



Tailored Facebook Campaigns

Be the best in business





**“working
continuously
on your behalf
to generate
high quality
leads”**

Welcome to Tailored **Facebook Campaigns**

We are delighted to invite you to be part of the Starkey Tailored Facebook Campaign - An online lead generation campaign tailored for your business.

The Starkey team work continuously on your behalf to generate high quality leads to support your practice. One great way of generating leads is via Facebook advertising using your business pages.



“60% of the population have a **Facebook** account.”

What is Facebook Lead Generation Advertising?

With **Facebook Lead Advert targeting**, you can display your advert in front of a targeted audience based on geography, demographic or behaviours to reach the people most likely to be interested in your business. You can then capture lead information from those who express interest to generate high-quality enquiries:

In the UK today, there are 31 million Facebook users. 60% of the population have a Facebook account.

Why is Lead Generation Advertising so effective?

With lead ads, potential patients can request an appointment and you'll get accurate contact information to follow up with them. When a patient clicks on a Facebook Lead Ad, they will see a form that is pre-populated with the information they have already shared with Facebook. After they submit, that information is sent directly to you via email.

By working with Starkey you are tapping into a powerful knowledge base of testing on Facebook Lead Ads. Starkey will continually monitor the key components of your campaign.

- **Messaging**
- **Targeting**
- **Budget**
- **Email follow-up design**

The Lead Management Process

Lead Ads provide great leads, but because it's so easy for patients to provide their information directly to advertisers, following up right away is essential. To accommodate this, we've developed a program called the 'Facebook Fast Follow-up'.

Facebook Fast Follow-up

Immediately after a patient engages with your Lead Advert:

The Practice

The practice receives an email in near real time to assist in a fast phone call follow up, as opposed to periodic, manual downloads from Facebook.

The Patient

The patient receives a basic practice branded "next steps" email, as opposed to no communication until the practice calls the patient.

The Process

Our process puts you a step ahead of the competition.

Advert Templates

Based on our expertise and experience, we are able to provide a number of different ad creative templates that are not only proven to perform consistently well, but can also be tailored to your specific business, clinic and brand to raise awareness of your practice in the local area.



*“Tailored to
your specific
business, clinic
and brand”*



“Tailored to your business digital strategy based on your geography, market size and budget”

Participating

Tailored Facebook Campaigns are designed to be:

Measurable

Measurable via key metrics including appointments, sales, and ROI.

Tailored

Tailored to your business digital strategy based on your geography, market size and budget.

Cost effective

Avoid expensive marketing agencies, Starkey's expert team will manage this in house saving you time and money.

Successful

Based on proven success from our corporate retail team to generate the most qualified leads and the strongest possible ROI.

Collaborative

Working with multiple partners, we can collate information across many campaign to drive future successful outcomes.

Costs

The overall cost of a 2-week campaign is £500 (£250 per week). Starkey will contribute 50% towards the campaign costs if you keep us updated with outcomes of the leads generated, in terms of appointments and sales. To make the outcome visible to us both, we create a Google sheet (online Excel document that can be accessed by you and Starkey) to enable you to send the information back to us easily. One week after the campaign has completed we will invoice you for 50% of the campaign costs (capped at £500) or, if the Google sheet is not up to date, for 100% of the campaign costs.

Getting Started

Right now, Starkey are at the forefront of the hearing industry delivering some of the most exciting and ground-breaking hearing technology. But we can only change lives with our innovations in partnership with you, the hearing professional.

If you are interested in undertaking a Tailored Facebook Campaign, please contact us on **0800 042 0000** to discuss your requirements.

In order to create your customised campaign, we will need the following information from you:

Contact telephone number most suitable for booking appointments.

The postcode areas / regions that you cover.

An email address to send all lead details to for the fast follow-up.

Grant Starkey 'Read & Analyse' access to my Google Analytics statistics.

Instructions can be found here: http://bit.ly/grant_starkey_access

Please give access to matthew_ward@starkey.co.uk

Provide Starkey 'Admin' access to your Facebook page. We won't post, but we need this to run the adverts with your logo. To do this: login to your account, select settings, then page roles. Input the name 'Suzie Bryant' (select the one with the Starkey logo as profile picture) and select 'Admin' level access. This is tricky, so we can talk you through this admin access if you let us know of a good time to call.

A google account that enables you to view leads within a Google Sheet and keep updated with outcomes.

Website URL that contains your privacy policy.

Access to your Facebook account enables us to link your account to our adverts manager so that you aren't charged the full amount and so that we can run the adverts using your branding, which is essential for local advertising.

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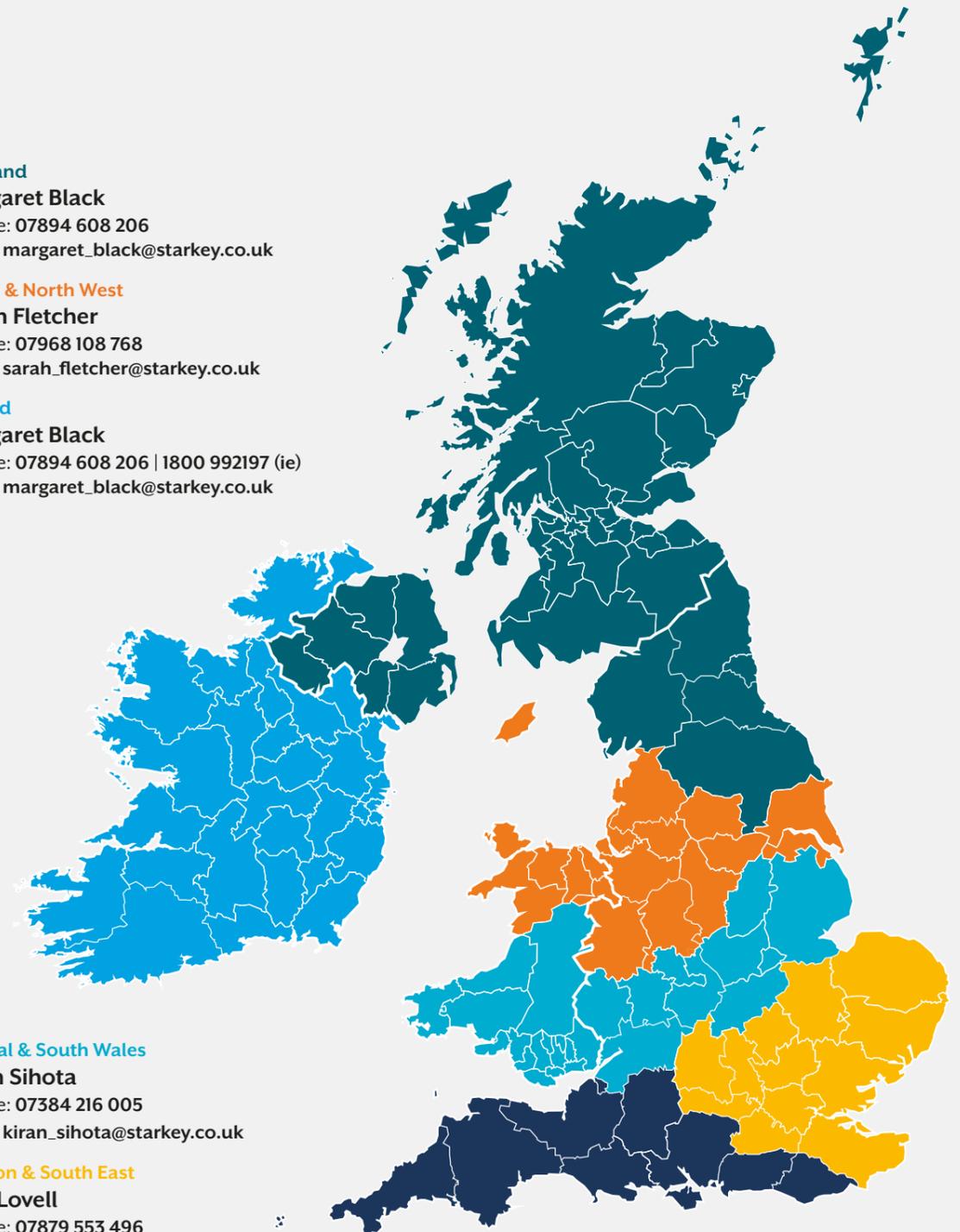
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