How to Become a Pillar in Your Community
Knowledge-Based Marketing Tactics
Brian Taylor

Are you ready for the New Consumer?

and

Will they transform your practice?
Let’s look at 100 individuals in our village of 10,000 people.

12 individuals are 65 or older.

8 of these individuals has a hearing loss.
The graying of the population and what it may mean to you....

In our village of 100 people
20 individuals will be 65 or older

14 will have hearing loss

2 wear hearing aids
Agenda – Key Questions
1. What is the current landscape?
2. How do we attract and keep the New Consumer?
3. What is Pillar of Community marketing?
4. What does implementation of P-o-C marketing look like?

Current Landscape
1. The rise of big-box retail
2. Internet distribution and PSAP use of the rise
3. Much of advertising is price-driven and revolves around product
4. Changing buying habits of the New Consumer...
Rising Power Exerted on Future Customers by Opinions of Existing Customers

Three Ways:

- Prior experiences, beliefs, ideas (P)
- Information from Marketers (M)
- Other people (O)

Source: Absolute Value by Simonson & Rosen

Customer Acquisition in 2004

- Prior experiences (PE)
- Marketing information (MI)
- Other people (OP)
Customer Acquisition in 2014

Prior experiences  Marketing information  Other people

Where does your practice fall on the O-continuum?

O-independent: Others' opinions don't affect purchase decisions

O-dependent: Others' opinions guide purchase decisions

No longer coast on past performance

- Look for new ways to add value
- Tap into new markets for services
- Engage with the community constantly
How to crack the code?

1 in 8

to

7 in 8

How to crack the code?
Cracking the code
Exert more social pressure to get non-consulters and non-users to act.

Cracking the code
Use knowledge of today’s very happy customer to drive success of future customers.

Cracking the code
Achieve pillar of community status.
Pillar of Community Marketing:
Being top-of-mind in your community for all aspects of hearing care. Fostering relationships with three distinct groups within your footprint, so that people are able to act when in need of services or products.

Pillar of Community Marketing:
A long term strategy that involves essential aspects of a traditional marketing plan and budget, but places your services and professionalism at the heart of your brand message.

Three Distinct Groups
The Discipline of Customer Intimacy
The ability to form deep, long-lasting relationships
Developing Your Brand Message

- What is unique about the services and products you offer your community?
- What do you want to be known for in your community?
- What services does your community need or demand?

Brainstorming Session

- "trusted advisor" status with patients
- Comprehensive
- Impeccable Listener
- Patient-centered
- Treat people like individual
- Wide range of products and prices
- Service-driven (not about product)
- Get to know each person by name
- Go the extra mile
- Offer oral rehab and personalized training
- 30 years of clinical experience

Next Steps

- Develop tagline and messaging to support it
- See Brand Personality Worksheet in file menu
- Strive for Authenticity!
Pillar of Community Marketing Tactics

Enhancing the Customer Experience to Increase Profitability

Traditional Media Still Works!

40% of prospects still come from direct mail pieces

A CORUS Marketing Plan

- Captivating Website
- On-line Reputation Manager
- Relationship & Medical Marketing
- Upstanding Member of your Community (PR)
- Social Media

Objective: Create a conversation with each patient throughout journey
Relationship & Medical Marketing

- Disease state or co-morbidity marketing
- Systematic relationship building with physicians, using best available evidence linking hearing loss to other chronic conditions

The Opportunity.....

- Age-related hearing loss is being recognized as a public health crisis
- Rise of Accountable Care Organizations
- Rise of Population-based & Preventive Medicine
- The Quantifiable Self Movement
- PCPs/GPs outnumber Audiologists and HI Specialists 12:1

What are the consequences of age-related hearing loss?

- Cognitive Load
- Changes in Brain Structure & Function
- Reduced Social Engagement
- Common Biology (e.g., aging, microvascular disease)
- Impaired Cognitive Functioning
  - Poorer Physical Functioning
  - Poorer QoL & Health Economic Outcomes

Lin 2014
7 Articles


Request a copy of these - brian.taylor@unitron.com
Upstanding Member of your Community (PR)

- Cross promote with other businesses that complement their services (e.g., vision and audiology clinics) or organizations and associations that align with your practices' missions (e.g., American Tinnitus Association)
- Consumer seminars co-facilitated with other medical specialties
- Installation of Loop Systems
- Community Picnic with Better Hearing as Theme
- Getting on Local TV to Discuss Amplification Innovations
- Best to find local PR agency to help coordinate efforts

Educating Physicians

- Utilize current co-morbidity research (7 articles)
- Use tool kit
- Follow-up with personal visits with physician and staff – be part of their pit crew

Goal of PR

Become recognized as expert or opinion leader in your area
Social Media
- Interactive Website w/SEO
- Twitter
- Facebook
- Blogging

Social Media
- It's how New Consumers shop, socialize and learn
- Build a virtual community of promoters of your practice
- Leads to a higher level of engagement – Word-of-mouth referrals on steroids
- Must have something interesting to say to keep people engaged
Social Media

10 minutes per day strategy:

- Step 1: Set up a Twitter account for yourself and tell your patients and others in the community to follow you
- Step 2: Follow several healthcare and hearing care specialists
- Step 3: Review their postings 5-10 minutes per day
- Step 4: Retweet relevant link with short message from you

Execution of ‘P o’ C’ Strategy

1. Plan
2. Budget
3. Implement
4. Measure
5. Modify and Adjust
References

References, cont.
Questions
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