

LAYING THE FOUNDATION TO ERADICATE HEARING AID STIGMA

Taking Starkey Hearing Technologies into the new age of social media, content and community engagement on a global scale

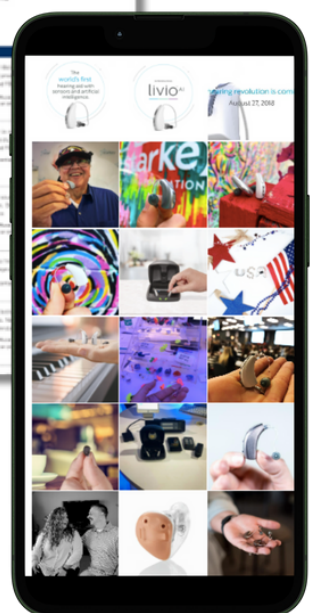
Between 2015 and 2018, I pushed Starkey forward into the digital age with strategic social media and content marketing initiatives, including a complete revamp of all social channels and strategies, new content formats, a video series, and a blog SEO overhaul.

During my time, I led corporate and retail social media for Starkey Hearing Technologies and SoundGear brands, driving consumer-brand engagement, brand loyalty, and sales. My goal was to help the brand eradicate hearing aid and hearing loss stigmas, promote innovative products, and ensure seamless communication to our consumers and professionals as the corporate voice of Starkey through social media, digital, and print campaigns

In addition, I was tasked to develop the content for our Innovations Magazine and to act as lead and mentor for Starkey Hearing Foundation and Starkey Hearing Technologies communication and social media interns.

Key initiatives:

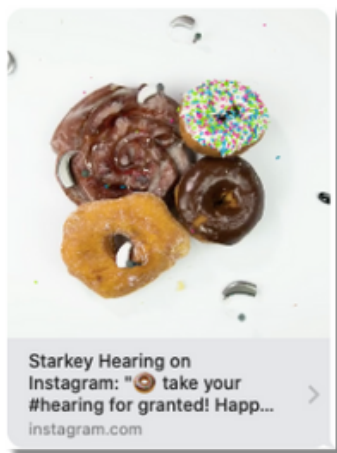
- Launch and optimization of core social media channels
- Organic and paid social media strategy, development, and execution
- Lead writer for B2B, B2C and PR elements
- Led and developed a new B2B R&D blog, short and long-form article industry PR content, and company magazine Innovations.
- Led all company and product award nominations.
- Drive public relations campaigns and efforts, including influencer marketing outreach and planning alongside local PR firm and Communications Manager.
- Created multiple new social-first video series ("Hear This!" and "All Ears")
- Led social for Hearing Innovation Expo, Starkey University workshops, So the World May Hear Awards Gala, customer classes and others. Assist Starkey Hearing Foundation digital and print content as necessary.



Pushing the Envelope with Starkey's Social Media & Content

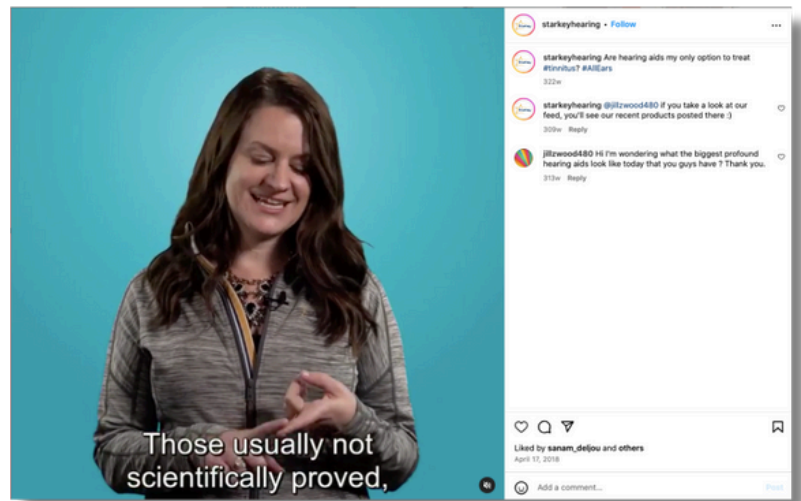
With many social media channels and features rolling out between 2015 and 2018, I was constantly pushing the envelope and making the case for trying new formats, tactics, filters, channels, and approaches. The results of this led to some incredible content that quickly resonated with consumers, **driving educational and awareness efforts forward**, helping to **eradicate hearing aid and hearing loss stigmas**, providing a **safe community venue** for hearing-impaired individuals and caregivers, and ultimately **driving sales and leads for both corporate, US-market and global regional providers**.

Below are a few highlighted pieces from my time leading Starkey's social media and content marketing.



#NationalDonutDay - IG

🍩 take your #hearing for granted!
Happy #nationaldonutday
#HearBetterLiveBetter



Bringing "All Ears" to Instagram

Leveraged our Facebook and YouTube videos for Instagram posts to showcase key consumer Q/As from licensed audiologists

"Working with Sarah has been a pleasure. Her positive attitude and attention to detail were always present with every project thrown her way. She has a range with her writing and strategy that helped us accomplish medical voice to speak to our physician audience or a consumer approach when speaking to patients. A tremendous writer, Sarah helped us with both blog and social media content for our medical partners. Her communication strategy is thorough and well thought out - giving input in discussions and spearheading the execution when needed. Sarah is a great partner and I enjoyed working with her."

Margaret Grimwood
B2B Marketing Manager

The Power of the Consumer Voice

Inspired by my own hearing disability in 2018, I overhauled our Instagram strategy to focus on our products in a way that visually showed what our products can do in images that are beautiful enough to create an impulsive engagement. **Efforts resulted in 3x improved engagement when compared to older content.**

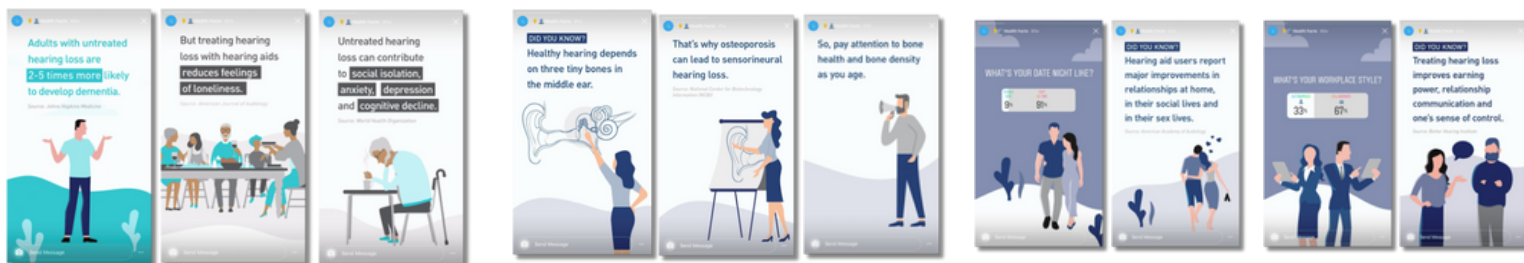
Today, Starkey continues to leverage this approach and connects consumers with hearing aids to real-world issues, experiences, and trending topics.



Pushing New Boundaries with Instagram Stories

Consumer Education & Brand Awareness – Hearing Health Facts

As the “Hear This!” video campaign took off, Instagram Stories became the next step. Stories were created about individual or multiple hearing health facts in static graphics, videos, and interactive static/video formats to educate and interact with consumers. This was so successful, that the company continued this campaign even after I left in August, 2018.



Product Promotion & Education – B2C

When Starkey launched the new Livio AI hearing aids, we jumped to Instagram Stories as a way to tell the story from beginning to end, generate product excitement and interest before launch, announce and teach about the product during launch, and then post-launch to provide continued education and consumer validation content. A mix of static and video Stories were created in line with our entire product campaign launch across print and digital.



Leveraging Video to Educate and Connect

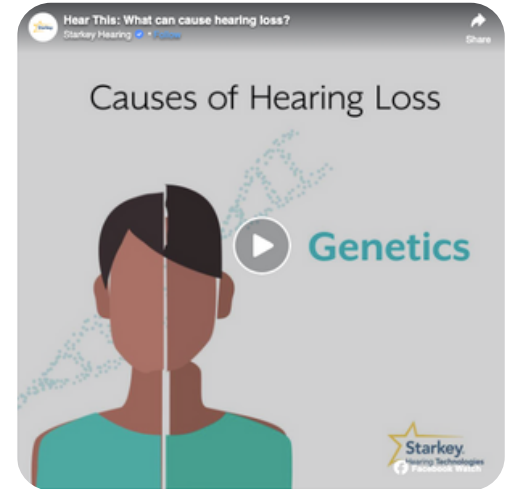
One of my proudest accomplishments with my work at Starkey was to come up with multiple video series ideas that were designed specifically for social media channels to either educate and empower, or create powerful emotional connections between the brand and consumers. Below are a few highlights.

Hear This!

Inspired by BuzzFeed's "Tasty!" campaign and videos, this 12-video Facebook video campaign was the first of its kind in the industry to bring hearing health education to consumers in a visual-focused and accessible-friendly format. Videos were designed to answer common questions about hearing loss and hearing health in short videos designed primarily for use on Facebook.

They were later adapted for use on Instagram and as stills or interactive pieces for Instagram Stories. Videos had the highest engagement rates of the company's channel, raised overall impressions and engagement rates, and created positive consumer conversation and interaction with the company thereby improving brand affinity.

[Watch more](#)



Watch Now



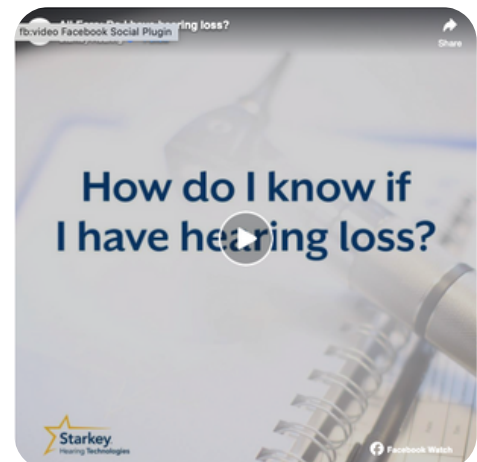
All Ears

Working hand-in-hand with content strategist and copywriter, Charles Hennen, we took our Q/A blog campaign "All Ears" to the next level through video. With one female and one male audiologist, we created short videos in which the audiologist answered a common consumer question about hearing loss, tinnitus or hearing aids.

All videos were designed to be quick, hearing-loss friendly and for use on social media. The video campaign was built with corporate, retail and international in mind, with a strategic rollout plan that included all of the company's U.S. and Canadian retail professionals as well as translations for more than 6 different languages – German, French, Spanish, Portuguese, Chinese and Italian.

The videos quickly resulted in not only educating consumers via the corporate channel but also organically generated interest in and awareness of local hearing professional offices and would bring customers into practices, many of which resulted in immediate or faster sales.

[Watch more >](#)



Watch Now



#HearDad

A powerful storytelling campaign, #HearDad was the first of its kind for the company. Built around Father's Day, this campaign was the proudest one of my career thus far, leveraging true journalism and authentic emotion to connect with potential hearing aid consumers and caregivers alike. In each of the three "Dad" stories, any individual could find a thread of commonality. The videos remain to this day, some of the top performers on the company's Facebook page. The campaign was tied together across channels with #HearDad and was adapted for Facebook, YouTube, and Instagram during the month of June.



[Sharing Hearing Aids With My Daughter – Dennis' #HearDad Story](#)



[Hearing My Family – Randy's #HearDad Story](#)



[An Honest Father-Daughter Conversation – Gordy's #HearDad Story](#)



Creating impactful campaigns

Outside of the social media and content work for Starkey Hearing Technologies, I was in charge of many of the campaigns for Starkey Hearing Foundation including the #RaceforChange and multiple Starkey Gala event campaigns.

#RaceforChange Campaign

Created and executed a full-pronged social media and influencer campaign with driver Landon Cassill and Front Row Motorsports. The campaign was called #RaceforChange and was designed to raise awareness about the Starkey Hearing Foundation to a new audience demographic, encourage engagement with the Foundation, and drive donations.

This campaign was developed in less than two days and was built around the hashtag #RaceforChange to leverage an existing NASCAR language around charitable organizations and to help the campaign tap into a brand-new audience.

Highly successful, the campaign utilized Facebook, Instagram, Instagram Stories, and Twitter, as well as Instagram, Twitter, and Snapchat with the sponsored driver and driver's sponsor.

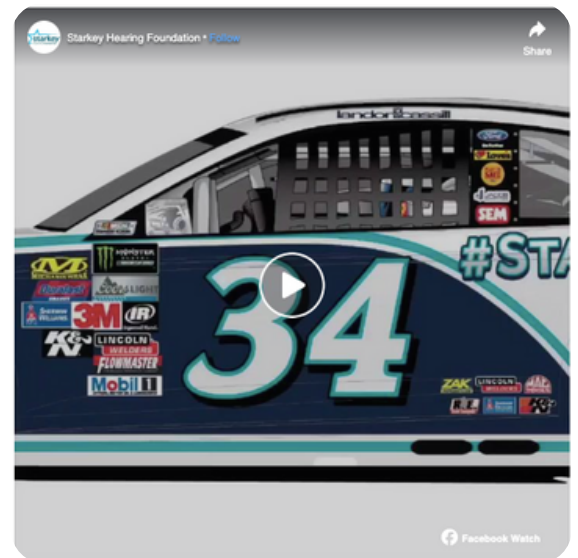
This campaign was unique in that social media and the hashtag acted as the framework, and led me to also be responsible for leading and executing core copy for not only social, but our overall messaging, print and banner event pieces, all static and video imagery, and taking point on our print items and the unique toy race car featuring the Foundation's logos.

The campaign resulted in increased website traffic during and for weeks after the campaign, donations, expanded demographic reach, heightened awareness for the Foundation, and increased engagement and impression rates across all social channels.



Starkey Hearing Foundation Teams Up With NASCAR Driver Landon Cassill and Front Row Motorsports

It takes seconds to change a life



[View Post](#)



“Sarah shined during her management of the So the World May Hear Awards Gala social campaign. She was adaptable, and approachable, and displayed strong communication across our platforms and in the meeting room. This efficiency and innovation showed as we doubled the amount followers across our Facebook, Twitter, and Instagram from 2016 to 2017, as well as increased engagement and messages received. I would highly recommend her as a manager for any campaign.”

Jack McDaniels,
Former Marketing Intern (2017) - Starkey Hearing Foundation

Highlighted Results

- ✓ Increased social followings and engagement for Starkey's Facebook (132k+), Twitter (18k+), LinkedIn (22k+) & Instagram. Improved Facebook, and Twitter, and launched Instagram for SoundGear within my first year, with continual increases MOM & YOY through to 2018
- ✓ Developed and executed unique social media campaigns including the 2017 Race for Change (Starkey Hearing Foundation) and 2016/2018 Hearing Innovation Expo social media, blog and PR communications campaign.
- ✓ Developing new social-first video content led to a 200%+ YOY improvement in video engagement, including the creation of the "Hear This!" and "All Ears" video series, which I then rolled out regionally for organic sales with hearing aid providers.
- ✓ Launched and executed a blog-tracking campaign for SEO, CTAs and engagement that helped increase engagement, clicks, and leads. **Improved blog monthly viewership by 110+%.**
- 🏆 Secured seven innovation and product design awards for our Halo and Halo 2 Made for iPhone hearing aids, including, among others, a "Most Brilliant Design Award" from Inc. magazine, the 2017 SXSW Interactive Innovations Award, a Gold Product Design Spark Award, and a 2016 American Business Awards Technical Innovation of the Year.
- ✓ Launched first true story-telling campaign for Father's Day, #HearDad
- ✓ Launched first branded Instagram Stories series for brand and industry
- 💰 Improved retail sales of hearing aids with the new "All Ears" video series in the U.S.A.; launched series globally to 22 facilities in May 2018



Gold Hermes Creative Award - 2016
(Blog Writing)

Honorable Mention Hermes Creative
Award - 2016 (Blog Writing)



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