

Back to Work

Campaign guide



Overview

January is the optimal time to promote the 'Back to Work' campaign.

This campaign is targeted at working professionals about the benefits of RogerDirect™ technology for improved hearing in distance, such as meetings and group situations.

The aim is to educate existing clients and attract new ones about the benefits of RogerDirect as they prepare for the new work year ahead.



Target groups

Working Professionals

- Hearing well at work enables clients to actively participate and socialise in meetings by giving access to speech and noise and over distance so they can focus on work rather than hearing.
- Roger systems may also be reimbursed for work as part of the Commonwealth government's Employee Assistance Fund (EAF). For more information, contact [Nikki Ozeken](#).



Planning guide

If you fail to plan, you plan to fail.

Successful marketing campaigns are targeted, integrated and measurable. Below is a guide to help you plan your approach and determine success.

Step 1: Define your goals and set your budget	Step 2: Determine your strategy	Step 3: Plan your campaign dates	Step 4: Execute your campaign	Step 5: Review your results
<ul style="list-style-type: none">• What outcome are you expecting and why?• How will you measure success?• How much budget is needed to achieve your outcomes?	<ul style="list-style-type: none">• Who are you targeting?• How will you reach them?• Determine the channels you will use.	<ul style="list-style-type: none">• What's the best time to reach your audience in the right place and at the right time?• Set your campaign dates and plan the timing of your Marketing activity.	<ul style="list-style-type: none">• The marketing templates provided in this guide are designed to attract and reach your targeted audience through the various channels they engage with.• All templates can be customised to reflect your brand and specific call-to-action.	<ul style="list-style-type: none">• Reviewing your campaign results is crucial to determining the success of your plan and can provide you with many learnings for future campaigns.• For more information on what and how to measure success, contact the Unitron marketing team.

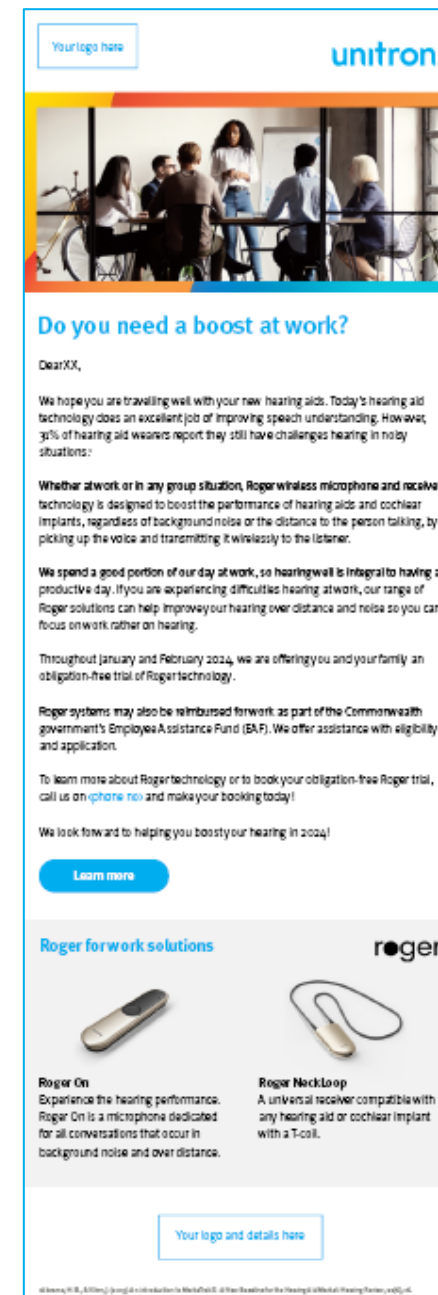
Campaign tools

Back to Work

- Web banner
- Social posts
- Email template



Templates, which can be found [here](#), act as a guide and can be customised by you to suit your brand. Unitron provides complimentary design services. Please contact [Nikki Ozeken](#) to customise or create any marketing materials.



Back to work social posts

Copy

Do you have difficulties hearing at work?
We spend a good portion of our day at work, so hearing well is integral to having a productive day. Our range of Roger solutions can help improve your hearing over distance and noise so you can focus on work rather on hearing. Call us today on <phone no> to book an obligation-free trial of Roger technology

Are you struggling in online meetings?
Adding a microphone to your hearing aids will make a world of difference when attending online meetings. Simply connect a Roger™ TableMic II to your laptop and stream the sound directly to your hearing aids. Call us to ask how!

Image



Additional support

- For any further audiological training and support, please contact your local Unitron Territory Manager.
- For any further marketing support, please contact [Nikki Ozeken](#).



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A close-up photograph of a person's hands raised, with fingers interlaced to form a heart shape. Overlaid on the hands is a large, stylized letter 'U' logo. The logo is composed of several segments in different colors: yellow, orange, red, and blue. The background is a blurred crowd of people at what appears to be a festival or concert, with colorful flags visible in the distance. The text 'Love the experience' is written in white, sans-serif font across the middle of the image, with a small 'TM' trademark symbol at the end.

Love the experienceTM