

Sycle + AudiologyDesign

2021 Digital Marketing Trends

By integrating your digital marketing with Sycle you can increase appointments scheduled and enhance your online reputation

We will begin at 9:30 am PT / 12:30 pm ET



2021 Digital Marketing Trends

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Overview

Increasing Conversions Through Online Appointment Scheduling

- Importance of Online Scheduling
- Results and What to Expect
- How does Online Scheduling Work

Maximizing Online Reputation and Visibility

- Importance of Online Reviews for Reputation and SEO
- How a Review Generation Service Works
- Automating Review Requests with Sycle for better response rates



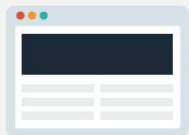
The Leading Hearing Healthcare Patient Journey Influencers

- 20+ Years Experience (We Understand Our Clients' Needs)
- Market Dominant Position (Nearly 1,500 Locations)
- Marketing + Hearing Healthcare Expertise
- Hearing Healthcare *Dedication*
- Scalable Infrastructure
- Responsiveness & Attentiveness
- Quantifiable Results & Return on Investment
- Shift from Digital Marketing Agency to Patient Journey Influencer



Our Services

Full-Scope Marketing Agency Dedicated to Hearing Healthcare



Website Design & Development



Search Engine Optimization



Online Patient Scheduling



Review Generation



Call Tracking



Google Ads

Google Ads (PPC)



Social Media Marketing



Facebook Advertising



Direct Mail

A background image of a business meeting with a teal overlay. In the center, a teal circle contains the number '1'. Below it, the text 'Increasing Conversions Through Online Scheduling' is written in white. The background shows people in business attire working at a table with a laptop, a tablet, and a cup of coffee.

1

Increasing Conversions Through Online Scheduling

Importance of Online Scheduling

Increase Appointments Booked

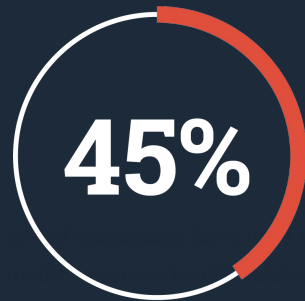


of consumers prefer
online scheduling

A teal horizontal bar with the number '3' centered above it.

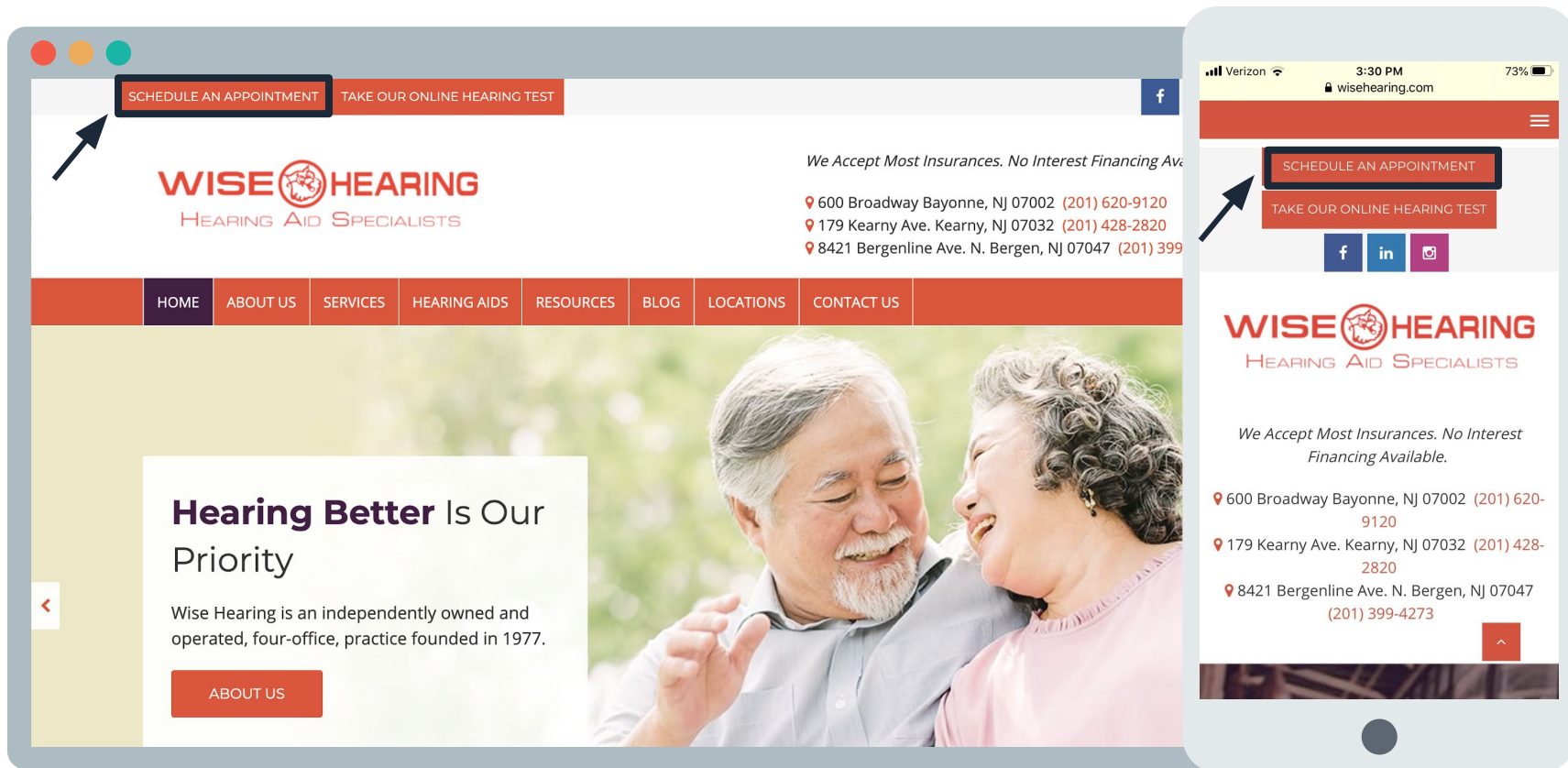
Metric	Value
Average additional appointments per location per month booked on the website	3

average additional appointments per
location per month booked on
the website.

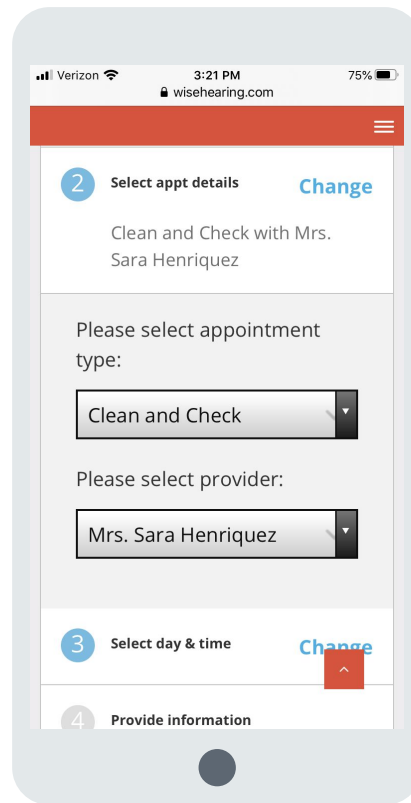
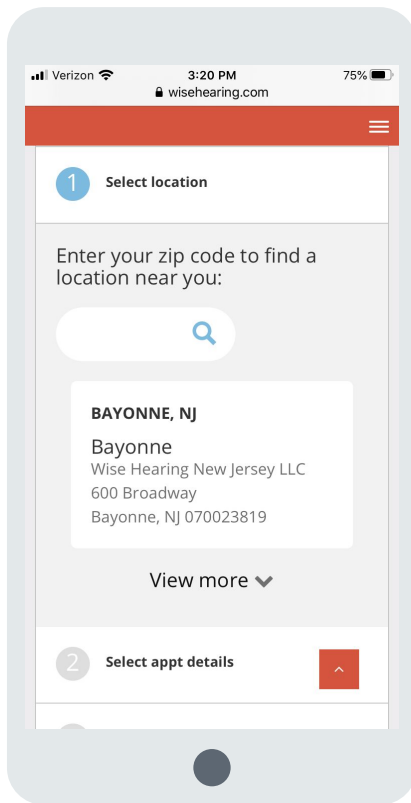
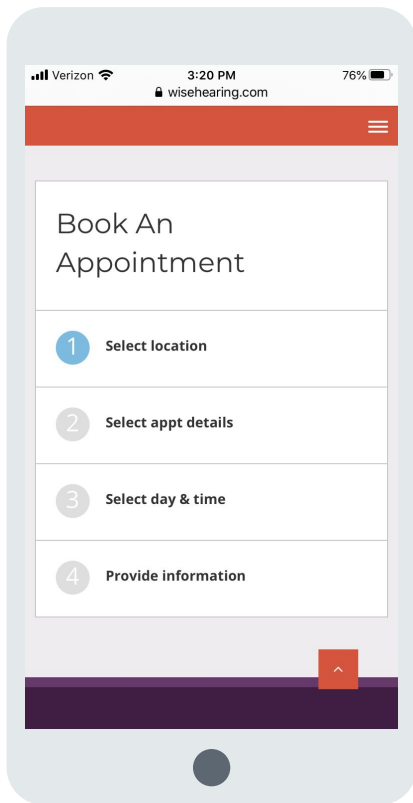


of those appointments are booked
outside of business hours, allowing
these clinics to be always available to
meet patient needs!

Increase Appointments Booked



Increase Appointments Booked



Increase Appointments Booked

Verizon 3:22 PM 75% wisehearing.com

< February 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13

Monday, February 15

Morning

Afternoon

4:30 PM

Verizon 3:22 PM 75% wisehearing.com

4 Provide information

First Name*

Last Name*

Email*

Phone Number*

DOB* Zip code*

MM/DD/YYYY

A background image of a business meeting with a semi-transparent blue overlay. In the center, there is a teal circle containing the white number '2'.

2

Maximizing Online Reputation and Visibility

Importance of Online Reviews

Reputation + SEO



The new
"word of mouth"



Reviews
equal trust



Snapshot view into
your practice

ONLINE REVIEWS FACT

More than 80% of consumers read reviews before visiting a business or using a service, and 48% only pay attention to the reviews that were left in the past two weeks

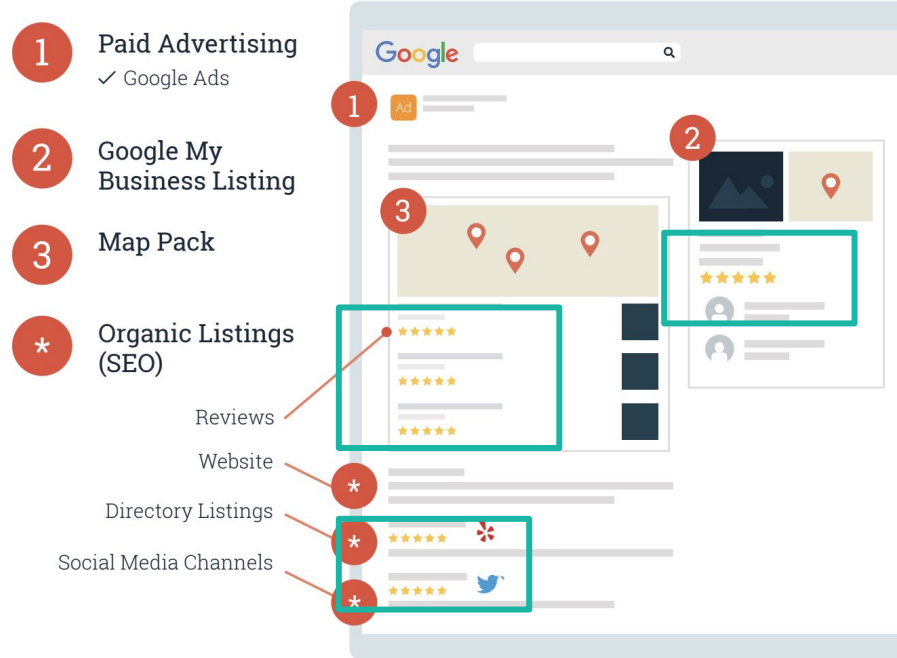
ONLINE REVIEWS FACT

92% of potential patients read online reviews of their healthcare provider before making an appointment

[Source: BrightLocal, Local Consumer Review Survey].

Importance of Online Reviews

SERP (Search Engine Results Page)

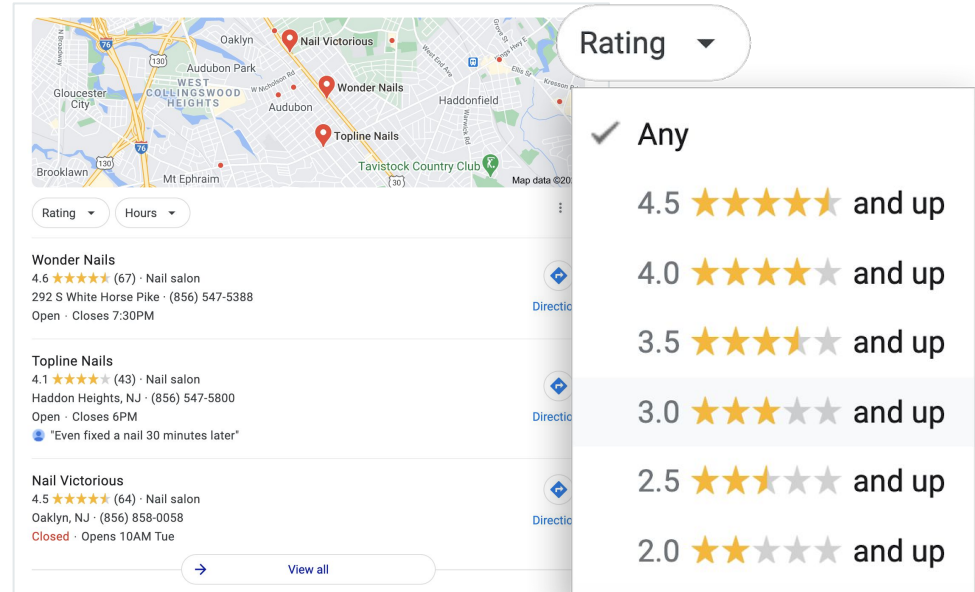


Importance of Online Reviews

Reputation + SEO

Top Factors Google Factors Into Google My Business Listings

1. Complete Profile Data:
 - a. Physical address
 - b. Phone number
 - c. Category
 - d. Attributes
2. Verified Location
3. Accurate Hours
 - a. Special Hours (Covid-19)
 - b. Holiday Hours
4. Reviews
 - a. Quality and Frequent
 - b. Engaging with Patients
5. Adding Photos



Importance of Online Reviews

Reputation + SEO



FIND A CLINIC

"I have not seen Terrence in a couple of years but finding his card, prompted me to write a FANTASTIC review about an amazingly kind and compassionate individual that has left a positive and last impression on me. If you go anywhere for hearing aid needs, GO HERE. The entire staff is professional, and organized, and I only had great experiences each time I came. I got a hearing aid through this office and bc I ended up having an ear operation and restoring some lost hearing, I no longer go here. Terence was always friendly, and had a love for the outdoors. I remember once he saved me a doctor's visit by carefully removing some wax from my teen daughter's ear. I was so appreciative. He and his office exceeded expectations. If I could give him move stars I would."

cassia l. of Soquel, CA ★★★★★
07/10/2018 Review submitted online

BBB Rating & Accreditation



Jo Wilson recommends **Country Roads Audiology and Hearing Aid Center.** ...

January 2, 2020 ·

Kristen is great and very knowledgeable. Run here if you sense any hearing loss!



Like



Comment



Share



Write a comment...



Thomas M.

Aptos, CA

0 2



3/2/2020

Hearing aid specialist Manny Ocano is exceptionally knowledgeable and thorough -- and always friendly. He recently helped me "dial in" my new hearing aids, which come with an amazing smartphone app. Manny made sure I am getting the optimal performance from my hearing aids. Although I thought my hearing aids were working fine, Manny used his specialized software to further tweak the devices to get even better results over all speech-critical frequencies. He took the time to explain everything he was doing -- showing me onscreen the improvements he was making in real time.

Importance of Online Reviews

Reputation + SEO

Getting the Best Response Rate From Reviews

- Timing of Review Invite
- Inform Patient
- Make it as Easy as Possible (multiple options, email/text)
- Use a Review Management Tool
- Integrate it with Sycle

Importance of Online Reviews

Review Automation Service

Help us. Help others. You're invited to review:

AUDIOLOGY / DESIGN

Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.



Powered by **AudiologyDesign**

Importance of Online Reviews

Reputation + SEO

1

Are patients
aware of your
existence?

2

Are patients
intrigued by
what they're
seeing?

3

Are patients
motivated to
book an
appointment?

4

Are patients
motivated to
speak highly of
your practice
after their
appointments?

Q & A

- How do I get started with Review Gen?
- How do I get started with Online Scheduling?
- Do I have to have an AudiologyDesign website to make these services work?
- What is the cost?

Next Steps:

- **Free Analysis Available**
- Contact Webinars@AudiologyDesign.com to get started!



Thank you!



AUDIOLOGYDESIGN