

FREE!

Graphic Design

Printing

Promotional Product

Social Media

Web Development/SEO

Google Ads

Email

Event

**MARKETING
CONSULTATION**



Indiana Audiology

— COALITION — 



Inaugural Conference

June 5 & 6, 2025

Conference Sponsor



Mini Marketing Planner – Think BIG. start small. Act NOW!

SAMWAD Goal(s) - Specific, Attainable, Measurable, With-A-Deadline	Plan Dates	
Ideal Customer Persona - Market to Reach - who will buy - geographics, demographics, psychographics		
Objectives		
Messaging Strategy - Core Brand Voice & TOne		
Marketing Mix - how to achieve objectives		
Traditional (Print, Direct Mail, Events)	Digital (Social, Email, SEO, Website)	Experiential (Pop-Ups, Demos, Workshops)

Key Performance Indicators (KPIs)					
Timeline - Relevant Dates - Work Backwards from Key Date	Projected	Actual	Budget	Projected	Actual
			Design Services Marketing Services Print Services Promotional Items Ad Spend		
Results - Analytics - Return On Investment (ROI) - Sales, New Customers, Initial Purchase, Repeat Sales, Responses, Attendees, etc.				Projected	Actual
Changes for Next Time			Miscellaneous Notes		

Audiology Clinic Operational Wishlist

- Currently Use
 - Need or Want
- (Check all that apply.)

Clinical and Patient Forms

- New Patient Intake
- Patient Health History Questionnaire
- Hearing & Tinnitus Questionnaire
- Consent to Treat
- HIPAA Acknowledgment
- Release of Medical Records
- Pediatric Developmental History
- Pediatric Hearing Aid Evaluation
- Balance/Vestibular Screening
- Hearing Aid Evaluation Questionnaire
- Hearing Aid Trial Agreement
- Telehealth Consent Form
- COVID-19 Screening Questionnaire
- Communication Needs Assessment
- Cognitive Screening Tool
- Earwax Management Consent Form
- Assistive Listening Device (ALD) Trial Agreement

Admin and Insurance Forms

- Financial Responsibility Agreement
- Assignment of Benefits Form
- No-Show and Cancellation Policy Form
- Medicare Advance Beneficiary Notice (ABN)
- Superbill / Encounter Form
- Insurance Verification Form
- Payment Authorization Form
- Notice of Privacy Practices (NPP)
- Patient Satisfaction Survey
- Payment Plan Agreement Form
- Authorization to Text or Email Form (HIPAA compliant consent)
- Advance Directive Acknowledgment
- Worker's Comp/Disability Claim Form

Print and Traditional Marketing

- Business Cards & Appointment Cards
- Service Brochures (Hearing Loss, Hearing Aid Options)
- Rack Cards/Postcards
- Letterhead
- Envelopes (Business; Payment Return)
- Stickers, Labels
- Greeting Cards (Birthdays, Holidays, Thank You)
- Door Hangers
- Direct Mail Campaign
- Flyers & Posters
- Presentation Folders
- Physician Referral Packets
- Booklets, Calendars, Catalogs
- Notepads, Bookmarks
- Counter Cards, Table Tents
- Net Promoter Score (NPS) Cards
- Loyalty Cards
- Wall Decals
- Custom Packaging
- Other _____



MONTHLY MARKETING STRATEGY CALENDAR

AD: Ad EV: Event PP: Promo Product
 BL: Blog PR: Print SM: Social Media
 EM: Email OA: Online Ad WE: Website

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
JUN 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
29	30					

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
JUL		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	29	30	31		

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
AUG					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	29	30
31						

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
SEP	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	29	30				

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
OCT			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	29	30	31	

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
NOV						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	29
30						

Sunday	Monday	Thursday	Wednesday	Tuesday	Friday	Saturday
DEC	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	29	30	31			

Audiology Clinic Marketing Wishlist

- Currently Use
 - Need or Want
- (Check all that apply.)

Digital Marketing Services

- Website (SEO-optimized, HIPAA-compliant)
- Website Landing Pages (Promos or Events)
- Online Forms
- Local SEO & Google Profile Management
- Google Ads
- Email Marketing (reminders, newsletters)
- Social Media Management
- Social Media Boosts and Ads
- Online Reviews Generation & Monitoring
- Blog Content Development
- Video Marketing
- Text Message Marketing Integration
- Virtual Open House or Webinar Promo
- Logo / Brand Identity

Branded Promotional Products

- Apparel (Office Wear, Tshirts, Outerwear, Bottoms, Headwear, More!)
- Awards, Plaques, Paperweights, Clocks, Executive Gifts
- Bags (Totes, Backpacks, Office, Outdoor/Fitness, Travel, Paper)
- Fun (Outdoors, Sports, Kids, Teams, Golf)
- Health, First Aid, PPE, Self Care
- Office, Desk, Notepads, Sticky Notes, Pens, Pencils, Markers, Highlighters, Stress Balls
- Tech, Cell Phone Accessories, Power Banks
- Journals, Coloring Books, Crayons
- Magnets
- Drinkware, Mugs, Travel Cups, Water Bottles, Can Coolies
- Name Tags, Pins
- Branded Hearing Aid Pouch or Cleaning Kit
- Branded Lanyards for Key or Badge Holders
- Mini First Aid or Safety Kits
- Kids' Swag

Referral & Community Marketing

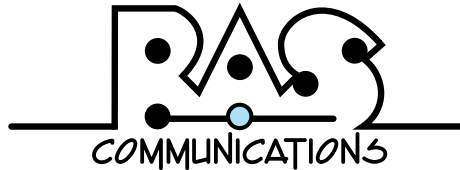
- Physician Outreach Program (lunch-and-learns, referral follow-up)
- Senior Living Center Partnerships
- Chamber of Commerce Partnerships
- Local School & Pediatric Outreach
- Free Hearing Screening Events
- Health Fair Display Kit
- Patient Referral Program Materials
- Outdoor Banners, Flag Banners, H-Stake Lawn Signs
- Window Graphics
- Assisted Living Center Resource Materials (Hearing + Cognitive Wellness)
- Community Workshop Series: "Ask the Audiologist" or "Better Hearing for Life" kits

Retention & Reputation Management

- Patient Loyalty Program Setup (battery discounts, accessories)
- Patient Recall/Reminder System (6-month/yearly follow-ups)
- Reactivation Campaign for Inactive Patients
- Birthday or Anniversary Email Campaigns
- Patient Appreciation Day Kits
- Other _____



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