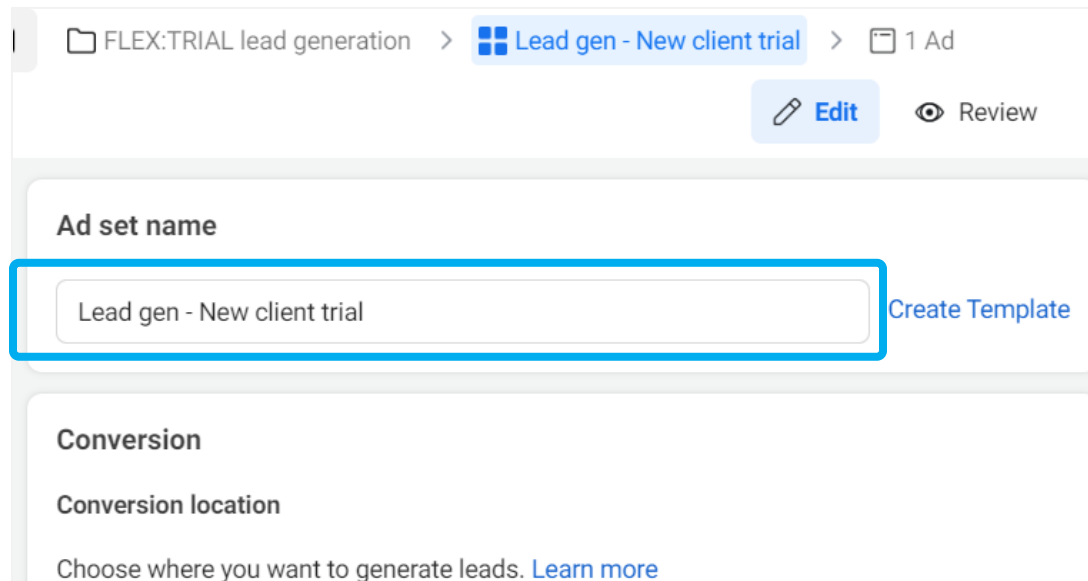
Campaign objective
Leads

Setting up (Ad Set)

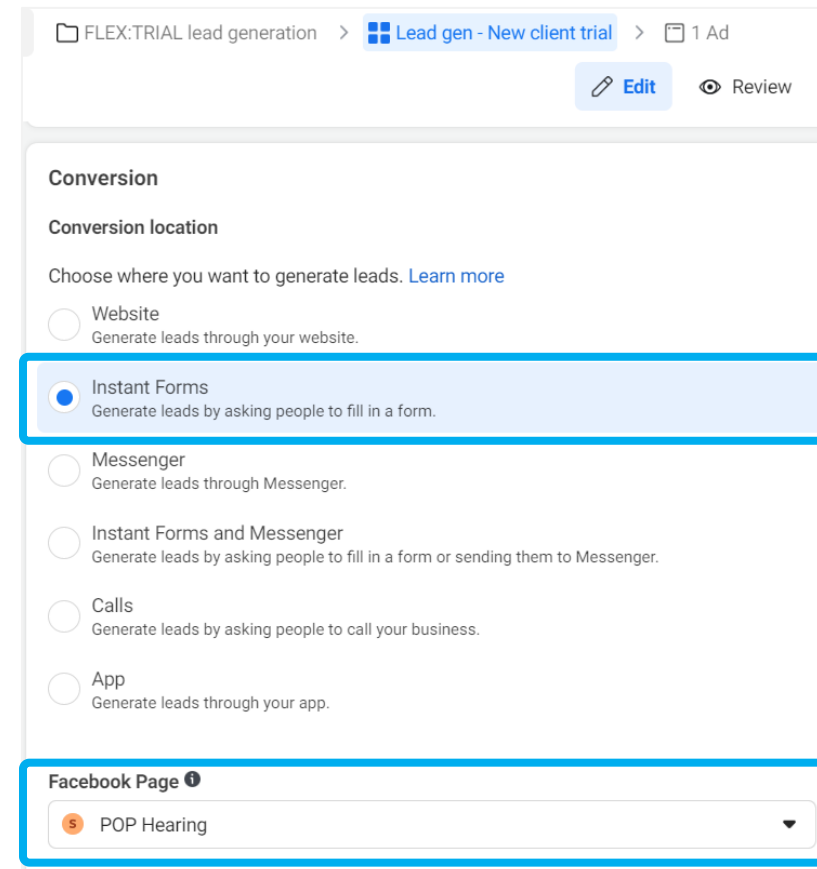
Ad set name

Name ad set name. Give detail for ad set name will make it easier to find and track when campaign increases.

Select 'Instant Forms' for conversion location. Choose your Facebook page from the drop-down menu



The screenshot shows the Facebook Ads setup interface. At the top, there is a breadcrumb trail: 'FLEX:TRIAL lead generation' > 'Lead gen - New client trial' > '1 Ad'. Below this, there are two buttons: 'Edit' (with a pencil icon) and 'Review' (with an eye icon). The main section is titled 'Ad set name' and contains a text input field with the value 'Lead gen - New client trial'. To the right of the input field is a 'Create Template' button. Below the 'Ad set name' section, there is a 'Conversion' section with the title 'Conversion location' and the text 'Choose where you want to generate leads. Learn more'.



The screenshot shows the Facebook Ads setup interface. At the top, there is a breadcrumb trail: 'FLEX:TRIAL lead generation' > 'Lead gen - New client trial' > '1 Ad'. Below this, there are two buttons: 'Edit' (with a pencil icon) and 'Review' (with an eye icon). The main section is titled 'Conversion' and contains the title 'Conversion location' and the text 'Choose where you want to generate leads. Learn more'. Below this, there are six radio button options: 'Website' (Generate leads through your website.), 'Instant Forms' (Generate leads by asking people to fill in a form.), 'Messenger' (Generate leads through Messenger.), 'Instant Forms and Messenger' (Generate leads by asking people to fill in a form or sending them to Messenger.), 'Calls' (Generate leads by asking people to call your business.), and 'App' (Generate leads through your app.). The 'Instant Forms' option is selected and highlighted with a blue box. Below the radio button options, there is a 'Facebook Page' dropdown menu with a blue box around it. The dropdown menu shows 'POP Hearing' as the selected option.

Setting up (Ad Set)

Budget and schedule

Customise your budget for the ad. From the budget drop-down menu, [define either a daily or lifetime budget](#) of the ad you are going to run. [Select your scheduling preference](#) after.

Budget & schedule

Budget ⓘ

Daily budget ▾

\$60.00

SGD

You'll spend up to \$75.00 on some days, and less on others. You'll spend an average of \$60.00 per day and no more than \$420.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

1/12/2022

🕒 12:00

Singapore Time

End · Optional

☒ Set an end date

31/12/2022

🕒 00:00

Singapore Time

[Show more options ▾](#)

The daily budget set at '\$60.00' is an example only. You are free to set any amount you're comfortable with or that budget permits.

'Set a start and end date' to avoid overspending your allocated budget for Facebook advertising.

Setting up (Ad Set)

Defining target audience

Under 'audience', define the [locations](#) that you are running FLEX:TRIAL in, [age](#) and [gender](#) of your target audience.

Locations

People living in or recently in this location

Australia

Victoria

Include

Search locations

Browse

Add locations in bulk

Age

3565+

Gender

AllMenWomen

After defining your target audience and setting your budget, an estimated audience size and daily results of the campaign will be shown on the right.

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 2,500,000 - 2,900,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach

835-2.4K

Leads

11-32

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data,

Setting up (Ad Set)

Defining target audience (continued)

Include or exclude demographics, interests, and behaviours under 'detailed targeting' to deliver your ads to relevant audiences. Leave languages blank, unless the audience you are targeting uses a language that is uncommon in Australia. 'Save this audience' for future use.

Detailed targeting

Include people who match ⓘ

Q

Add demographics, interests or behaviours

Suggestions

Browse

Exclude

Advantage detailed targeting +

☒

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

Q

Search languages

Hide options ▲

Save This Audience

Placement

By default, Facebook will automatically place your ad where it's most likely to perform best. It's recommended to let Facebook place your ads automatically to maximise your budget. Alternatively, you can choose to customise the placement based on your preferences.

Placements [Learn more](#)

☒ Advantage+ placements (Recommended) +

Use Advantage+ placements to maximise your budget and help show your ads to more **people**. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show more options ▼

Setting up (Ad Set)

Optimisation and delivery

Facebook will optimise and deliver your ad accordingly to the setting in each of section earlier. Set a cost per result goal if you want to keep the cost to a certain amount. Click 'next' to continue

Optimisation and delivery

Optimisation for ad delivery

Leads

Cost per result goal (optional)

Meta will aim to spend your entire budget and get the most leads using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#) ▾

Estimated daily results

Reach ⓘ
835-2.4K

Leads ⓘ
11-32

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Close

✓ All edits saved

Back

Next

Setting up (Ad)

Ad name and identity

Set ad name and your facebook page should already be selected based on selection at ad set level. If you have a Instagram account and wish to run your ad there as well, connect your account.

Ad name

Dec 22 - Moxi B [Create Template](#)

Identity

Facebook Page

POP Hearing

Select a Page at the ad set level
For campaigns that use the Leads objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.
[Select Page](#)

Instagram account

Use selected Page or [Connect account](#)

Ad setup

Choose an ad format from the 2 available format. 'Carousel' format requires 2 or more images to make your ad scrollable horizontally, while a 'single image or video' requires only 1 of either. In our example, we've selected 'single image or video'.

Ad setup

Create Ad

Format

Choose how you'd like to structure your ad.

☒ **Single image or video**
One image or video, or a slideshow with multiple images

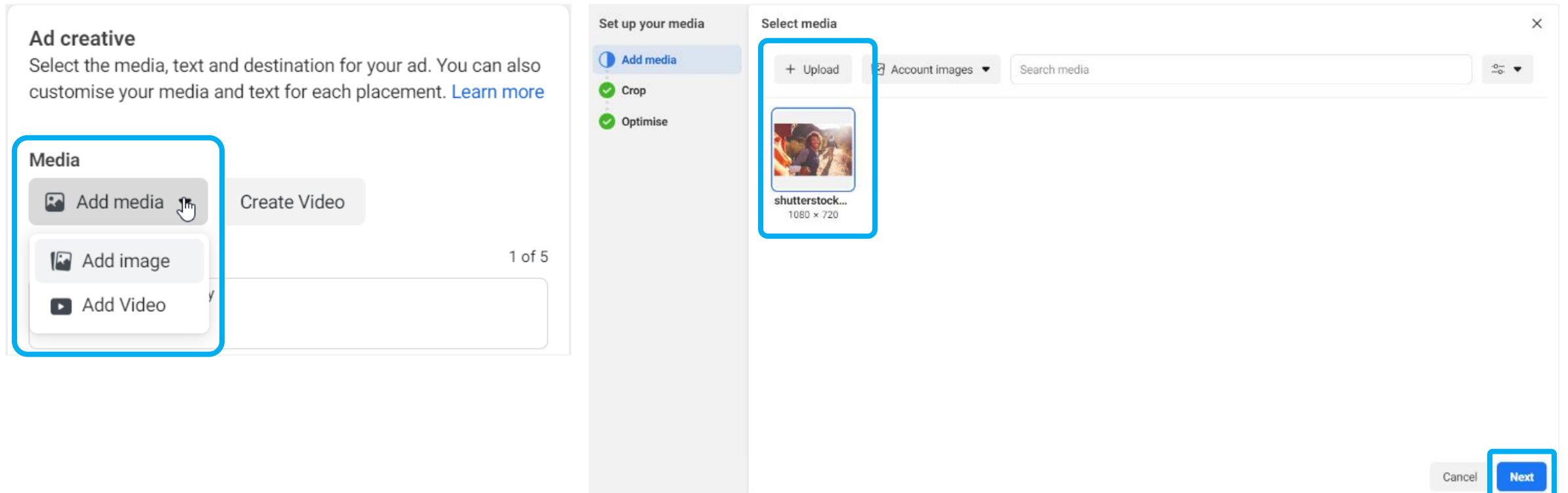
☐ **Carousel**
Two or more scrollable images or videos

☒ **Multi-advertiser ads**
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

Setting up (Ad)

Ad creative

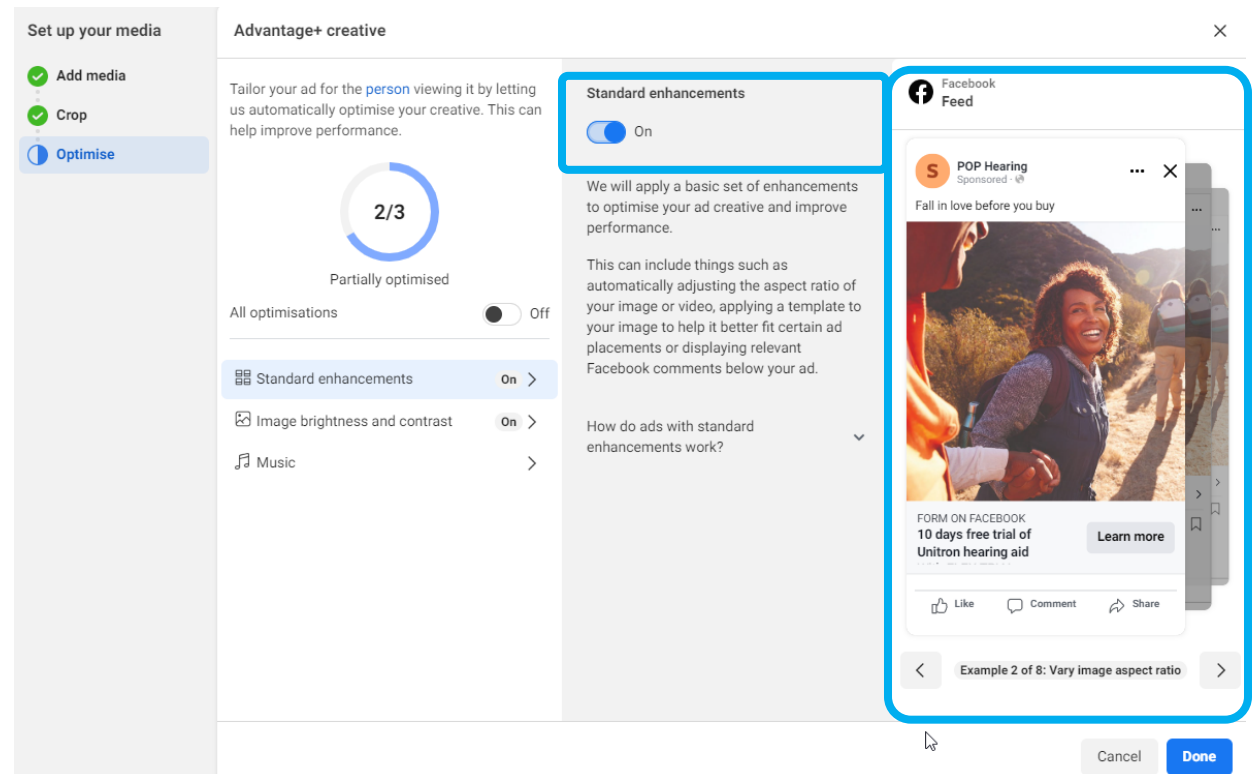
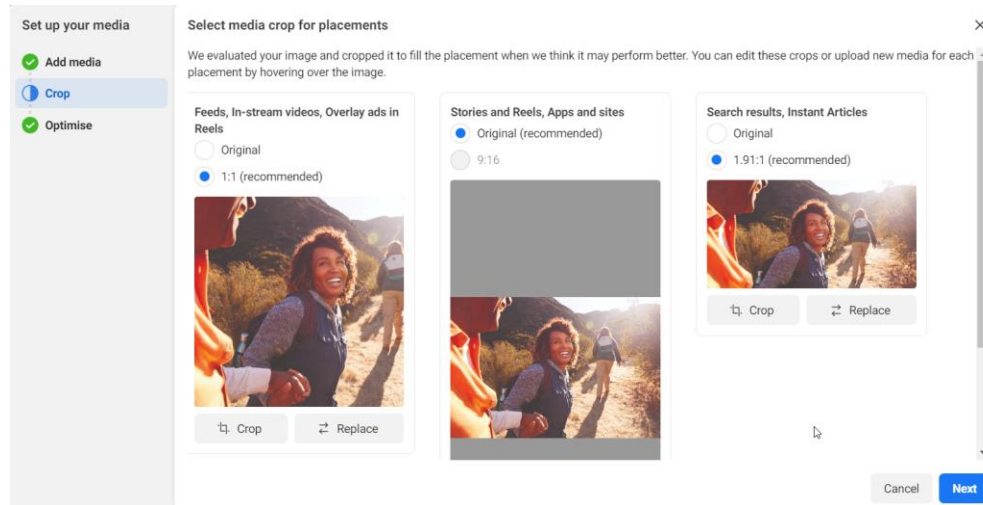
Upload creative assets according to the [image and video specs](#) specified by Facebook. Click on 'add media' then 'add image' to upload. A new window to upload ad image will appear, click 'upload' to add image, select image and click 'next'.



Setting up (Ad)

Ad creative

Facebook will show and select the best crop for each placement. Click 'next' to [optimise ad](#). Select 'on' under standard enhancements. You can able to preview up to 8 ad samples from the right panel and click 'done'.



Setting up (Ad)

Ad creative

Describe your campaign in the 4 text fields and select the appropriate call to action for the ad. Be as specific as possible so the client knows what they will get by clicking on your ad.

Primary text1 of 5

Fall in love before you buy - 10 days free trial of Unitron hearing aid

+ Add text option

Headline · Optional1 of 5

Unitron FLEX:TRIAL

+ Add headline option

Description · Optional

Why should people visit your website?

Call to action ⓘ

Sign Up


Facebook Feeds

S POP HearingSponsored · 🌐

...

×

Fall in love before you buy - 10 days free trial of Unitron hearing aid









FORM ON FACEBOOK
Unitron FLEX:TRIAL




Sign Up

LikeCommentShare

Feeds



Stories and Reels



Under 'ad previews' on the right, click on images to preview how your ad will be displayed across the different placements.

unitron™

Setting up (Form)

Lead form

Now it's time to set up the lead form for your ad. Click on '[create form](#)' to setup your lead form for your ad.

Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Instant form

Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)

Create Form

Form title

Creation date



Untitled form 04/06/2020, 1...

2020-06-04

While there are other landing page solutions out there for you to capture leads, Facebook lead forms have a few benefits that may help you acquire more leads:

- Clients won't have to leave Facebook to view your offer. Facebook lead forms automatically pre-populates clients' data from their profiles.
- Building a lead form on Facebook is also more resourceful and cost-effective compared to creating an external lead capture form on other platforms. Also, it is mobile-friendly, making it a seamless experience for your clients to sign up for your offer.

Setting up (Form)

Form content and settings

Under the 'content' tab, review and fill in the necessary fields for your campaign from 'form name' through to 'message for leads'. Review the settings tab as well. A preview of your lead form will automatically update on the right as you make edits. Click on 'publish' to complete your lead form.

Create form

Content Settings

Form name

Moxi B - Dec 2022 - FLEX:TRIAL form

Form type

Intro

Questions

Privacy Policy

Review screen

Message for leads

Higher intent - form preview

Intro 1 of 4

POP Hearing

Fall in love before you buy

10 days free trial of Unitron Moxi Blu hearing aid

Save Draft Publish

Make sure to only ask necessary questions for your lead form. The more questions you ask, the lower your leads are likely to be.

The final step now is to 'review' your ad and place an order for your ad by clicking on 'publish'.

Typically, most ads are reviewed by Facebook within 24 hours and your ads will go-live after the review.

Ad insights

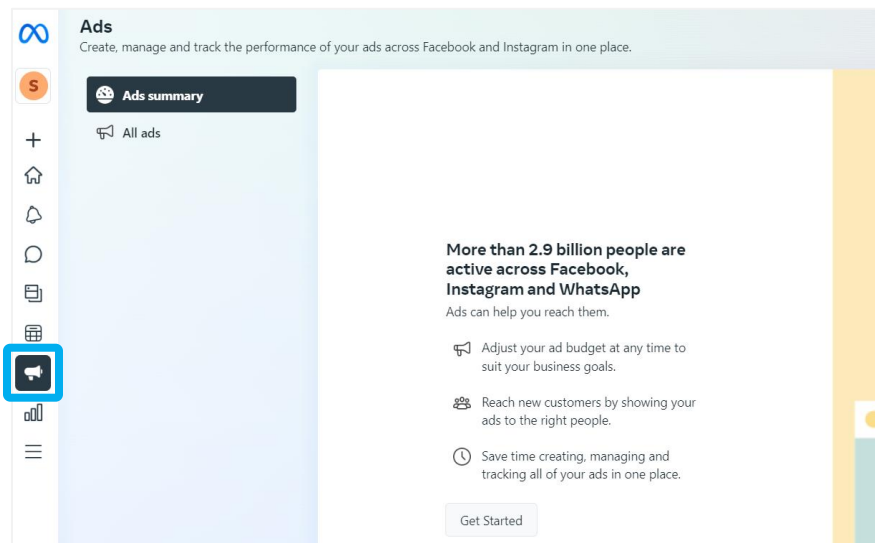
Track ad performance

Once your ads go live (you will receive an email and Facebook notification), you can track the performance of your lead generation ads here:

<https://facebook.com/ads/manage/home/>

Finding and viewing your ads

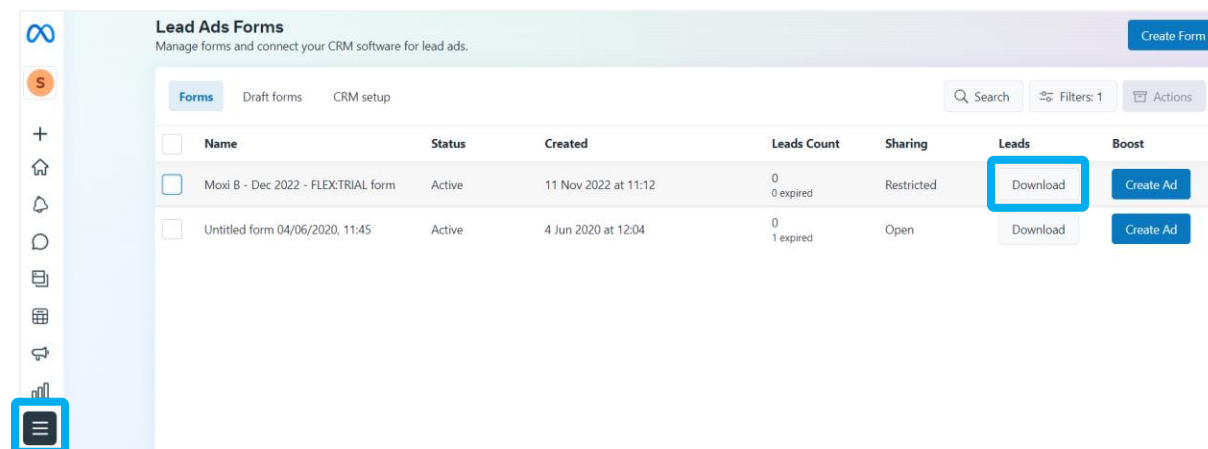
Your ads will not be posted on your Facebook. To view your ads, head to your Facebook page and click on 'ads' under your page's navigation menu on the left.



Downloading leads

The easiest way to download your leads is to head to your Facebook page.

Click on 'all tools' then 'instant form' on the left navigation bar. Your leads can be downloaded from this page.



To learn more about FLEX,
contact your Unitron
representative today.

Bonus:
Additional lead generation
campaign ideas

Hearing loss e-book

Target audience

- New potential hearing aid wearers
- Children or relatives searching for information on behalf of their parents

Hearing loss guide

- Create a non-biased consumer guide to hearing loss
- Introduce hearing loss and hearing technologies
- Share info on hearing aid styles, benefits, etc.
- Include FAQs
- Subtle introduction of your clinic
- Suggest to take next steps with your clinic within e-book

Home > Hearing aid buyer's guide

Download the "Hearing aid buyer's guide"

Choosing the right hearing aid can seem daunting at first. There are hundreds of devices in the market for all types of hearing loss and functions to meet a wide range of lifestyle needs.

This comprehensive guide makes comparing brands, models and functions easier than ever to match you with the right device. Take advantage of this FREE resource.

First Name*

Last Name*

Phone*

Email*

Privacy policy*

☐

By continuing, you agree to our Privacy Policy.

Download guide



Your needs

Improved hearing
The right hearing aid
Using a hearing aid

What we offer

Hearing aids
Hearing protection
Batteries and accessories
Hearing aid insurance

Topics

Hearing loss
Tinnitus
Online hearing screening
Hearing aid technology

About us

About us
Find a specialist retailer
Arrange an appointment
Careers
Contact form

How to find us

Facebook
 LinkedIn
 YouTube

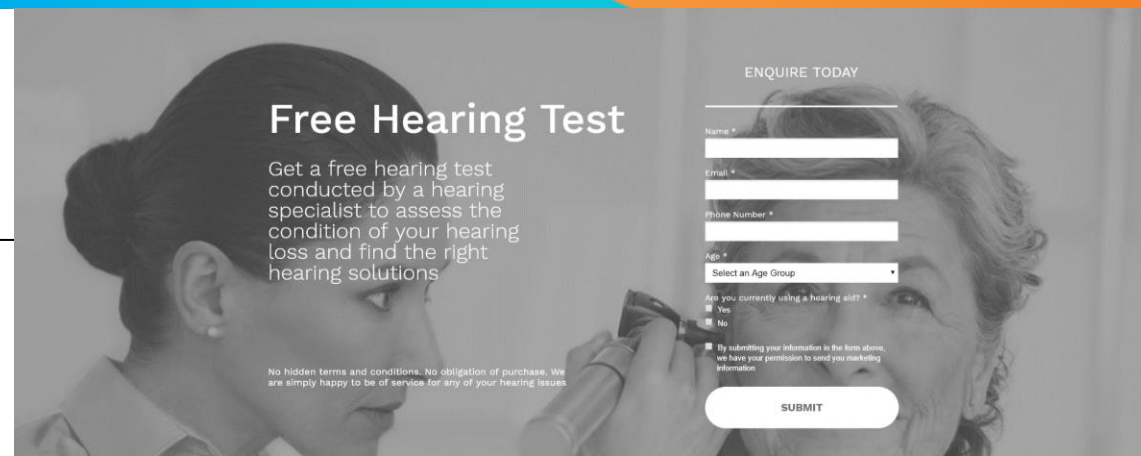
Offline hearing test

Target audience

- New potential clients with hearing loss
- Existing hearing aid users who wish to have their hearing tested by another clinic

Hearing loss guide

- Offer a free hearing test to motivate end-users to sign up
- Let the end user know what to expect during the hearing test
- Should they not proceed to purchase, offer a 'return voucher' to encourage client to return and to track ROI and campaign effectiveness



ENQUIRE TODAY

Free Hearing Test

Get a free hearing test conducted by a hearing specialist to assess the condition of your hearing loss and find the right hearing solutions.

No hidden terms and conditions. No obligation of purchase. We are simply happy to be of service for any of your hearing issues.

By submitting your information in the form above, we have your permission to send you marketing information.

SUBMIT

Form fields: Name *, Email *, Phone Number *, Age *, Select an Age Group, Are you currently using a hearing aid? * (Yes/No).



To Be Or Not To Be

Is a hearing aid useful to you and your lifestyle? Is hearing amplification suitable for you? Does the hearing aid price fit your budget?

Find out without making an upfront investment with our free trial.

Your First Visit to Digisound Hearing



Multiple Hearing Aid Models	Rechargeable Models	Wireless Accessories
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Promotion

Target audience

- Price conscious clients with hearing loss
- Existing hearing aid users who wish to have their hearing tested by another clinic

Promotion

- Hearing aid saving promotion
- Persuasive and supporting headline clear and concise copy that is driven towards savings
- Include value proposition of the product highlight the key features and benefits
- Increase perceived value of the product by adding in services you already provide free hearing test, lifetime aftercare etc.

LOOKING FOR A NEW HEARING DEVICE?

Unitron's latest Moxi Blu™ RIC represents amazing value, quality and performance.

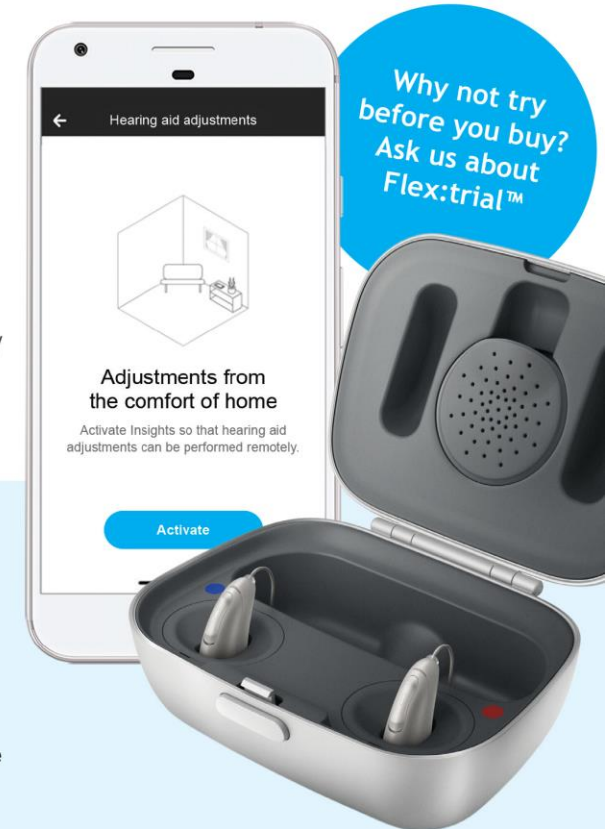
Some of our favourite features include:

- ✓ Easy personalisation to your exact needs.
- ✓ Universal® connectivity to Bluetooth devices, including smartphones, smart TVs and more.
- ✓ Discreet, comfortable design that lasts a full day on a single charge.

QR CODE

Ask us about Flex:trial™, our no-risk, obligation free way to try hearing aids.

unitron™ Love the experience



Clinic logo

Company name

Address line 1

Address line 2

Suburb State Postcode

(XX) XXXX XXXX | email@domain.com.au

domain.com.au

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Love the experience™