

## COVID-19 Digital Marketing Guide

Keep your current and future patients informed and updated via your website and other digital properties

Your website and digital properties allow you to broadly communicate your practice updates and messages in real-time. It's important that you update your website and digital properties to reflect your current business hours, additional services, and extra precautions your practice is taking as a response to COVID-19. Below is a list of the digital properties you should update:

### Website Banner: COVID-19 Notice

#### Callout Banner

- Recommend adding callout banner to the top of your website so it's visible on all website pages.
- Callout Banner can link to a landing page with additional information or include the entire message.
- Please see two examples with links below.
- *If you are a member of the Consult Digital Program, please contact your Consult YHN Marketing Account Executive and we'll help you implement as soon as possible. Current turnaround time is under an hour.*

#### Homepage Web Slide

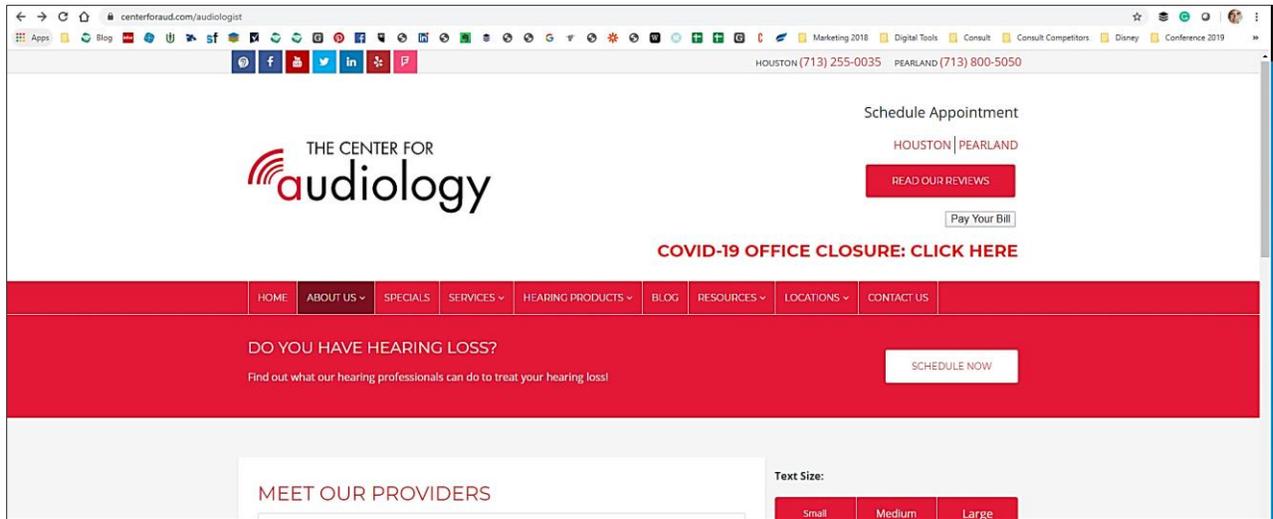
- Replace homepage slide or header image with COVID-19 notice. It should appear in first rotation.
- Homepage slide/image can link to a landing page with additional information or include entire message.
- *If you are a member of the Consult Digital Program, please contact your Consult YHN Marketing Account Executive and we'll help you implement as soon as possible.*

#### Message Recommendations

- Current business hours – open, open by appointment only, open with limited hours, temporarily closed.
- "We are taking every precaution." If you link to a landing page, list out the extra precautions you are taking, according to the CDC.
- Date to re-open.
- Additional services you are providing, like curbside or drive-through service, patient parking lot waiting room, free shipping on supplies, etc.

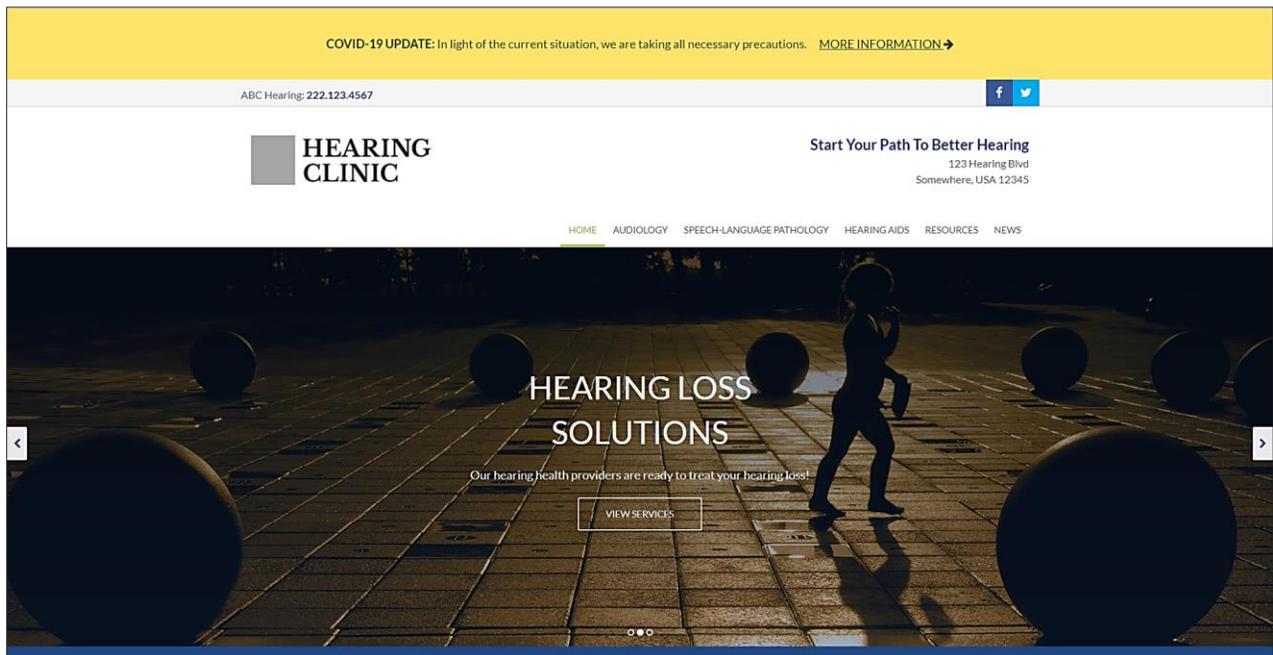
Consult YHN Associate Example: <https://centerforaud.com/audiologist>

COVID-19 callout redirects to personal message from practice with details.



Sample Site with Callout Banner: <https://admin.audiologydesign.com/render/dev-demo-client.com>

COVID-19 callout banner links to a landing page with additional information.



## Website Contact Information and Business Hours

### Contact Information and Business Hours

- If you are closed, offering limited hours or are open by appointment only, update your business hours on your website, including how you can be reached, for example, phone, email, chat, and text.
- If you are offering additional services, include this information.
- *If you are a member of the [Consult Digital Program](#), please contact your Consult YHN Marketing Account Executive and we'll help you implement as soon as possible.*

## Facebook Page

### Update Contact information

- Update hours of operation on your Facebook page.
- Go to "About" page > hours > edit and "Add Your Business Hours" box pops out > edit and save.
- Please see below for example:

**Add Your Business Hours**

Add your business hours to Consult YHN so it's easy for people to plan a visit. When you add business hours, your Page is also more likely to be suggested to people in your area.

Hours

- Open on selected hours
- Always open
- No hours available
- Permanently closed

<input checked="" type="checkbox"/> Monday	8:00 AM	7:00 PM	+
<input checked="" type="checkbox"/> Tuesday	8:00 AM	7:00 PM	+
<input checked="" type="checkbox"/> Wednesday	8:00 AM	7:00 PM	+
<input checked="" type="checkbox"/> Thursday	8:00 AM	7:00 PM	+
<input checked="" type="checkbox"/> Friday	8:00 AM	7:00 PM	+
<input type="checkbox"/> Saturday	Time	Time	
<input type="checkbox"/> Sunday	Time	Time	

Update your business hours so search results show when your location is open.

Cancel Save

### Create Organic Post and Pin to Top of Page

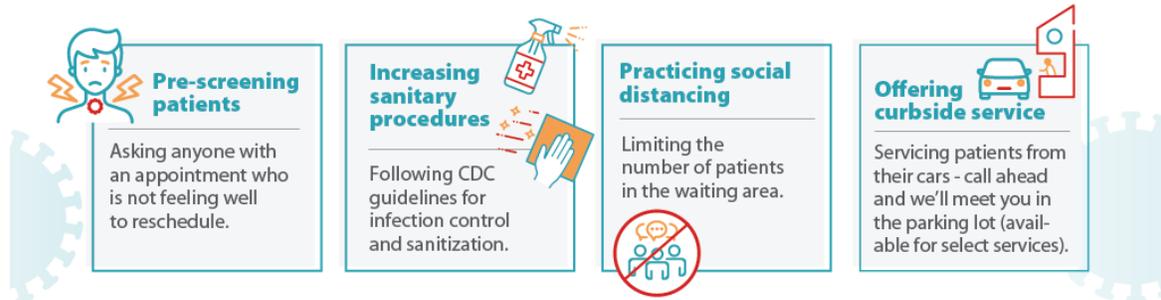
- Create a Facebook post that communicates if you are open, open by appointment only, or temporarily closed. Include additional services, like curbside or drive-through services, and how patients can contact you. If you are open, include the extra precautions your practice is taking at this time.
- Consult YHN created sample Facebook graphics and corresponding content for you to use. Please see our COVID-19 resources page, under [Marketing and Communication Collateral](#) for three options.
- Please see sample below for "Open by Appointment Only."

## Facebook Post Copy and Graphic for Open by Appointment Only

Our office is open by appointment only. Nothing is more important than the health and well-being of our patients and our employees. We're taking every safety precaution outlined by the CDC. If you have any questions, please call us at **PHONE**. Stay safe!

# WE'RE OPEN BY APPOINTMENT ONLY

In preparation for your visit, we are:



**YOUR HEALTH & WELL-BEING IS OUR TOP PRIORITY!**

## Google My Business Listing

### Update Information

- Update your business hours and description on your Google My Business listing. These changes will update your business information on Google Search and Maps.
- Google posted a new [help document](#) describing that businesses can update their business hours, phone numbers, business descriptions, and/or use Google Posts to share more information.
- *If you are a member of the [Consult Digital Program](#), please contact your Consult YHN Marketing Account Executive and we'll help you implement as soon as possible.*

## Healthy Hearing Profile

### Update Profile Hours and Add Personalized Message

- Update your business hours, including limited hours, open by appointment, or temporarily closed.
- Healthy Hearing added a callout banner to every profile that allows you to add a personalized message to your profile.
- Please see sample below.

## Healthy Hearing Personalized Callout Banner

Home / Find a clinic / Wyoming / Lander / Intermountain Audiology: Lander

### Intermountain Audiology: Lander

"Empowering Active-Aging"

1460 W Main St Lander, WY 82520

★★★★★ (11 Reviews)

(435) 272-1168

**REQUEST MY APPOINTMENT**

**A message from Intermountain Audiology: Lander about COVID-19:**

We are still open! We have distributed our appointments further apart during the day, in order to give us time to disinfect surfaces more thoroughly between patients. We have also temporarily suspended our walk-in hours. If you need a repair or other service, please call, text or email us so we can instruct you on our new drive-up service.

## Location for Updating Personalized Callout Banner: Under "My Profile."

Healthy Hearing  
Clinic Administration Portal

MY PROFILE REPORTING REVIEWS HELP INSPIRED BY IDA MANDY

### Profile information

**Title\*** Intermountain Audiology: Lander

**Slogan** Empowering Active-Aging

**Landmarks**

**Website URL** https://www.intermountainaudiology.com  
Must start with http:// or https://

**Facebook** /imawyoming/

**Twitter** /imaudiology

**YouTube** Copy and paste the entire URL into this field

**Covid19 statement** The clinic has 500 characters to add their message here.

Use this field to leave an update for patients about any changes or precautions your clinic is implementing regarding COVID-19, e.g., "We are still open to serve you and we're taking every precaution to disinfect all spaces and equipment between patients. Please call ahead for an appointment."

**Clinics log in at  
www.healthyhearing.com/clinic**

Healthy Hearing Live Example: <https://www.healthyhearing.com/hearing-aids/27032-center-for-sight-hearing>

### Message Recommendations

- Current business hours – open, open by appointment only, open with limited hours, temporarily closed.
- We are still open and taking every precaution and list out the extra precautions you are taking, according to the CDC.
- Date to re-open.
- Additional services you are providing, like curbside or drive-through service, patient parking lot waiting room, free shipping on supplies, etc.

## Email

### Email Your Database

- We recommend that you email your database with your current business hours and availability as well as to show concern and care for their health and well-being. Include a message that supports your decision for temporarily closing or the extra precautions you are taking while still seeing patients. Emphasize that you are always available by phone, email, chat, and /or text.
- Consult YHN created communication templates for you to download, customize, and use. Please see our COVID-19 resources page, under Marketing and Communication Collateral for three options.

Lastly, we recommend updating any other online directories or local listings with your current hours, additional services, and extra precautions. Depending on what software your digital provider uses, like Yext or Moz Local, when you update your website with new business hours, it will push this information out to local listing websites. Please check with your digital provider for more information or contact your Consult YHN Marketing Account Executive.