

Paid Search Program



Capture consumers that are searching online to find information about hearing aids and hearing loss. Our best-in-class paid search program uses advanced tracking and industry specific techniques to get qualified consumers into your office.

What is Paid Search?

Paid search advertising allows your ad to be displayed in search engines like Google, Bing and Basis when users are searching for hearing aid related keywords.

72% of non-owners search for hearing aids online

The screenshot shows a paid search advertisement for Starkey Hearing Care. At the top, there are logos for Google, Bing, and Basis DSP. The ad text includes: "Free Hearing Test | Hearing Specialist in Eden Prairie", "www.starkey.com/hearingtests", "(888) 481-5512", and a detailed description of services: "Schedule Your Complimentary Appointment Today! Providing Personalized Hearing Care to Eden Prairie since 1967. Services: Personalized Fittings, Hearing Consultations, Medical Referrals, Hearing Aid Batteries, Hearing Aid Repairs, Custom Hearing Aids." Below the main text are four columns of links: "About Us" (Providing Dedicated Hearing Care, Commitment For A Lifetime), "Our Services" (Personalized To Your Hearing Needs, Free Expert Consultations Available), "Online Hearing Test" (Do You Have A Hearing Loss?, Results You Can Trust), and "Our Hearing Aids" (Full Line of Hearing Technology, Enjoy Superior Sound Clarity).

The Starkey Digital Difference



Industry Experience

We are 100% dedicated to better hearing and our Paid Search experts have years of experience



Transparent Approach

Our success is tied directly to your success – we are invested in the performance of your business



Best-in-Class Measurement Strategy

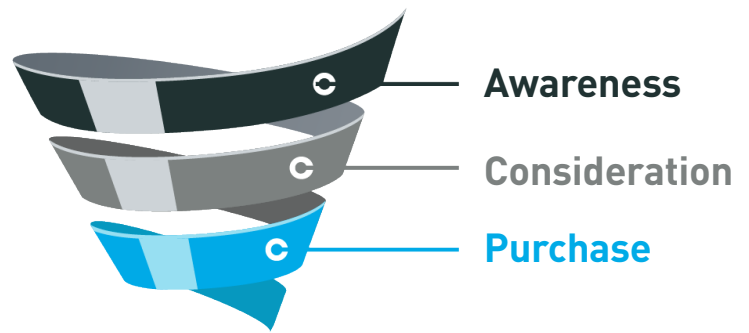
Optimization is critical to delivering result – we will continually optimize your campaign

What makes paid search so effective?

Paid Search campaigns target potential customers at the bottom of the sales funnel, those who have the highest intent to purchase.

As opposed to interruptive ads, paid search ads are displayed to people who are actively looking to purchase a hearing aid.

Plus, you only pay when someone clicks on your ad.



What is Display Retargeting

Display retargeting is a powerful strategy that targets people who have already visited your website. These visitors see carefully designed ads across the web with the sole intent of converting them to appointments.

Less than 5% of your website visitors convert during their first visit. What will you do with the other 95%?



We Keep You Updated

You will receive monthly reporting on the metrics that matter most to you. Prospects, appointments and ROI are the key metrics that we measure to determine the success of your campaign. Reports will include:

- Key insights
- Completed optimizations
- Upcoming optimizations
- Phone call volume
- Cost per appointment
- Impression share
- Trends over time
- Digital knowledge



Timeline & What to Expect:

The initial optimization period is 60-90 days, depending on how competitive your market is and your budget. The minimum commitment for this program is 90 days.

If you are interested in a proposal, reach out to your marketing rep today!

