

Orange & Gray Is a Specialist Marketing Agency and Growth Partner for Private Practice Hearing Clinics That Want to Become the Obvious Choice in Their Marketplace Through Smarter Strategy, Stronger Positioning, and High-Level Marketing Execution.

Most marketing agencies operate as vendors – they take instructions, deliver a set of services, and report on what happened.

Orange & Gray is built differently.

We act as your full-service growth partner and marketing function, giving you access to a team of 20+ specialists focused on delivering a premium, gold-standard level of marketing across every area of your practice.

And because marketing never stands still, neither do we.

Platforms change. Technology evolves. Consumer behavior shifts. New opportunities emerge. What worked six months ago may not be what gives you the edge tomorrow.

Our role is to stay ahead of that change for you – continually evolving your strategy, introducing new ideas, adopting new technologies, raising the standard of execution, and proactively driving your practice forward.

This isn't simply about "doing your marketing."

It's about surrounding your practice with an elite marketing team, constantly pushing for better, keeping you ahead of the marketplace, and ensuring you have the strategy, creativity, and execution required to become—and remain—the obvious choice.

Although the Bananarama lyric, "**It ain't what you do, it's the way that you do it,**" certainly rings true, we're often asked a more practical question:

What exactly do you deliver?

So, while the real difference lies in the strategy, standard, and execution behind the work, here are the individual services and capabilities that make up the Orange & Gray marketing engine:

Onboarding & Strategy

Custom Marketing Plan & Strategy Definition

We begin by understanding your goals, priorities, and biggest areas of leverage and then define the KPIs that matter and build a bespoke marketing plan around where your practice is today and where you want it to go.



Photography & Video *Audit*

A detailed review of the visual trust assets across your practice, identifying the missing photography, video, and content needed to better communicate your people, experience, and differentiation.



Value Proposition Development

A one-on-one strategic session with Oli to define exactly **who you are for, what makes you different, and why your ideal patients should choose you over every other option available to them**, resulting in a sharper, more compelling value proposition that becomes the foundation of your marketing.



Access to the *Inner Circle Community*

A dedicated onboarding session with our community manager to fully immerse you in the Inner Circle. You'll receive a guided walkthrough of the Hub—home to hundreds of resources, interviews, masterclasses, and proven assets—alongside the booking systems, communication channels, and everything you need to get maximum value from your membership.



Your Digital *Strategy*

Development & Build of an *Industry-Leading Website*

A world-class, high-performing website designed to clearly articulate who you are, why you're different, and why patients should choose you. Built around the latest, continually evolving SEO and AEO standards to help make your practice the **obvious choice**.



Case Study & *Evidence Development*

Strategic campaigns to capture powerful, in-depth patient stories that demonstrate real-world outcomes, strengthen trust, and create valuable content for both your ideal patients and the algorithms increasingly influencing discovery.



Lightning-Fast *Hosting & Daily Security*

High-performance hosting engineered to make your website one of the fastest and most technically robust in the industry, supported by ongoing security monitoring to protect your digital assets and maintain reliability.



Local *SEO & AEO*

Search is evolving rapidly, and the playbook for being discovered is changing with it. Our specialist team continually optimizes your digital presence to help ensure you are **found, chosen, and increasingly recommended across both traditional and AI-powered search**.



NAP, Directory & Google Business *Profile Management*

Your digital footprint extends far beyond your website. We manage and optimize your practice information across 100+ online directories, alongside your Google Business Profile, to strengthen consistency, visibility, and local authority.



Online Scheduling *Setup & Optimization*

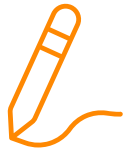
As patient behavior shifts toward instant, self-service booking and Google continues to expand agent-led search experiences, we'll help integrate online scheduling across your website and Google presence, making it easier for prospective patients to take action, including outside normal opening hours.



Content *Strategy*

Unique Custom-Written *Blog Content*

Your content strategy should never be generic. We'll plan, write, and publish original blog content shaped around your goals, your local community, your ideal patients, and your unique value proposition, helping strengthen authority, search visibility, and trust.



Patient Email *Newsletter*

A professionally written monthly newsletter designed to close the gap between the professional reasons patients chose you and the personal relationship that turns them into loyal advocates. Built, scheduled, and delivered through a high-deliverability email platform.



Quarterly Printed *Physician Newsletter*

A professionally produced quarterly newsletter designed to nurture local physician relationships, educate referral partners, and steadily build confidence in your expertise, services, and ability to support their patients.



Social Media *Training & Support*

Practical training and ongoing guidance to help your team consistently capture and share the people, stories, and moments that increase engagement, strengthen familiarity, and grow local visibility.



Video Content Creation *Strategy & Support*

As video becomes increasingly important across discovery, education, and the patient journey, we'll help you plan, develop, and execute video content that builds trust, communicates expertise, and brings the personality of your practice to life.



Campaigns & Database

Monthly *Marketing Playbooks*

Every month, you'll receive a focused playbook containing 2–5 **timely campaigns and marketing initiatives** to implement in your practice—from database communications to community strategies—ensuring there is always a clear plan, fresh ideas, and something meaningful being driven forward.



High-Performing *Database Campaigns*

Access a proven library of **40+ campaigns across more than 18 patient micro-segments**, built from what has performed successfully across private practices – alongside custom support to select, adapt, and deploy the right campaigns for your database.



Patient Referral Program Development

Support in building a tasteful, structured referral program that makes it easier for happy patients to introduce friends and family, helping you generate more opportunities from the trust you have already earned.



Custom *Campaign Development*

When something unique arises, you won't be left trying to figure it out alone. Whether you're announcing a new team member, opening a new location, navigating a sensitive communication, or pursuing a specific opportunity, we'll help shape the strategy, write the messaging, and support deployment.



Design & Video *Creative Resources*

Access to specialist graphic designers and video editors who can bring ideas to life, support campaigns, and ensure creative projects are executed to a consistently high standard.



Paid Traffic Specialists

Strategy, implementation, and ongoing management of your paid traffic campaigns by a specialist team that manages more than \$1 million in Google Ads spend solely for private practices, bringing deep category experience to maximize visibility, lead generation, and return on investment.



Service & Support

A Dedicated *Account Management Team*

Your own team of marketing specialists, strategists, and data analysts, working alongside you to solve challenges, maintain accountability, drive implementation, and keep your marketing moving forward.



Emergency *911 Support*

When something urgent happens, you won't be left waiting on hold. You'll have access to a dedicated emergency line, giving you rapid access to our team when immediate attention is required.



Strategic Guidance & *Problem-Solving*

When a challenge arises, an opportunity appears, or you simply need another experienced perspective, our team is on hand to provide strategic direction, practical support, and help turn decisions into action.



Oli's Weekly *Office Hours*

Every Thursday, our founder Oli hosts live Office Hours exclusively for clients. Bring a challenge, opportunity, or business puzzle and get direct strategic input, fresh ideas, and experienced guidance on what to do next.



Expert Community of Practice Leaders

Monthly *Inner Circle Call*

Join a community of 80+ practices, ranging from \$1M per year to \$1M per month in revenue, as we tackle one focused growth topic, share what's working right now, and learn from the collective experience in the room.



The *Book Club*

Receive four hand-selected books each year, chosen to sharpen your thinking and accelerate growth. Then join us as we interview the author and apply the book's ideas specifically to private practice hearing care.



Virtual *Masterminds*

Join eight virtual mastermind sessions each year, bringing your biggest challenge, question, or opportunity to the table. Tap into the collective wisdom of experienced practice owners who have often faced the same puzzle before and can offer perspective, ideas, and practical guidance.



Access to 10+ *Specialist Masterclasses*

An expanding library of practical training covering everything from building a high-performing YouTube channel and strengthening your front desk to provider sales training through **Exactly What to Say**, giving you and your team access to deeper expertise whenever you need it.



Access to the *Inner Circle Hub*

Your secure digital home for everything Inner Circle. Manage incoming digital leads, access previous member calls, explore the full campaign library, watch 10+ masterclasses, revisit Book Club author interviews, and tap into an ever-growing library of resources, training, and proven ideas.



Annual Inner Circle *Live Event*

Our flagship two-day experience, hosted in a different world-class location each year. Come together with fellow Inner Circle members, learn directly from some of the world's leading business minds, and spend focused time working **on** your practice, building the ideas, strategies, and plans that will shape your next stage of growth.



In the same way that it can be difficult to reduce the care you provide your patients to a simple list of services, the same is true of what we deliver.

Because beneath every strategy, campaign, call, and deliverable is something harder to line-item:

total dedication, an obsession with performance, and an immense level of care for your practice and its success.

orange & gray