



Housekeeping

- If you are having technical difficulties; stay logged on and call Audiology Online at 1-800-753-2160



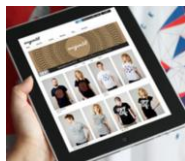
Housekeeping

- This session is worth 1/.1 CEUs
- Must stay logged on for the full session
- Must pass a short quiz on today's material



It's A Great Time To Be A Consumer

- 24/7 access for product information both at home or mobile.
- Visibility to reviews & ratings of other consumer experiences.



Social Media Brings Opportunities

- No cost for an account or consistent communications
- Non-intrusive and permission based
- High exposure and engagement opportunities
- Informal and interactive



Rapidly Growing Business Usage

- In 2011, 65% of businesses utilized social media to **promote their business**
- 80% of companies using LinkedIn as a primary tool to **find employees**
- 88% of marketers found that social media earns them **increased exposure**
- 72% saw an **increase in website traffic** and subscriptions by using social media



Agenda

- Understanding Social Media
- Identifying the Best Opportunities
- Establishing Your Social Media Team
- Community Building & Engagement Strategies
- Earning an ROI on Social Media
- Next Steps to Success



Understanding Social Media

- Think of social media as a cocktail party or a networking event:
 - Begin with simple introductions
 - Find a need where you offer value
 - Don't over promote
 - Share something 'remarkable'
 - Establish rapport and follow up



The Audubon for Word of Mouth

- Word of mouth is still the most powerful marketing tool, but hardest to create and track
- Social media fast tracks conversations (+ or -), use it to your advantage



Objectives with Social Media

- Complement print marketing and events.
- Promote the brand experience
- Create a community for current and potential patients
- Exert influence with one-to-many communications.



Identifying the Best Opportunities?

- Facebook Fan Page
- YouTube Channel
- LinkedIn
- Twitter



MARKET OF 1.2 BILION
POWERED BY 1.1 BILION



'Like' Us On Facebook

- Personal message board, virtual reunion
- Most widely used, over 8+ million 65+ users in U.S.
- Engagement through contests, discussions, promotions and testimonials



Share Your Story on YouTube

- Create a channel to host and promote your videos
- Share testimonials or the appointment experience
- Embed into your website to get double search scoring



Linkin to Development

- An interactive rolodex and job board
- Post your open positions and company profile
- Search for candidate job seekers
- Network with community affiliations



Join the Conversation on Twitter

- Group text messaging
- Best used to re-post blog/ social media posts
- Creates links that may reach unique 25-55 audiences



Getting Started..



Establishing Your Social Media Team

- Delegate and Moderate:
 - Empower a 'super-user' to execute technical work
 - Content creation is a task best shared by all
 - Assign experts to handle questions on certain topics



Building A Following

- Promote your page(s): in-office, community events, website link, retention materials, prospect campaigns
- Give them a reason to Like:
 - Offer an initial incentive
 - Drive engagement
 - Offer ongoing offers/ updates



Give 'Em Something To Talk About

- Share relevant content that is a mix of educational, product features and testimonial focused.



Give Your 'Fans' A Voice

- Ask Questions.



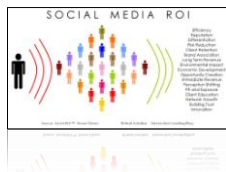
Give Your 'Fans' A Voice

- Crowdsource to build engagement and loyalty.



Earning an ROI on Social Media

- Many direct and direct benefits:
 - Brand awareness with consumers
 - Search ranking lift
 - Customer advocacy and loyalty
 - Online lead generation
 - No cost promotions opportunities
 - Much more...



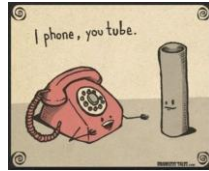
Social Promotion Tipping Point?

- Many companies are now reporting better response to social coupons and deals than newspaper. - zdnet.com/ WildfireApp 7/12 study



Steps for Success

- Have fun with it!
- Stay active and be responsive
- Share 'remarkable' content, open-ended questions
- Be conscious to identify anyone as a patient
- Spell **cheeck** check
- Promote your social media in print or on website



Thank you!

- www.starkey.com
- www.starkeypro.com
- @ToddHedberg