

Digital Lead Management Tips.

Convert more leads with a consistent, patient-focused process

Effective lead management starts the moment a digital inquiry arrives. Be sure to add all digital leads to your OMS right away so they remain in your tracking, reporting, and recall systems. From there, use organized communication, timely follow up, and helpful automation tools to guide each patient toward the support they need.



Personalize your nurture emails

For every communication:

- Use a personalized greeting
- Connect your services to the patient's needs and challenges
- Focus on benefits and outcomes rather than product features
- Add a relevant patient testimonial when possible
- Include a clear call to action, such as:
 - Complimentary hearing assessment
 - Live demonstration
 - In-home trial

Tip: Use a central inbox for all digital lead notifications to support quick response times. (Example: info@abc hearingcenter.com)



Establish timing for follow up

A predictable schedule shows your commitment to helping the patient.

- Prepare and use templates for accuracy and consistency
- Send three emails over the first week
 - Within 60 minutes of receiving the lead
 - 48 hours after the first email
 - 1 week after the first email
- Every email should encourage the patient to call the office



Nurture unresponsive leads

Stay connected with leads who do not respond.

- Share updates about hearing events, practice news, and new services
- Move these contacts to a dedicated nurture list
- Follow up regularly to keep your practice top of mind



Use marketing automation when possible

Automation helps your practice stay consistent and reduces missed opportunities.

- Set up automated email flows for new digital leads and for nurturing unresponsive leads
- If automation is not available, use reminders or task triggers to prompt timely staff follow up
- Review performance monthly and adjust timing or messaging as needed