

WEB DESIGN STRATEGY

(2018 – 2020)

FOR

HEARING IMPLANTS LIMITED

By

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CLASS: DCM 6160 EFFECTIVE WEB DESIGN & STRATEGY

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A. COMMUNICATION STRATEGY

1. The Organization

1.1 Executive Summary

This communication strategy of Hearing Implants Limited (HIL) is intended to assist the company's Kenya office in the implementation of communication activities for the period 2018-2020. The implementation of this plan is estimated to take two years. This strategy has been developed from the organization's strategic plan for the year 2018 – 2020 which entails the organization's plans for this period's needs assessments, evaluations and core assertions about communication at HIL. The strategic plan also included recommendations on improvements that need to be implemented in the internal communication protocols as well as communications between the HIL office and its parent organization and other partners and also between the company and its stakeholders.

1.2 Background

Hearing Implants Limited (HIL) is a private company established in 2018 as the sole distributor of cochlear hearing implants systems in Kenya. The cochlear implant (CI) systems are manufactured in Austria by Med-el. HIL is the appointed sole distributor of Med-el products in Kenya. CI systems are gadgets that help to restore the sense of hearing for individuals with severe-to-profound sensorineural hearing loss as those with this type of hearing loss, hearing aids provide little or no benefit.

1.3 Statement of Purpose

HIL embraces its parent company's vision for 2020 which is to give many children born with hearing loss access to hearing implants before the age of five. HIL acknowledges that early intervention is important for children born with this condition as when they are young, they have the ability to develop listening and speaking skills through the help of an implant.

This communication strategy will therefore aim to advance this vision by:-

- Creating awareness online about the products and services offered by HIL.
- Inform our stakeholders, current and potential customers of organization offerings so that they understand what we do.
- Align communication activities with our organizational corporate strategies to help improve internal and external communications.
- Encourage those with hearing disability understand that they can use implants to restore hearing and be mainstreamed in normal schools and organizations.

2. Current Situation

HIL does not currently have a website or any social media platforms to engage with stakeholders. We have been relying on referrals and Nairobi Audiology Center's walk-in clients despite having organized more than 13 successful surgeries since inception. An analysis of the organization's current situation is captured in the SWOT analysis done in May 2018 as elucidated below:-

SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> ➤ Specialization in a health focus area that requires urgent attention without the necessity of self-treatment ➤ No other online organization distributing cochlear implants in Kenya ➤ Founder is an audiologist doctor with several years of specialization. 	<ul style="list-style-type: none"> ➤ HIL has does not have an existing website ➤ HIL has no social media platforms at the moment to engage with stakeholders ➤ Insufficient human resource to support the new business line that may require physical support all day. ➤ Costly operational costs e.g. cost of implants
Opportunities:	Threats:
<ul style="list-style-type: none"> ➤ Large online community in Kenya ➤ High growth rate of technological adoption in Kenya. ➤ Hearing implants are beginning to gain acceptability as the solution to hearing loss. 	<ul style="list-style-type: none"> ➤ Unavailability of internet to some targeted communities. ➤ Competition from other offline distributors ➤ Some competitors are offering consultation services to refer patients to India for treatment ➤ Delayed payments by NHIF and other insurance companies. ➤ Hospitals delays in remitting owed funds. ➤ Technical expertise to man the web content – keeping it relevant, robust and updated.

3. Organization Objectives and Communication Objectives

The organization objective is to promote and sell hearing implants in Kenya targeting patients born with hearing loss who will henceforth be able to access the products locally instead of travelling abroad to have the implantation done at exorbitant costs. This will provide local solutions for those in need as well as grow revenue for the organization. This overall objective will be complemented by this communication strategy in the following ways: -

Objective 1: Create an online cochlear implant information and consultation desk	
<i>Organization Objective</i>	<i>Communication Objective</i>
<ul style="list-style-type: none"> - To establish online presence to engage with stakeholders through a website and other appropriate social media platforms. 	<ul style="list-style-type: none"> - To provide information on how our stakeholders can communicate with the organization seamlessly and also giving the company's contacts and location should further physical follow up is required. - To ensure that information going out represents the true identity of the organization. - To provide information on the services provided at the clinic – both online and offline
Objective 2: To establish a policy of online customer engagement between the organization and its stakeholders	
<i>Organization Objective</i>	<i>Communication Objective</i>
<ul style="list-style-type: none"> - To provide training sessions for all staff on use of decorum when communicating both online and offline to ensure congruency in brand representation 	<ul style="list-style-type: none"> - To ensure staff understand how to engage meaningfully with stakeholders on online platforms.
Objective 3: Educate the masses about ear hygiene, prevention and early identification of hearing loss, and various treatment options that are available	
<i>Organization Objective</i>	<i>Communication Objective</i>
<ul style="list-style-type: none"> - To reach many Kenyans online suffering from deafness with information on provision of hearing implants locally. 	<ul style="list-style-type: none"> - To provide our stakeholders with information that will help them improve audiology health - To provide regular information on hearing implants including pre and post-surgery rehabilitation. - To gather regular feedback on concerns or myths about the implantation procedure and address these concerns timely.

4. Identifying Stakeholders

HIL's target audience comprises of people (both male and female) living in Kenya and hopes to expand into the East Africa region in the near future. The target audience are segmented as follows:-

Audience	Description	Psychographics
Internal Audiences		
Directors/Shareholders	Executive and Non-executive directors	- Those with a stake in the organization and influence decision making
Staff	Administrative	- Those engaging with internal and external stakeholders in administrative matters such as making appointments, handling cash or invoicing.
	Medical	- Those dealing with patients who either make enquiries online or offline.
External Audiences		
Primary	Adults and Children (no specific age limit)	- Considered deaf or born with hearing disability - Suffered accidental hearing loss - Currently using hearing aids
	Parents or Guardians	- With own deaf children or those who have deaf relatives.
Secondary	Medical personnel ENT Clinics Hospitals	- ENT Surgeons and Doctors currently treating patients suffering from hearing loss - Nurses and clinicians handling deaf patients or those suffering from hearing loss. - Other clinics stocking hearing aids. - Hospitals dealing with accident or trauma that causes deafness - Hospitals referring patients abroad for treatment of hearing loss
Tertiary	Schools of the Deaf	- Providing information to the schools on the implants and procedures done locally.
	Teachers in Mainstream Schools	- Those in contact with students exhibiting loss of hearing
	Religious Institutions	- Those providing deaf church services, e.g. St. Andrew's Church and the Catholic Church in Nairobi
	Insurance Companies NHIF	- To sensitize on medical interventions that may require medical cover for patients and the expected costs

5. Messages

The messages the organization will provide will be structured to suit appropriate audiences ensuring simplicity in language and relevance to targeted audience. A general overview of the said messaging is as follows:-

- Internal audiences – information on new brand messaging and guidance on how to engage with external audiences.
- Medical Personnel – Information on the process of pre, during and post-surgery care and rehabilitation programme.
- Parents/Guardians –Information on benefits of CI, requirements, patient criterion and support before and after surgery.
- Teachers – on how to identify target patients.
- Patients – information offering support before and after surgery.
- General Public – information on how to clean their ears and ear hygiene

6. Key Communication Methods

The key communication methods the organization will employ will be dictated by where the targeted audience are. The organization will provide both print, visual and audio-visual content both online and offline. Other key methods include:-

- Staff and Directors – Intranet, Email and use of company noticeboards.
- External medical personnel, hospitals and clinics - Emails, Webinars/Podcasts, Website, Facebook, WhatsApp and YouTube platforms.
- Parents/Guardians – Website, Blog Flyers, E-Newsletters, Facebook, WhatsApp and YouTube.
- Teachers, Schools, Churches – Website and other online platforms, Face to face and Community Outreach.

7. Work Plan (Communication Strategy)

#	Goal:	Specific results	Measurable targets	Attainable?	Relevant? How?	Time Bound (Deadline)	Resources /Tools/ Budget
1.	Meeting with client to discuss organization's requirements	To obtain insights into actual requirements in terms of online presence	Schedule bi-weekly meetings	Yes. Client's office is in Nairobi	Yes. Understanding client's organization requirements will assist crafting an appropriate	May 2018	None
2.	Analysis of the current situation – SWOT, Competitor Analysis and Research of stakeholder requirements	Internal and external research	To send out questionnaires to stakeholders (samples) to find out their needs	Yes, if we focus on fewer numbers and send out questionnaires immediately.	Yes, to be able to understand what the stakeholder requirements are to inform the strategy direction	May 2018	None
3.	Identification of stakeholders	Properly define who they are in terms of demographics, psychographics, behavioral and attitudes on online activities	Confirmation of actual target audience as hypothesized.	Yes.	Yes, to be able to identify what platforms they are on and what content they are consuming.	May – Jul 2018	None
4.	Identification of key communication channels	Select appropriate channels depending on stakeholders identified.	Review the recommended ones with client and what messaging to be considered	Yes. To be discussed with clients during review meetings	Yes, so that the most appropriate channels are earmarked	July 2018	Social Media Resource Person – budget to be determined
5	Completion of web design strategy and launch of website	Properly designed website along with strategic plan	Launch date and going live	Yes	Relevant as far as online presence is concerned	August 2018	Designer/C consultancy fees

8. Success Evaluation

Success will also be evaluated by the number of conversions done as a result of online presence which can be done using online analytical tools such as Google or Keyhole analytics.

Internally, regular meetings with staff will be able to identify the pain points and therefore employee and stakeholders feedback will be crucial in implementing new or further changes in policy and communication strategies.

9. Crisis Communication

A PR firm will be responsible for handling any crisis that requires attention. The organization is in the process of contracting the said firm and this will be concluded by August 2018. The specific role of the PR firm will be to monitor the organization's reputation both online and offline to ensure that any problems that come up and are highlighted by patients or general public that would damage the company's reputation are addressed and dealt with immediately. They will need to assist in drafting an effective crisis communication plan on how to address any issues in line with the company's communication objectives.

B. MARKETING STRATEGY

1. Significance

The following marketing strategy drawn out here will help Hearing Implants Limited (HIL) penetrate the market by communicating what its value proposition is to its target audience. It will aim at providing awareness to the target audience regarding the products and services that are offered by the company. It will also work towards developing a customer base by ensuring that effective customer service is maintained all through and paying close attention to online and offline reviews and opinions from clients.

The key messages that will be communicated in the marketing strategy are:

- Quality service comes before quantity (sales)
- Clients opinions are valued, and their needs come first.
- HIL is a reliable company and services are benchmarked on providing hope to the patients suffering from deafness or hear loss.
- HIL upholds and values professionalism and the team of staff professionals will respond to all customer needs and inquiries.
- HIL rewards customer/patient loyalty.

2. Marketing Communication

The information going out will be communicated through the website, blog, WhatsApp and other social media platforms - (Facebook and YouTube for a start and others can be adopted later), brochures, flyers (to be distributed in health clinics and hospitals) and also by conducting community outreach programmes where face-to-face consultations will be provided.

3. Target Customers

HIL will focus on the following customers:-

- Adults and Children – those born deaf or with hearing disability
- Parents/Guardians - with deaf children or other relatives
- Hospitals and Medical Clinics – general physicians and those specializing with ENT
- Schools (Teachers and pupils) – Mainstream ones and those of the deaf who are online and can be drawn to the website for relevant content.
- Churches – those offering deaf services online either through their websites or podcasts

How to reach them

The company will reach its audience mainly through the website and identified social networking sites, that is WhatsApp, Facebook and YouTube with a provision for reviews and comments from customers who visit these pages/platforms. This will give room for customer engagement and therefore allow the company to improve and work on customers' feedback in an attempt to build customer trust and recommendation, and as a result maintain customer relationships as one of the company's mission.

4. Marketing Research

Analysis was done by looking at what other cochlear implants suppliers are doing, both offline and online to ensure that the organization maintains a leadership position. This kind of research will be done continuously by regularly, at least every month locally, and also internationally so as to remain relevant.

Further research will also be undertaken to check on effectiveness of messaging going out, especially to the less privileged in the society and also considering debunking of cultural myths

on acceptance of hearing implants in Kenya. This can only be done by continuous sensitization of the target audience.

5. Marketing Objectives

HIL's marketing objectives will be aimed at:-

- a. Developing and increasing awareness of hearing implants amongst patients and physicians online.
- b. Providing information that will help patients, parents/guardians and physicians understand what we do and why HIL is different from its competitors.

6. Unique Selling Point

HIL will aim at providing customers throughout their hearing journey with a convenient, seamless and consistent online experience, delivering a lifetime of positive hearing outcomes.

New patient encounters over the phone and in person with the organization will require that the organization is open and welcoming and HIL will counsel patients to come to the clinic first before considering other similar clinics locally or abroad.

7. Theory to Use in Web Design

Web design is important for drawing steady traffic and conversions which is one of the objectives of being online. Design is marketing and to ensure proper design and effectiveness of the website is maintained, the proposed framework to use is one advanced by the Unified Theory of Acceptance and Use of Technology (UTAUT) model which consists of four main concepts – Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions which variables will influence customer behavior and usage of HIL's website. To ensure maximum benefit is derived from being online, the following framework using UTAUT will be observed:-

- i. Performance Expectancy – this is the belief that the use of a particular technology will be advantageous or performance enhancing to the individual. To stimulate this belief amongst site visitors, HIL will ensure that the website offers content, tools and services users will value in terms of functionality, by adapting to their needs and wants and therefore remaining flexible. This will be by encouraging user feedback on all pages by providing a platform for the site visitors to post comments that will be reviewed daily.

Large eye-catching pictures will be used to promote main products coupled with prominently coloured call to action buttons that appear on the site through glide-in animation. Appointment scheduling buttons will be available in all pages which should encourage visitors to follow-up after reading about a product or service.

- ii. Effort Expectancy – this is the extent of convenience/ease of use perceived with the use of a new system. To meet this expectation, the website has been designed as user-friendly to ensure usability and every effort will be made to ensure it is consistently available, without downtime. The web design is also responsive and can be viewed effortlessly on any device as HIL recognizes that viewership or site visits will be done on a variety of devices and therefore the need to make it responsive to meet this expectation.
- iii. Social influence – the degree to which an individual perceives that others are important to him/her in using a new system. Social influence will be enhanced by the membership, and customer review/feedback sections. HIL will also endeavor to grow membership by offering loyalty rewards to its return customers and encourage users to become members to enjoy discounts and organizational updates. These customers will be requested to refer members who can benefit from the company's services and therefore grow their social influence expectation.

- iv. Facilitating Conditions – refers to consumers’ perceptions of the resources and support available to perform a behavior. These conditions will be achieved by the following:-
 - a. Website Accessibility – to ensure that the HIL website can be found and used by all people by improving on search engine optimization.
 - b. Variety of engagement platforms - Use of chat box, comments page, email sign-up, blog and social media platforms on the site will provide different avenues for customers to get in touch with the organization
 - c. Appointment Scheduling Buttons – These will be made available on every page containing information about a service is provided and they will be linked to the appointment drop down page which makes it easier to book appointments without having to call the organization. A calendar is also provided indicating dates and days open for appointment taking and those that are already filled up which makes it easy for those engaging with the site to book the same.

8. Marketing Mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. HIL will adopt the following tactics as part of its marketing strategy:-

i. People

HIL recognizes that existing customers cost less to reach and sell and are therefore less vulnerable to competition and will buy more over the long term which means customer retention tends to increase profits. HIL will thus focus on strengthening the current relationships with patients/customers who have made regular purchases in the recent past. The strategy will include drawing them to the website and requesting them to provide feedback on services received so far and what they hope to experience or get in the future.

In this regard, HIL proposes to adopt a loyalty membership business model by offering incentives to its current customers who purchase products from them. These incentive programs will be used to increase customer loyalty online as well as relying on word of mouth and patient/customer to patient/customer referrals to attract new customers. This can be done by offering patients who are consistent appointment keepers a 'points program' for each appointment kept through their appointment cards. The end result may be improved efficacy and patient retention or a satisfied patient who may refer family members, friends, or co-workers to the practice, generating new sources of revenue.

New customers will be reached through incentives and referrals from existing patients/customers. For those who cannot afford the cochlear implants, less-expensive interventions will be provided as well as adding proven expertise to the patient experience, establishing a relationship of respect and trust, and enhancing the possibility that this new patient will return as their hearing health status dictates the need for upgraded hearing aids or implants.

ii. Promotion

Online promotional offers will be done to sensitize the public on the need for hearing implants for persons born deaf or who have suffered accidental hear loss. This will be done in the various platforms the organization has accounts in, i.e. Website, Facebook and YouTube. Those on WhatsApp will be provided with links to obtain promotional deals by visiting the site to book appointments, make enquiries and obtain new information. On the website, visitors to the site will be requested to comment or provide feedback and incentivize or reward all those who do so, especially those providing feedback on the company blog.

The reward system can be discounts for their next appointments or in selected shopping stores, pharmacies or other generalized clinics in the hope that the strategy will bind them to the organization.

iii. Product(s)

HIL's main focus will be sale of hearing implants. However, given the cost that may be out of reach for many Kenyans, HIL will provide additional audiology consultation and services to supplement the company's income. There will be links on the website to ease appointment scheduling. The products and services are:-

- i. Cochlear Implant Surgery – which is implantation of an electronic medical device that replaces the function of the damaged inner ear. Unlike hearing aids, this makes sounds louder and clearer.
- ii. Balance Disorder Testing – by using the Vestibular Evoked Myogenic Potential (VEMP) to test to assess for balance disorders. The purpose of VEMP is to test to determine if the vestibular nerve is damaged.
- iii. Tympanometry – this is a test used to measure the function of the tympanic membrane and the middle ear system.
- iv. Acoustic Brainstem Responses (ABR) – this is mainly used to confirm hearing loss in children and also used to investigate ear illness for adults.
- v. Speech Audiometry – this is a standard test for determining one's ability to understand speech clearly and is performed on older children and adults.
- vi. Video Otoscopy – this is a test that involves taking video and still pictures of the ear canal and the ear drum to enhance proper diagnosis.

iv. Pricing

The current pricing for CIs considers cost of equipment from parent company as well as benchmarked on costs for surgery and hospital stays for patients and subsequent consultation. The clinic considers low consultation costs at Kshs. 1,500 for first time patients and subsidized rates for return patients through the loyalty programme. The current cost of the CIs product is Kshs.2.65million per patient (as at August 2018) which is considered prohibitive for the medium

to average income earning Kenyan but is significantly low for those seeking treatment abroad for the same product. Working with insurance companies, the organization hopes to assist would-be patients in having the same offset by the organizations as well as NHIF to make it more affordable for Kenyans.

While hearing aids are considered cheaper, the price for CIs is high but profitable. Management will be cautious about promoting many hearing aids models in their product lines that will weaken the brand's reputation for high quality products. The more economical version could cannibalize the sales of the more expensive CIs. However, expansion of the market to more willing buyers who can afford the less-expensive aids will expose more consumers to the new product line. When their circumstances improve over time, they will trade-up and this may enhance customer loyalty in the future. The end result will be substantial growth of the market and increased gross revenue and profitability.

C. CONTENT STRATEGY

Web Content strategy refers to the planning, development, and management of content in an organization's website. This content strategy will be a guide to thematic areas and messages that Hearing Implants Limited (HIL) wants to communicate to its targeted audiences and prospective future customers.

1. Significance

A content strategy is an outline or vision that explains the reason why HIL is producing content and for whom. This guide will help the organization choose the format and how to create the content, communicate the reason for selected content and the risks involved. It will also aid the organization in understanding the brand's story and what makes it unique and will also differentiate the organization from the competition.

Preliminary research undertaken by the organization amongst samples from its targeted audience indicates that preferred channels of communication are the website, Facebook and WhatsApp. In order to engage meaningfully and effectively with customers in these platforms, a strategy is necessary to ensure site or platform-appropriate content is carried in all the organization's online touchpoints ensuring consistency and brand congruence throughout.

The strategy will also assist the organization in deciding what information to share in order to tell the brand's story and what content should go into the various platforms while considering user experience as well as advancing the organization's goals and objectives.

2. HIL Content Strategy Guide

The following will be the guide that will assist the organization in coming up with content for the website and selected social media platforms:-

- i. Content creation – In order to ensure holistic content is considered, HIL will adopt inclusivity in coming up with content for updating its web pages from all the organization’s sections. Those who will be consulted are the staff, medical personnel, physicians HIL is working with, public relations firm and other stakeholders. This will ensure content that is engaging and relevant to the organization.

- ii. Customers/User platforms - HIL customers and patients will also be consulted periodically by being encouraged to share their success stories online (which can act as positive customer reviews) that will draw interested visitors to read more about the organization.

The organization will also invite comments for information already published in order to view how visitors are engaging with it and therefore provision for this should be considered. The comments section will be incorporated at the bottom of each page to provide a platform for site visitors to engage with the organization about the content on the said pages in an effort to build lasting relationships.

A page on Frequently Asked Questions and answers will be included to provide answers to primary questions that the target audience would have which open up avenues to engage more with visitors on the company’s products.

- iii. Audience – HIL will actively prioritize review on how visitors/customers are engaging with the site by scheduling review times and also consult widely with those creating the content to see how best to improve existing or future content.

- iv. **Simplicity** – Despite having tendencies to want to communicate by using medical terms that may influence the content jargon for the website, HIL will adopt simplicity in the language used on the site which should cater for all audience basic or elementary literacy levels. There will be sections that will cater for specific target audience but the general pages (including the landing page) will contain simple general audiology terms.

- v. **Voice and tone** – HIL will adopt a friendly, conversational tone in the website contents inviting visitors to read more about the benefits of the cochlear implants and ear hygiene as well as share their views which will be considered important. HIL should focus on listening to the way the community voices their feelings, speak their language on their terms and then communicate with personality and authenticity. Talking in a way that is comfortable, conversational and relatable.

HIL will retain an empathetic brand persona in its messaging and provide hope especially to those suffering with hearing problems so that the website becomes the ‘go to’ place where people can obtain more information about taking care of their ears. To this end, a ‘Chat with Us’ option will be available in all pages should a user want to make a quick enquiry on a product or service provided in the website. As much as possible, the chat box should be operational during the day to handle quick enquiries.

The conversation tone should be adaptive according to the context of the content varying depending on the emotional state of readers, especially on interactive platforms where users emotional state can be detected from posts therein so that where the brand may be humorous to build likability and loyalty, it should change where patients posts information on the suffering they may be undergoing.

- vi. Content Design – The content available on the site will be broken down in chunks making it easy to read as opposed to long text or text held in a long narrative that may not be consumed or relevant for users searching for specific information.

The design will also be complemented by the organization's colors which is mainly purple-violet and white as its brand colors. From a color psychology perspective, purple and violet ensures harmony of the mind and the emotions, and also contributes to mental balance and stability/peace of mind. The color violet inspires unconditional and selfless love and promotes sensitivity and compassion.

3. Social Media Channels Content Guide

Preliminary research findings showed that HIL customers social media preferred platforms are Facebook, WhatsApp and YouTube. To effectively use social media platforms to engage with customers, HIL needs to consider use of these channels to reinforce brand messaging, influence customer opinions, provide targeted offers and service customers more efficiently by frequent interactions. Examples on how to engage customers include:-

- Posting questions and surveys related to the company as well as general topics of interests
- Getting customers, prospects and employees to share their queries and experiences related to the company and its products, as well as themes related to audiology. This can even extend to the sharing of photos and videos of what they understand about ear hygiene.
- Set up dedicated customer service pages, tabs, or handles, as well as dedicated candidate query pages, with a promise of high responsiveness.

Doing this requires constant focus on generating innovative ideas and content for social media, as well as the ability to post content and responses in a highly efficient and streamlined manner.

3.1 Facebook

Content should be a mix of creation and curation of suitable information that the organization will judge is engaging to its target audience. Attention should be dedicated to the creation of appropriate content that will be of interest to the audience and should show professionalism and expertise. Facebook is a platform where HIL can build relationships with other people, organizations and partners and since users tend to spend a little bit more time on the platform pages, the content needs to be interactive and the link should be embedded on the organization's website. It should be noted this is not just a place to repost content available on the website, but rather summaries that will draw audience interest and possibly make them visit other HIL platforms.

3.2 WhatsApp

Using WhatsApp for business will enable the organization to engage with customers via text, video and images at minimal cost. This platform will be used to encourage internal team communication for quick or urgent information. For external audiences, HIL will use this platform for connecting with them and reaching unaccustomed users to promote the organization's products and services. The platform will also be used for customer service for quick responses to queries and patient follow-up as well as marketing promotion especially for community outreach programmes where target audience do not access the website. Therefore, content for this platform should be for internal use as well as external to quickly reach customers.

3.3 YouTube

YouTube can be used as an audience builder for HIL. Content uploaded on this channel should integrate products and services together with interesting tips on ear hygiene and content that will

make followers share the same. This shareability factor is important as it promotes the brand name without the necessity of outright advertising. HIL should consider having a face of the brand that other viewers can relate with. With consent, testimonials for patients can also be uploaded here to promote the integrity of the brand. However, use of subtitles should be considered on each uploaded video and sign-language interpreters to cater for those with hearing impairment who are part of the organization's target audience.

3.4 Blog

There is need to have a blog hosted in the website to assist in creating relevant content for target customers outside of the formal content on the site. This will provide a platform for the organization to continuously offer fresh content on the site to beat out competitors on search engine results. Well written articles will help demonstrate HIL as an industry leader by posting topics which resonate with the market audience. The blog will also provide a source to deepen the connections with existing customers as they are able to know more about business products that interest them through the articles. This will help build trust by being a source of information. The blog will also add value to the website due to its social nature that encourages user interaction and keeps them engaged and even create communities in the long run. The blog will also provide additional entry points to the website for organic traffic in addition to social media platforms. The blog will give HIL bargaining power/leverage on the audiology industry as it will allow the company to exert substantial and ever-increasing influence over customers, peers and other plays as readership grows.

3.5 Measuring performance on social media

It is important for HIL to measure social media performance to be able to improve on content that is posted on the various platforms above. This will assist the organization improve on what

customers are engaging with to increase followership on its sites, generate sales leads and effective use of the said platforms. Some of the key performance indicators to track include: -

- Share of social media conversations for the company/brand vis-à-vis competitors
- Positive and negative sentiment for the company/brand vis-à-vis competitors
- Monthly addition in number of social media followers
- Average time taken to respond to comments by social media users by type of comment (e.g. positive feedback, customer service issues).

4. Workflow

To increase visibility and reach of online content, HIL will consider the following in its content workflow:-

a. Content Development

Align content development with online metrics and goals by using different analytical tools available as stated in the communication strategy. The metrics should focus on the specific output required. Examples include:-

- Traffic generation to online platforms – metrics should be unique visitors from online campaigns.
- Creating a following – metrics should be subscribers and followers on all HIL platforms.
- Generating interaction – metrics should be quantity and type of commentaries, e.g. website and Facebook comments, replies/mentions.
- Revenue generation – precise shilling value of every lead a post generates

b. Responsive Design

More and more people are visiting websites on mobile phones in Kenya and therefore there is need to make the page mobile-friendly and easy to navigate. HIL should endeavor to make the site responsive by prioritizing the following:-

- Only give visitors content they need.
- Carefully plan design and layout.
- Landing page should be simple.
- Design for multiple browsers and device compatibility.
- Site to include social media icons.
- Automate the experience and use mobile redirects.
- Provide a link to the full site on other platforms.
- Usability should be top priority.

c. Big-brand Mentality

Beefing up the content strategy with a big-brand mindset to engage online followers by:-

- Research - Find where HIL customers talk and penetrate. This is by posting content where HIL has a significant large following to leverage campaigns on a platform where the organization gets higher visibility, giving followers an incentive to follow the brand.
- Create content that people want to talk about
- Use website and social media platforms to listen to customers

d. Social media posts

To ensure that the organization posts and updates have a good chance of being seen by its target audience is an integral part of this strategy. There are three tactics that HIL should consider to create a frequent and reliable presence on the website and social networks:-

- Frequency – Concentrate on increasing daily updates. Post every week and progressively every day for optimal outcome.
- Timing – Consider posting during the main work hours from 0800hrs – 2000hrs.
- Multiple sites – Consider embedding platforms with each other so that consistency is maintained throughout in terms of daily updates.

e. Online data

Use data obtained from metrics to benefit the business by

- Gauging the real-time market mood
- Identifying relevant issues and content
- Determining user interest while keeping up to date with online developments to make sure the organization remains relevant.

f. Use content with infographics

These are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly. These are important because:-

- Infographics are shared on the web and social media more often than other content online.
- Infographics are easy to understand, consume and share.
- Infographics offer an easy and powerful viral marketing tool to spread the word about a company's products and services.

HIL should also consider presenting a human side by using photos. Photos and other types of visual content are highly shareable on social networks. Also, posting photos of the internal team will help show the business as a human brand and build relationships with its community.

6. Governance

HIL will endeavor to ensure that the content is of high quality and consistency of content throughout its platforms. This consistency can be enforced through use of highly-structured and navigable web content. Incremental updates should further guarantee consistency and integrity of the brand ensuring all information advances the organization's vision and mission. Staff updating the various sites should be trained variously in creating optimal posts that do not damage the organization's credibility.

Copy flow – the content creators will need to ensure content is accurate and free of errors/typos. Review and final approval should be designated to a specific person in management. Possibly the lead audiologist or head of communications. This will ensure accuracy of content posted. The organization can consider outsourced editorial services if there is no in-house expertise.

Review of online content should also be done continually by management as any wrong information going out could damage the organization's reputation that can be disastrous for the firm.

7. Search Engine Optimization (SEO)

In order to establish an SEO strategy as part of the content strategy, HIL will need to identify the search terms that the organization wants to target. This is, those that are most searched terms pertaining to the audiology industry. Keywords such as 'hearing' are used frequently but this does not relate to audiology exclusively as it could refer to court hearing, etc. Keywords such as 'aids hearing' are used frequently and therefore the organization can use phrases like "Where to get hearing aids", "What is hearing aids" and the simple term "Hearing aids" or "Hearing Implants". Others include "Hearing impaired", "Hearing devices" and "Hearing aids".

To improve on SEO, headers such as “Hearing test”, or ‘price of hearing implants/aids’ as this improves the ranking of those seeking to obtain information on pricing or availability online. The search for costs of the implantation may be bound to increase traffic once the process becomes more familiar locally.

Of importance to note is the term “Hearing implants reviews” is likely to attract online traffic as many customers are influenced by the experience of others when making online purchases. This will draw visitors to the site that need to be converted to prospects which will in turn lead to sales and HIL needs to establish a platform for e-commerce reviews on its website.

8. Future trends

- a. HIL should consider helping users find the organization’s content by using hashtags. These are important in the following ways:-
 - Promotions—hashtags make it easy to track a promotion’s activity across many social platforms.
 - Conversations—giving a customer your website URL doesn’t make it easy to begin a conversation, but hashtags do.
 - Targeting—unlike going after a general web surfer on the open web, people who use hashtags are likely to engage in social conversations and therefore are more likely to share a positive experience they’ve had with your brand once you’ve broken through.
 - Innovation—because they are so flexible, simple and ubiquitous, more businesses can find creative ways to add power behind the hashtags.
 - Use hashtags to include content in active public conversations.
 - b. Monitor online and social media engagement comparing it variously with competitors. The findings should inform management justifying a request to dedicate more time and resources to the company’s website and social media activities.
-

D. CORPORATE IDENTITY

A corporate identity is the general image a business projects in the minds of customers, investors and employees. An organization's corporate identity is the manifestation of its products, services and values that the company represents which is best enumerated in an organization's corporate designs. Hearing Implants Limited (HIL) will adopt the following identity:-

1. Mission

Hearing Implants Limited strives to assist patients overcome hearing loss as a barrier to communication and quality of life. Our mission is to provide thoughtful, comprehensive, personal care to ensure that everyone we touch experiences a greater quality of life.

We are committed to giving many children born with hearing loss access to hearing implants before the age of five as early intervention is important for children born with this condition as when they are young, they can develop listening and speaking skills through the help of an implant.

2. Vision

To be a quality provider of quality hearing implants in the East Africa Region and make the world a better place for the deaf generation.

3. Core Values

Customer care is of utmost importance to HIL. We strive to provide the best technology and care available to give our patients an experience that goes above and beyond what they would expect

of an audiology practice. While giving our patients an opportunity to take control of their lives again, we embrace the following values:-

- a. Altruism – primary regard for our devotion to the interest of patients, thus assuming the fiduciary responsibility of placing the needs of the patient ahead of our self-interest.
- b. Compassion – we can understand your hearing loss better than anyone and we want to care for you every step of the way.
- c. Caring – the concern, empathy and consideration for the needs and values of our patients.
- d. Excellence – offering audiology practice that consistently uses current knowledge and theory while understanding personal limits and the patients’ perspective while embracing advancement.
- e. Integrity – the possession of a steadfast adherence to high ethical principles or professional standards.
- f. Professional duty – our commitment to meeting our obligations to provide effective audiology services to individual patients, to serve the profession and to positively influence the health of society.

4. Visual Elements

4.1 Logo

The current logo would seem a little inappropriate for online platforms as the shadowy-effect is not suitable for dark backgrounds. Therefore, a new one is proposed that stands out against both light and dark backgrounds. The proposed new logo (below) epitomizes what the HIL brand does which is mainly dealing with cochlear implants. The logo imitates what the cochlear looks like by using swirls that connect the brand name with the cochlear principle.



Old Logo



Hearing Implants Limited

Proposed New Logo

4.2 Tagline

A new tagline is proposed which will inform the current and potential customers the benefit they can expect when choosing HIL products. It will express and reflect what the organization wants the public to think about the brand. The proposed tagline – *“Bringing life to your ears”* – is intended to give hope to recipients of the organization’s products where hearing has been hampered and therefore rendering their capacity to hear ‘lifeless’ or ‘dead’. The tagline informs the primary clients and potential customers that there is hope to those born deaf or suffering from hearing impairment.

4.3 Image

To understand the impressions audiences have of HIL, the organization will seek to encapsulate the likeness of the organization especially on customer experience. HIL will seek to carry a caring and humane brand image given that the primary audiences have a hearing impairment or disability and therefore the need to remain approachable for customers to feel like they are dealing with family or friends who give them hope by ‘bringing life to their ears’.

4.4 Brand Assets

HIL will maintain a consistent look and feel in all its imagery. This is in terms of the organization’s multimedia assets, stationery, and product images that should make them recognizable and memorable to differentiate the organization from its competitors.

5. Differentiation

HIL seeks to differentiate itself in the market by being a low-cost provider of high quality hearing implants in the Eastern Africa region saving patients the excessive cost of having implantation sort or done abroad. Working with our various partners, implantation will be done with minimal surgery and hospital costs. Rehabilitation costs will also be highly subsidized to ensure follow up costs do not deter would-be beneficiaries from purchasing the implants. The positioning will therefore encompass ‘low-cost provider of high quality hearing implants’.

6. Relevance

A cochlear implant is a surgically implanted electronic device that provides a sense of sound to a person with severe to profound sensorineural hearing loss in both ears and these are the primary target audience of HIL. According to comprehensive studies among children and adult patients, cochlear implants improve hearing and offer successful treatment when hearing aids are not suitable for a child or an adult with severe hearing loss. These patients require help to restore their hearing capability and live like normal people. Through cochlear implants, children achieve improved hearing and language while adults improve their hearing in terms of recognition of environmental sounds, voice control, speech comprehension and performance of interactive conversations. This in turn helps them lead normal to near-normal lives allowing patients to live as hearing people and/or to be mainstreamed in all spheres of life.

7. Coherence

To ensure credibility with HIL’s audiences and general public, HIL will ensure coherence in all the product and service offerings. Messages going out, i.e. marketing communications and the overall brand experience, including all services rendered will be consistent with the brand identity and overall communication objectives.

8. Reputation

HIL will be careful to execute clearly on both its promises and delivered experience. The organization will also be responsive to customer needs and requirements and undertake to respond swiftly to queries raised online and offline and maintain the image of a caring brand essence. This will help build a good reputation amongst the customers and public as well as improve on the brand esteem.

E. BRAND IDENTITY

Brand identity is the collection of all brand elements that the company creates to portray the right image of itself to the consumer. This is considering both tangible and intangible elements. Hearing Implants Limited (HIL) will be defined by the following brand identity:-

1. Brand Personality

HIL will be the organization patients will consider as they begin their hearing journey and the organization will seek to give hope and exceptional care to patients that they can get back their hearing and the quality of life they deserve which personality is embodied in the organization's tagline "Bringing life to your ears".

2. Target Audience

HIL will open its doors to all patients seeking treatment with a specific bias to children under the age of five who are born deaf.

3. Brand Voice and Tone

Voice - Caring now, hope for the future – will guide all online and offline communication

Accessible – Remain friendly, approachable and incredibly excited about what staff/the organization does.

Tone – The brand will demonstrate warmth and genuine care and concern for patients, the community and for each other.

4. Brand Guidelines

These guidelines are serve as a guide so that everyone in the organization works towards the same brand vision. They explain exactly how and when different visual assets are used considering all placements – for example email banners, social media cover images, email signatures, business cards, letterheads, etc. The guidelines also include things to do or not to do to avoid any misrepresentation or misinterpretation by both internal and external audiences.

a. Logo

The logo adopts the face of the organization and is the single most important asset that needs to be consistently represented and geared to communicate the brand’s personality. The brandmark adopts a cochlear principle shape which is what the organization is about – sale of cochlear hearing implants. The official logo symbol can only be used on white backgrounds as indicated below. In instances where the company name cannot be used on dark backgrounds, then the logo mark will suffice as shown. On dark backgrounds, text can be reversed to white to maintain consistency or left out altogether.



The tagline “**Bringing life to your ears**” to be used with the logo will be used in a script font – Monotype Corsiva and may be varied between 12 – 18 point-size. The tagline should be used as much as possible with the logo to portray hope and care for our customers.

b. Typography

Logo and other communication - HIL will use Proxima Nova font for its logo and all company communication. This font evokes an identity that is conservative yet remaining simple and approachable. The proportions, spacing and overall look and feel of the font embodies HIL's culture of simplicity, trendiness and friendliness yet still an easy read for online assets as it works well for screens and has great flexibility. The font will be used consistently across all organization platforms.

The typeface, Proxima Nova – Light and Bold, is a sans-serif font selected due to its ubiquity and ease of reading. The font was designed by Mark Simonson (2005) as a website typeface but can be used offline as well. It is often described as a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions and is available in seven weights with different widths. The font is considered humanist and evokes a feeling of warmth and personality and hence the choice.

Proxima Nova Std Light

ABCDEabcde12345\$€@

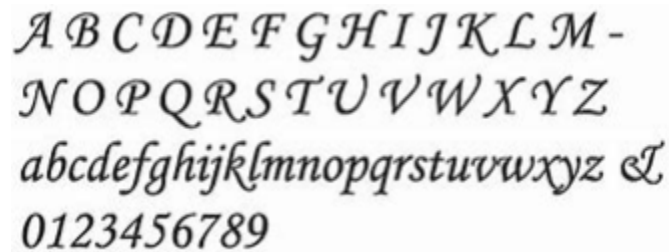
Proxima Nova Std A Light

ABCDEabcde12345\$€@

Proxima Nova font

Tagline – For the proposed tagline, the font to use is Monotype Corsiva. The font was designed by Patricia Saunders and released in 1995 and is considered popular in formal settings such as event invitations and important occasional material. The use of it on the tagline therefore evokes

a feeling of invitation to the organization. Its cursive quality fulfills the need for fancier lettering without rendering the result completely indecipherable.



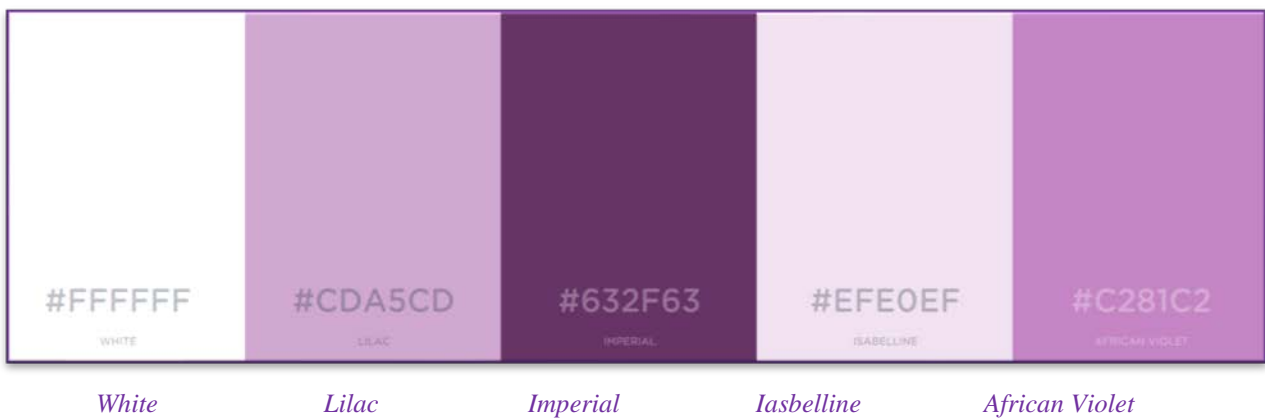
A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z &
0 1 2 3 4 5 6 7 8 9

Monotype Corsiva font

c. Colour

The color that will be used in all organization's assets is violet-purple with four different variations as shown in the color palette below. Purple evokes certain attributes to the targeted customers – royalty, value, calmness and success. Attributes that do not only apply to the organization but to the customers treated here; that they are valuable and treated with royalty as part of the organization's success stories.

Hearing Implants Limited Color Palette



The colour coordinates to be used in all HIL brand assets are as follows:-

HEX	#ffffff	HEX	#cda5cd	HEX	#632f63	HEX	#efe0ef	HEX	#c281c2
RGB	255 255 255	RGB	205 165 205	RGB	99 47 99	RGB	239 224 239	RGB	194 129 194
HSV	0 0 100	HSV	300 20 80	HSV	300 53 39	HSV	300 6 94	HSV	300 34 76
CMYK	0 0 0 0	CMYK	0 20 0 20	CMYK	0 53 0 61	CMYK	0 6 0 6	CMYK	0 34 0 24

d. Social Media platforms designs –Facebook, YouTube, Blog, and email

To retain consistency, the social media covers will carry the organization colors and as much as possible should be similar in all platforms and this should be incorporated in the blog and email covers. Initial sample of a social media cover is proposed below but can be varied as long as the colors are maintained.



In instances where this kind of cover cannot be used, then all texts and designs will revert to the corporate colors on white.

e. Offline platforms - WhatsApp

Communication on offline platforms will retain the brand's tone and voice as much as possible and the brand identity. Profile picture should take the form of the organization's landmark to grow brand equity and will help those engaging with the organization in brand recall. The profile tagline will adopt the formal organization's tagline and images shared therein will be in line with what is available on other platforms.

f. Product packaging

All HIL products will be branded with the landmark only on the equipment but the details of the organization will be included in the outward packaging. Promotional materials will also retain the organization's name and landmark where possible, or the landmark only, depending on packaging dimensions. The said products images will also be displayed online as shown below. Samples:-





g. Stationery

All official stationery will carry the Hearing Implants Limited's logo and name as much as possible and where this is not possible, the landmark will be used to identify formal communication. Letterheads, business cards, email messages will use similar guidelines as per samples below.

