

HEARING LIFE CASE STUDY

How best practices in WebDev, Ux, SEO, content marketing & paid search helped deliver a successful, integrated digital marketing strategy for leading audiology brand.



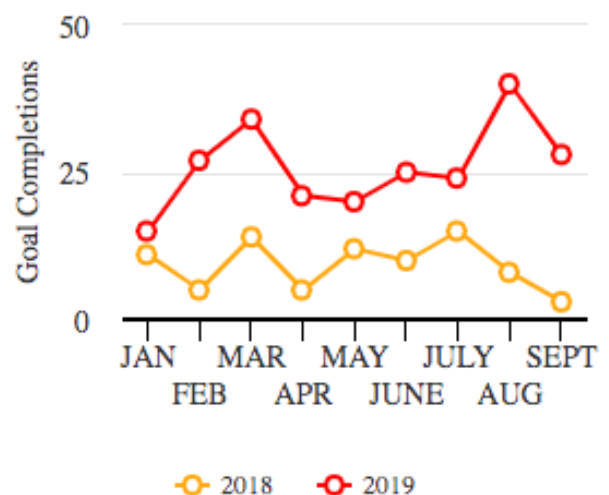
BRIEF:

Create an integrated digital strategy for a national audiology brand, HearingLife, during their aggressive acquisition strategy of 15 hearing brands with more than 45 clinics

STRATEGY:

Implement a cross-channel digital marketing strategy, to include website development, search engine optimization (SEO), paid search, social media management, social and content marketing and data analysis.

- Website development, implementing industry best practices
- On-page SEO, technical SEO, and off-page SEO
- Paid search advertising
- Social media management
- Creation of SEO-optimized content to increase brand engagement
- Data Analysis



RESULTS:

182% growth year on year in onsite goal completions for multi-location Nevada based audiology clinic. Driven by optimized user journey and audience targeting strategy across multiple-acquisition campaigns.

User acquisition from varying channels for audiology clinics. Data is based on Google Analytics Q1 & Q2 2018 vs. Q1 & Q2 2019.



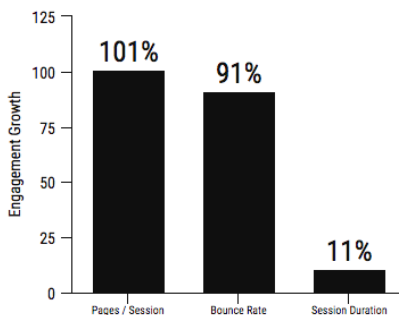
73% growth in social media user acquisition

73% growth in user acquisition from social for multi-location NV audiology clinic, driven by engaging, relevant content designed with target audience in mind.

122% growth in organic user acquisition from 2018 to 2019 for multi-location OH audiology clinic, driven in part by onsite and off-site SEO strategy.



122% growth in organic user acquisition

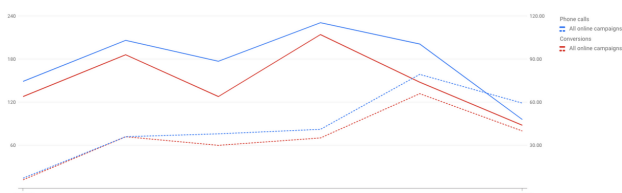


Ux and user journey optimizations driving improved onsite user engagement for NY based audiology clinic.

45% reduction in paid search cost per lead for multi-location CT audiology clinic. Reduced CPL driven by implementation of paid search best practices and ongoing testing.



45% reduction in paid search cost per lead



Over 100% growth in phone calls and conversions driven by Paid Search activity for multi-location NY audiology clinic. Improvements driven by optimized targeting and acquisition strategy.

Data based on Jan. 1, 2019 - June 30, 2019 vs. July 1st 2018 - Dec. 31st 2018.