

Paid Social Program



More adults are using social media than ever before with 3.35 billion daily active users on Meta (Facebook and Instagram). In fact, over 72% of adults 50+ use Facebook and nearly 35% use Instagram. Social media continues to play a vital role for entertainment, connection and most importantly, providing an opportunity to help people hear better and live better.

Advertising on Meta offers visual and tailored formats to stand out among the noise. Large and engaged audiences offer a unique experience to provide a user-friendly path to identifying or addressing hearing loss by gathering real-time contact information to schedule an appointment.

Our paid social program allows your practice to show people the real-life impact of better hearing in a way that's personal and meaningful. By appearing on platforms your patients already trust and use daily, you can naturally guide them toward choosing your services. This means attracting more genuine interest, booking more appointments with less effort, and spending your advertising dollars more effectively.

The Starkey Digital Difference



Industry Experience

We are 100% dedicated to better hearing. Our digital team has years of experience strategically managing thousands of campaigns run for Starkey customers - and have the data to prove it.



Transparent Approach

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

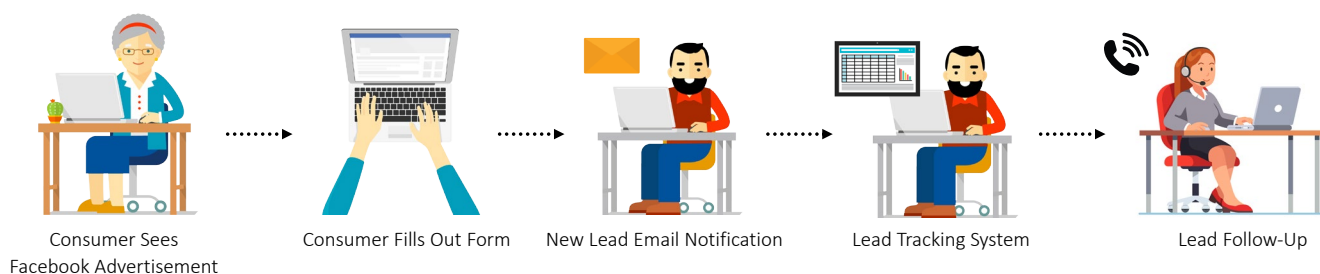


Best-In-Class Strategy and Success

Optimization is critical to delivering consistent leads, appointments and revenue. You will receive a comprehensive monthly report outlining each paid social performance metric.

Lead Management Training

Following up with paid social leads as quickly as possible is a key factor in solidifying appointments and ultimately revenue. By waiting even more than five minutes to call a paid social lead can decrease the opportunity to convert that lead to an appointment drastically. Our lead management training and tools will help you follow up with leads as quickly as possible. We offer complimentary follow-up training to set you up for success.



Timeline & What to Expect:

Our digital team will generate an optimal monthly budget based on your market, geographical targeting, competitive analysis, similar-sized hearing aid practices and more.

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

