



THE HEARING CARE VALUE JOURNEY

Digital marketing in hearing care is about helping customers move along their hearing journey faster, with more confidence.

The Customer Value Journey (CVJ) is about turning strangers into super-fans. This is a great in-depth CVJ map we're going to lay out for you.

The CVJ stands out among the crowd because it gives you a step-by-step process for attracting, converting, and keeping your best customers.

Keep reading for a quick overview and how to build the ideal Customer Journey for your brand/clinic.

strategy that walks people through all 8 steps, giving them a boost when they get stuck and encouraging them every step of the way.

Let's look at each step of the Customer Journey to see how you might do that.

STEP 1: MAKE THEM AWARE

You need to be on your prospects' radar.

The first step is obvious. You need to be on your prospects' radar.

That can happen through advertising, blog

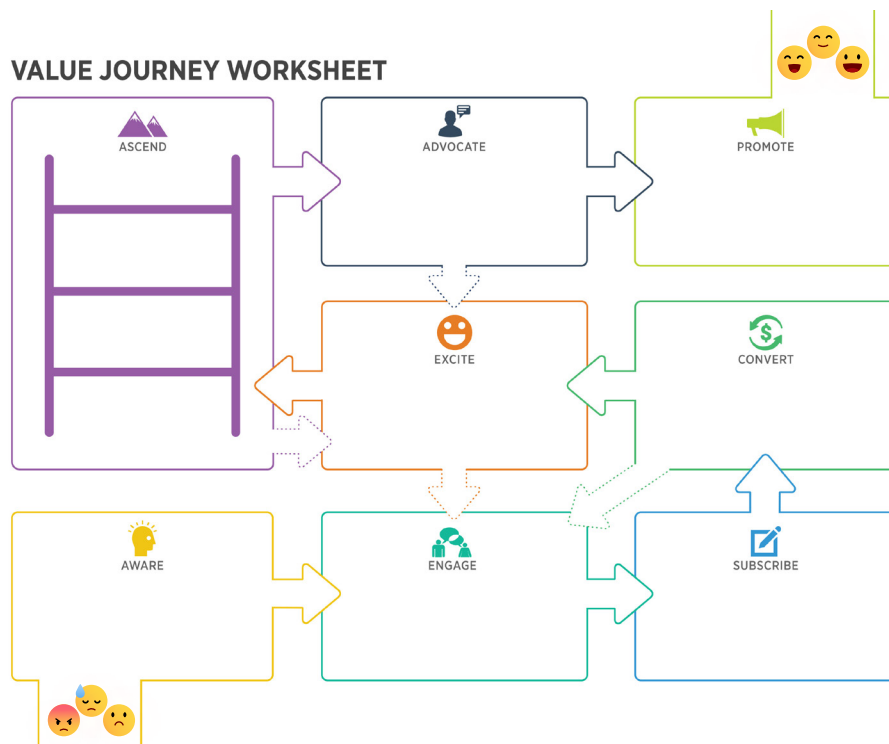
THE CUSTOMER JOURNEY DEFINED

The Customer Value Journey is an 8-step path that people travel as they discover your brand, build a relationship with you, and become patients and raving fans.

But here's the thing...no one finishes this Journey alone. Left to themselves, customers will get lost along the way, stall out, or lose their way or get distracted by a competitor and take their business somewhere else.

That's why you need to create a

VALUE JOURNEY WORKSHEET



posts, events, word-of-mouth, social media, or any other channel that puts your products, offers, and solutions in front of your ideal prospects.

For this, create top-of-funnel content that gets people attention, and then entertains or informs them.

(NOTE: Learn more about top-of-funnel content and how to create it in next week's newsletter)

STEP 2: GET THEM TO ENGAGE

Engagement is defined as an emotional involvement or commitment. It's about being in gear with someone, building or deepening a relationship with them.

As a digital marketer, this stage begins immediately after your first touch (or interaction) with a prospect and continues through their entire experience with your brand/clinic. It's an ongoing conversation you have with them in multiple channels: blog, online community, email, customer support, etc.

STEP 3: ASK THEM TO SUBSCRIBE

When someone likes their experience with your brand, trust begins to build. Once that happens, it's time to ask for a small commitment—subscribing and giving you permission to email them.

Today, people are careful about giving out their email address. So, it's important to offer something valuable that makes it

worth their while and that communicates your commitment to adding value to their life. Think webinars, a free evaluation or consultation, chapters of a book, demos, reports, and guides. You offer something they want, they fill out a form to get it. It's that simple.

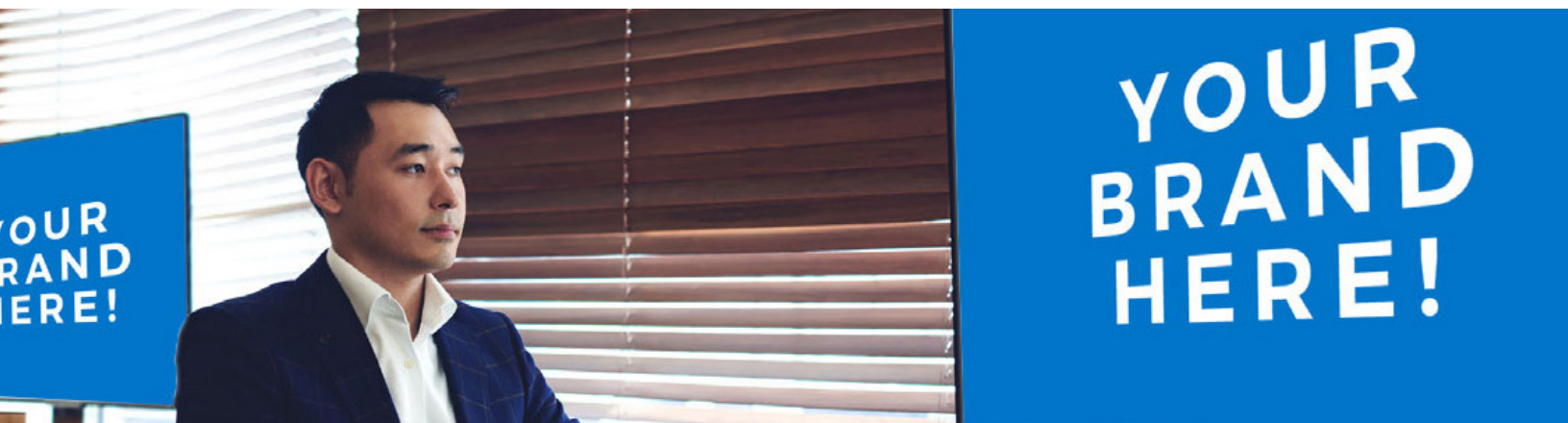
STEP 4: MAKE THEM A CUSTOMER

If your free offers have enough value (answering questions and solving problems), your prospects are often eager to deepen their commitment. The best way to do that is through an entry-point offer—a high-value, low-risk offer that continues to build trust. To be clear, an entry-point offer is not designed to make you a profit. Its only purpose is to create a smooth transition from subscriber or follower to paid customer. You can focus on profits later in the Journey. An ideal example would be offering the Hamilton CapTel phone in your practice. The Hamilton CapTel phone is no cost to your prospect, and is an important and value-driven component in a complete hearing healthcare offering. [Click here for more info on the Hamilton CapTel Hearing Care Program.](#)

STEP 5: GET THEM EXCITED ABOUT YOUR BRAND

Solving a problem generates warm fuzzies. It's a scientific fact.

Buying something, especially something that solves a problem, generates warm fuzzies. It's a scientific fact. The dopamine from a new purchase gets people excited—which is why



Box of Awesome

Turning every screen into a box of awesome video content!

the fifth stage of the Customer Journey is to build on that excitement.

How do you do that? By giving your new customer a memorable experience.

Consider greeting patients when they come into your clinic for their fitting, with cool video content on the screen in your waiting room. CDM TV creates a customized TV channel for you that engages patients, greets them with helpful & entertaining content and elevates their experience in your clinic. Also consider bonuses that surprise and delight... any content that makes your new customers happy. We do something called the CDM Box of Awesome. We send new clients a fun box of goodies that builds on the brand experience.

You can make your Box of Awesome specific for each patient. Maybe they have a new

grandbaby- you can include a picture frame. Make sure to include things that remind them of your value and services as well. Maybe a sample of a new cleaning product for their hearing aids along with a coupon.

STEP 6: MAKE THEM A MULTI-BUYER

At this stage, your goal is to generate repeat buys and real profits. While your entry-point offer was designed for conversions, your ascension offers should be geared for profits—**because if you're serving your customers well**, they'll want to come back to you again and again. This is especially important as we see increasing pressure from competition for your patient's resources inside and outside of the hearing care industry.

Ascension offers may be simple upsells made after that initial purchase... better solutions... or add-ons.

STEP 7: ASK THEM TO SPREAD THE LOVE

Happy customers love to share their experience...

Happy customers love to share their experience, but sometimes they need some encouragement to do so. The cool thing is, once they do, they become even more loyal to your brand.

So, at this stage of the Customer Value Journey, ask people to share their positive experience with your brand by writing a review or sharing a social media post.



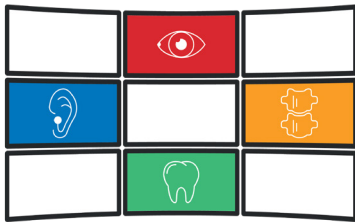
STEP 8: MAKE THEM A PROMOTER

Up until now, any “promotion” your customers have done has been passive. But in the promotion stage, your customers actively spread the word about your brands, products, and services. They tell stories, make recommendations, and share your offers because they truly believe in them. Active promotion may be a “refer-a-friend” program or even consider a commission relationship. Often there is an influencer within a community. Especially if you serve a community such as a retirement community that has organized groups, clubs, activities, etc. Once you’ve made a fan that is an influencer in that community, consider offering a referral/commission program. This is a simple influencer program. They have experienced the value you provided them and can be your most effective salespeople. (It is important to note, you absolutely can NOT incent people for any Medicare billed services.) The point is, it’s a win-win for both of you.

HOW TO HELP PEOPLE ON THEIR JOURNEY

Digital marketing is about helping customers move along this journey faster. That’s why you can’t use just one tactic or an ongoing series of unfocused marketing campaigns. You need a plan that addresses every stage of the Journey. And you need to think in terms of optimizing that journey.

To get started, take another look at your Customer Journey. Find the gaps. And start putting together a strategy that gets people excited about being your customer.



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