

Digital Marketing Toolkit

Tools and resources to help you promote
VivAer[®] and RhinAer[®] in your practice



Welcome & Introduction

Congratulations on your adoption of Aerin Medical's breakthrough treatments for chronic nasal airway conditions!

Your decision to offer these treatments differentiates your practice in the competitive healthcare landscape and presents a great opportunity to enhance your digital marketing footprint and drive awareness of your practice as a leader in advanced ENT treatments.

To support your ongoing digital marketing efforts, we

have prepared a robust Digital Marketing Toolkit for you and your marketing staff that includes materials for your website, social media, and email marketing efforts, in addition to a collection of images and video assets.





Once you have implemented the VivAer and/or RhinAer content on your website and are ready to begin promoting the procedures, ask your Aerin Medical sales representative about our Patient Outreach Program ("POP") to engage with existing and new patients.



To complement your efforts to garner local media attention, we also offer a PR Media Toolkit. This detailed kit includes a step-by-step guide for pitching your local media as well as fast facts about VivAer and RhinAer, templates for press releases, newsletters, social media, and more.

Please ask your Aerin Medical sales representative for a copy.

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SECTION 1

Images & Videos

Product-Specific Images

Stock Images and Icons

Video Content

In addition to leveraging the templates featured in this toolkit, we encourage you to develop your own promotional assets utilizing the following image and video resources. From supplementing your social media efforts to taking your email nurturing to the next level, the opportunities are endless.

Images & Videos

Product-Specific Images

The following images and illustrations can be used to educate your patients about VivAer and RhinAer. To access the full image library for each product, please click the links provided.



Stock Images & Icons

Images and icons are a great way to add visual interest and capture your audience's attention. You may find the following resources helpful in finding and selecting graphics for your marketing efforts. For images accessed through third party websites, always follow the licensing requirements associated with the image.



Images For Free: [Unsplash.com](#), [Pexels.com](#), [Pixabay.com](#), [RawPixel.com](#), [Stocksnap.io](#)

Images For Cost: [iStock.com](#), [Shutterstock.com](#), [Stock.Adobe.com](#)

These are popular sites to source a variety of high quality stock images.

TIP: *Your first 10 images on Adobe Stock are free.*



Icon Resources: [IconFinder.com](#), [TheNounProject.com](#), [FlatIcon.com](#)

Icons are a great visual to add to your messages.

TIP: *Some resources offer you the ability to change the color of the icon. Take advantage by customizing your icons with your brand colors.*

Aerin Medical is not responsible for unlicensed image use, including copying images from our website and/or promotional materials, and the subsequent fines assessed by image vendors.

Video Content

The following patient testimonials, educational videos, and social media assets can be used to enhance patient engagement across your digital platforms. To access the full video library, please click the links provided.



Downloadable Video Files: [VivAer videos](#), [RhinAer videos](#)

Upload these videos to your social media platforms.

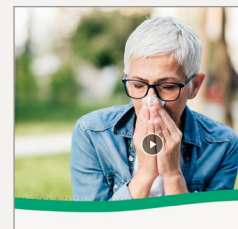
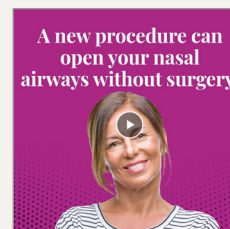
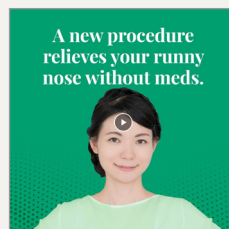
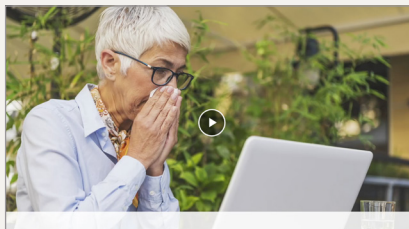
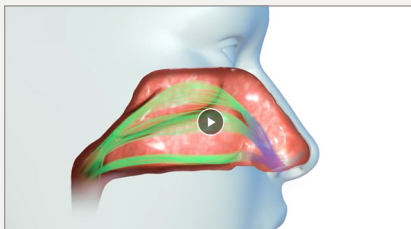


Embeddable Videos: [Click here to view and access the embed codes via the Aerin Medical Vimeo page](#)

Embed these videos on your website. To embed a video:

1. Click the link above to view available videos.
2. Click the video you wish to feature.
3. Hover over the video until you see icons appear in the top right corner.
4. Click the "Share" icon (resembles a paper plane).
5. Select </> to view the video's embed code.
6. Provide the embed code to your website developer for application on your website.

Video Examples



SECTION 2

VivAer Procedure

Social Media Post Templates

Website Content

Website NOSE Form

Blog Template

Patient Email Template

INDICATIONS FOR USE

The **Aerin® Console** is an electrosurgical system intended to generate radiofrequency electrical current for the use of an Aerin Medical Stylus. The Aerin Console is indicated for use in small clinic, office or hospital environments.

The **VivAer® Stylus** is indicated for use in otorhinolaryngology (ENT) surgery for the coagulation of soft tissue in the nasal airway, to treat nasal airway obstruction by shrinking submucosal tissue, including cartilage in the internal nasal valve area.

VivAer Procedure

Social Media Post Templates



Social media has become a key destination where patients learn about new products and treatments. To support your ongoing social media efforts, we have provided a variety of social media post templates for your use. Feel free to utilize the content as-is, modify, or simply use as inspiration.



Is VivAer a new offering in your practice? Are you one of the first to offer it in your city? Check out our PR Media Toolkit for additional social media content designed to announce treatment availability and capture your local media's attention. Please ask your Aerin Medical sales representative for a copy.

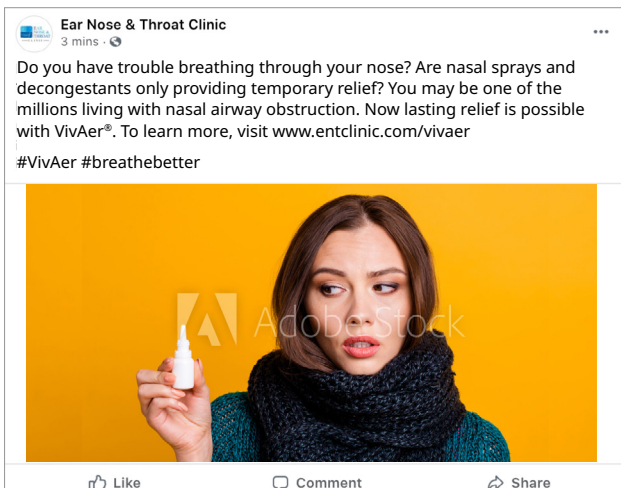
Instructions:

1. Download the social media posts template.
2. Copy and paste desired text into the social media platform of your choice, customizing areas highlighted in yellow.
3. Add an image or video to complement your post copy.
 - You may use one of the suggested images or videos featured in the template, or one of your own. For content accessed through a third party website, please follow the licensing requirements associated with the image.

Aerin Medical is not responsible for unlicensed image use, including copying images from our website and/or promotional materials, and the subsequent fines assessed by image vendors.
4. Include a Call-to-Action. Before posting, ensure you've provided clear guidance on the desired action you want someone to take. We recommend providing a link to the VivAer page on your website for deeper education, or driving patients to call your office to learn more.



Template for Download:
[VivAer Social Media Posts](#)



Post Example

Note: Names & businesses are fictitious. Any resemblance to actual persons is purely coincidental.

VivAer Website Content

As patients consider treatment, many will look to your website for additional information about nasal airway conditions and treatment options. To support your patient education efforts and website experience, we have provided VivAer product page content for your use.

This comprehensive content includes education about nasal obstruction and the VivAer procedure, as well as an opportunity to integrate the interactive NOSE Score form on your website (see below).

Instructions:

1. Share this toolkit with the person who manages your website. This individual can download the content and build your VivAer product page following the instructions provided.

***TIP:** We have included suggested visuals in the template. Additional image and video options can be found on pages 5-6.*

2. Add the NOSE Score form to your website. More details and instructions are provided below.
3. Publish your VivAer product page.

***TIP:** We recommend promoting this new page on your social media accounts.*



Template for Download:
[VivAer Website Content](#)

Website NOSE Form

To increase patient interest and motivation to treat, we recommend adding an interactive NOSE Score form* to the VivAer page of your website. You can view an example of the form [here](#).

1. Rate your nasal congestion or stuffiness

0 - NO Congestion or Stuffiness

1 - MILD Congestion or Stuffiness

2 - MODERATE Congestion or Stuffiness

3 - FAIRLY BAD Congestion or Stuffiness

4 - SEVERE Congestion or Stuffiness

- With this interactive form, patients can get their NOSE score and learn if they may be a candidate for the VivAer treatment.
- To maximize your impact, provide guidance near the form regarding how someone can contact your practice to schedule a consultation.



To add the NOSE Score form, embed the following code onto your VivAer product page:

```
<div class="involveme_embed" data-project="nose-generic">
<script src="https://aerin-medical.involve.me/embed"></script>
</div>
```

**Aerin Medical also offers a custom NOSE Score form, in which all leads generated are sent directly to your practice. Once a patient sees their NOSE Score, they can immediately request a consultation with your practice.*

The custom option is available for a small set-up fee; or complementary with a VivAer Patient Outreach Program (POP) campaign. For more information, please talk to your Aerin Medical sales representative.

VivAer Blog Template

Many practices feature a blog on their website to generate interest, prepare patients before their office visit, or give patients a destination to review important information following their initial consultation. To stimulate interest and support patients following their consultation, the following blog article is designed to educate patients about nasal airway conditions and treatment options while positioning your practice as a leader in advanced ENT treatments.

Instructions:

1. Download the template.
2. Customize the content for your practice following the instructions provided at the top of the template.

***TIP:** You can personalize the blog article further by adding a patient testimonial.*

***TIP:** We have included suggested visuals in the template. Additional image options can be found on page 5.*

3. Publish the content on your practice blog. To add the customized blog content to your practice blog, it may be as simple as copying and pasting the content; however, blog interfaces can vary.

***TIP:** We recommend promoting this blog article on your social media accounts.*



Template for Download:

[VivAer Blog Article](#)

VivAer Patient Email Template

Email is a great way to let patients know about the cutting-edge procedures available in your practice.

While we have provided an email template for your use, we also offer a high-impact co-marketing program that your practice may benefit from. If you're interested in learning more about this exciting opportunity, talk to your Aerin Medical sales representative.

Instructions:

1. Download the template.
2. Customize the content for your practice following the instructions at the top of the template.
3. Send to your patient database. Be sure to follow-up with any interested consumers within 24 hours.



Template for Download:

[VivAer Email Template](#)

SECTION 3

RhinAer Procedure

Social Media Post Templates

Website Content

Website TNSS Form

Blog Template

Patient Email Template

INDICATIONS FOR USE

The **Aerin® Console** is an electrosurgical system intended to generate radiofrequency electrical current for the use of an Aerin Medical Stylus. The Aerin Console is indicated for use in small clinic, office or hospital environments.

The **RhinAer® Stylus** is indicated for use in otorhinolaryngology (ENT) surgery for the destruction of soft tissue in the nasal airway, including in posterior nasal nerve regions in patients with chronic rhinitis.

RhinAer Procedure

Social Media Post Templates



Social media has become a key destination where patients learn about new products and treatments. To support your ongoing social media efforts, we have provided a variety of social media post templates for your use. Feel free to utilize the content as-is, modify, or simply use as inspiration.



Is RhinAer a new offering in your practice? Are you one of the first to offer it in your city? Check out our PR Media Toolkit for additional social media content designed to announce treatment availability and capture your local media's attention. Please ask your Aerin Medical sales representative for a copy.

Instructions:

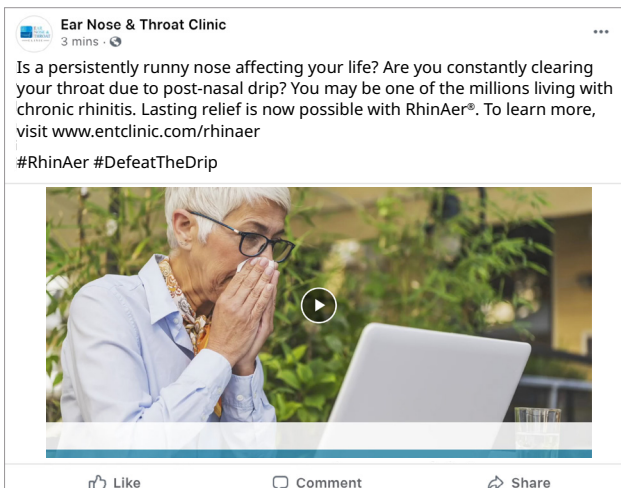
1. Download the social media posts template.
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4. Include a Call-to-Action. Before posting, ensure you've provided clear guidance on the desired action you want someone to take. We recommend providing a link to the RhinAer page on your website for deeper education, or driving patients to call your office to learn more.



Template for Download:

[RhinAer Social Media Posts](#)



Post Example

Note: Names & businesses are fictitious. Any resemblance to actual persons is purely coincidental.

RhinAer Website Content

As patients consider treatment, many will look to your website for additional information about nasal airway conditions and treatment options. To support your patient education efforts and website experience, we have provided RhinAer product page content for your use.

This comprehensive content includes education about chronic rhinitis and the RhinAer procedure, as well as an opportunity to integrate the interactive TNSS Form on your website (see below).

Instructions:

1. Share this toolkit with the person who manages your website. This individual can download the content and build your RhinAer product page following the instructions provided.

***TIP:** We have included suggested visuals in the template. Additional image and video options can be found on pages 5-6.*

2. Add the TNSS form to your website. More details and instructions are provided below.
3. Publish your RhinAer product page.

***TIP:** We recommend promoting this new page on your social media accounts.*



Template for Download:
[RhinAer Website Content](#)

Website TNSS Form

To increase patient interest and motivation to treat, we recommend adding an interactive TNSS form* to the RhinAer page of your website. You can view an example of the form [here](#).

1. Rate your nasal congestion

0 - NO Symptoms

1 - MILD Symptoms present but easily tolerated

2 - MODERATE Symptoms present and bothersome

3 - SEVERE Symptoms present and interfere with activities of daily living and/or sleep

- With this interactive form, patients can get their TNSS score and learn if they may be a candidate for the RhinAer treatment.
- To maximize your impact, provide guidance near the form regarding how someone can contact your practice to schedule a consultation.



To add the TNSS form, embed the following code onto your RhinAer product page:

```
<div class="involve_embed" data-project="tnss-demo">
<script src="https://aerin-medical.involve.me/embed"></script>
</div>
```

**Aerin Medical also offers a custom TNSS Survey form, in which all leads generated are sent directly to your practice. Once a patient sees their TNSS Score, they can immediately request a consultation with your practice.*

The custom option is available for a small set-up fee; or complementary with a RhinAer Patient Outreach Program (POP) campaign. For more information, please talk to your Aerin Medical sales representative.

RhinAer Blog Template

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3. Send to your patient database. Be sure to follow-up with any interested consumers within 24 hours.



Template for Download:

[RhinAer Email Template](#)

SECTION 3

Additional Resources

Digital Tools

Additional Resources

Digital Tools

Below you will find several tools and resources available to support your ongoing digital marketing efforts.



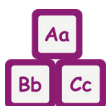
Create Brochures & Graphics: [Canva.com](https://www.canva.com)

Make beautiful materials such as brochures, holiday/occasion e-cards, and social media graphics. You can even upload your logo, images and brand colors.



Email Marketing: [MailChimp.com](https://mailchimp.com), [ConstantContact.com](https://constantcontact.com), [SendinBlue.com](https://sendinblue.com)

Create email marketing campaigns easily with one of the many online tools.



Proofreading Tool: [Grammarly.com](https://www.grammarly.com)

Be a grammar pro with this easy-to-use proofreading tool.



Social Media Dashboard: [Hootsuite.com](https://hootsuite.com)

Schedule and manage all of your social media platforms from one location.



Health Content: [Healthline.com](https://www.healthline.com)

Curate health content for creating social media posts, newsletters articles, etc.



Capture Patient Info Online: [Formstack.com](https://formstack.com)

Capture patient leads online with this secure lead capture tool.



Website Performance: [Google Page Speed Insights](https://pagespeedinsights.google.com)

Understand the speed of your website and opportunity areas.

Online Presence: [Moz.com](https://moz.com)

Make sure patients can find you with this all-in-one SEO toolset. Check your online listing for errors, and fix them to improve your online visibility.

Google for Business: [My Business](https://mybusiness.google.com) and [Google 360](https://play.google.com/store/apps/details?id=com.google.android.apps.maps) (must download app)

Manage your Google and Google Map listing, reviews, and images (add 360 images of your office).



Digital Marketing Toolkit

www.aerinmedical.com

If you have any questions about the contents in this kit or need assistance with local digital marketing efforts, contact your Aerin Medical sales representative.