

Web Ads & Social Media for the Hearing Healthcare Professional

Web ads – particularly through social media– are an extremely effective method in reaching target markets and building audiences. They can be displayed in a variety of forms and hosted across a wide range of platforms. Shaped by your scope, budget, time and technical capabilities, web and social ads can create meaningful exchanges and take your marketing efforts to the next level.

What should you put in a web ad?

For web and social ads, using dynamic visuals and short, clever language is key. Don't be afraid to get creative when experimenting with colors and fonts, or even adding videos to the mix. The combinations are endless and you can always evolve as you discover what works and what doesn't. As we've mentioned before, for royalty-graphics, photos and illustrations, check out [Pixabay](#), [Pexels](#), and [Unsplash](#). Even more visuals can be found at [Shutterstock](#), [Big Stock](#), and [Getty Images](#).

Where can I put my web ads?

Internally, consider putting ads on your own website or newsletters. They can direct to specific areas of your website and speak to products or offerings you may have available. They also help capture leads as you look to grow your business.

Externally, ads can be posted across social media (see below for more detail), or third party websites (such as [Google](#)). Even a simple, free [Google Business listing](#) can help boost traffic to your site. And as you become more advanced in your tactics, even consider using methods like [geotargeting](#), [lookalike audiences](#), [retargeting](#) and more!

I want to use Social Media – which sites are right for me?

Social media is constantly evolving, and carving out your own space is more important than ever. According to [Pew Research in 2019](#), over 69% of adults are using Facebook; 73% YouTube; 27% LinkedIn; 37% Instagram. Add 2020 and quarantine to the mix – undoubtedly, those numbers shoot up. Which then begs the question: what's the right platform for you?

Simply put, it depends on your customers. Each platform has a unique audience and you have to figure out which resonates best with your current and/or future clients, and meets your marketing goals. Hundreds of options exist, but below are a few of the major platforms (source: [Sprout Social](#)) that can be beneficial for the hearing healthcare professional. Note that each platform also offers a variety of digital advertising opportunities that can help you find new and relevant audiences.

Facebook

- *Who uses it?* 76% of 18-24 year olds; 84% of 25-3- year olds; 79% of 30-49 year olds; 68% of 50-64 year olds
- *Overview:* The largest social media platform; used for lead generation. [Offers targeted advertising opportunities to build audience.](#)

LinkedIn

- *Who uses it?* 17% of 18-24 year olds; 44% of 25-30 year olds; 37% of 30-49 year olds; 24% of 50-64 year olds
- *Overview:* Typically used for B2B businesses; professional lead generation; long form editorial content. [Offers targeted advertising opportunities to build audience.](#)

Twitter

- *Who uses it?* 44% of 18-24 year olds; 31% of 25-30 year olds; 26% of 30-49 year olds; 17% of 50-64 year olds
- *Overview:* Great for immediate information consumption; breaking news; fast-paced conversations. [Offers targeted advertising opportunities to build audience.](#)

Instagram

- *Who uses it?* 78% of 18-24 year olds; 57% of 25-30 year olds; 47% of 30-49 year olds; 23% of 50-64 year olds
- *Overview:* Good for highly visual brands, products and displays. [Offers targeted advertising opportunities to build audience.](#)

I posted web ads and started my social media profiles. Now what?

Stay engaged

We can't emphasize this enough – STAY ENGAGED! There's no point in posting ads anywhere or creating a social media presence if you have no intention of staying committed. When people engage with your ads, follow up with them. Hearing healthcare is all about people and relationships, and these mediums are opportunities for you create and nurture said relationships. Once someone engages with your collateral, follow through by sharing information about your business, expertise and ethics. Do what you do best and build those relationships.

Stay organized

Also, be sure to stay organized and on a schedule, especially when it comes to social media. It's critical to post regularly – but that can certainly be time consuming. Consider using an organization tool to help, which allows you to schedule posts in advance and also provides easy tracking metrics. Many are even free if you're starting off small! [Loomly](#), [Hootsuite](#) and [Sprout Social](#) are a few worth checking out.

Stay informed

Information is power. Track performance of your web and social media ads and profiles; this may require implementing a system like [Google Analytics](#) to help you. As you get into the nitty gritty data, you'll start to familiarize yourself with your audience, identify trends, what works, what doesn't, and ultimately paint a picture of how to effectively connect to your target audience.

Conclusion

Web ads and social media are beasts in their own rights (and only a segment of digital marketing as a whole), so **start small**. Don't overwhelm yourself by trying all the things. Pick one or two platforms/methods. Find your rhythm and absorb what the data tells you before expanding your reach. It's hard work but also incredibly gratifying as you learn about your audience and begin to make meaningful relationships and conversions. These tips and examples are here only to help you get going.

And of course – don't forget! NBC-HIS has already created customizable web and social media ads for you to begin using right away. [Check them out here!](#)

Good luck!