

# Phonak Slim™ Marketing Toolkit



*Hearing never looked better.*

Use this marketing toolkit to introduce Phonak Slim and show your customers how hearing has never looked better. Engage existing patients and acquire new patients for your practice by using this marketing across channels. For easy reference for your staff, download the Phonak Slim Key Talking [Points](#).

Click on the topic below and you will be taken directly to the materials to start marketing today! Keep this toolkit for future reference – new marketing materials will be added as they become available.

Patient  
Marketing

Direct  
Marketing

Print Media  
Marketing

Office  
Marketing

Social Media

Product  
Content

Product  
Images &  
Videos



## Need help?

Our marketing team is ready to support you.

Email [practiceservices@phonak.com](mailto:practiceservices@phonak.com)

### How-To Download from Hightail

**Note: You do not need a user account to access the files.**

1. Click on the link, then click on the “DOWNLOAD ALL” button.
2. Click on the “Save” arrow button and select “Save as” to choose where you want the file to download and save. If you choose “Save,” it will be in your “Download”. The download may take a while to complete.
3. Once the download is 100% complete, go to the location of the zip file on your computer (i.e. Desktop, Download Folder, etc.). A quick way to do this is to select “Open Folder.”
4. In the Finder window, select “Extract all,” choose a location for the files, and click “Select Folder.” All files contained within the zip file are now in a folder in the selected location.