



170%

Website Visits Increased
170% over 6 Months

100+

Call to Action Clicks from
Facebook Ads in 6 Months



Increased Patients from
LOCALiQ Campaigns

AUDIOLOGY FIRST

ABOUT

When patients are having trouble hearing or looking for options to improve their hearing through hearing aids in the Columbia, Maryland, area, they visit Audiology First. Audiology First, an audiology clinic in Columbia, Maryland, partners with patients to help them hear better through hearing aid fittings, hearing tests, and a variety of other solutions.

CHALLENGES

The team at Audiology First knew they needed to get online to get in front of their target audience – those searching for hearing improvement solutions or those searching for solutions for their loved ones. So, they wanted to establish a digital marketing strategy that effectively targeted the right people on search engines, increased the number of calls and website visits they were receiving, and get them new patients.

SOLUTIONS

We executed a marketing strategy for Audiology First that includes LOCALiQ Search Marketing, Social Ads, and Targeted Display Retargeting. This allowed them to get seen on top search engines and Facebook, one of the most popular social media sites, and then retarget users who visited their website but didn't take the next step to become their customer. This put Audiology First in front of the right audience in the right channels.

RESULTS

After just six months of running LOCALiQ marketing solutions, Audiology First saw a dramatic increase in website visits, phone calls, and new patients coming in from online sources. And the best part: It wasn't taking any of their own time. Now, they have more time to spend focusing on the new patients that come in as a result of their online marketing campaigns through LOCALiQ.

“ Through LOCALiQ’s smart solutions, I now have the tools to make digital marketing work for my business.”

Diana Wagner, Owner & Audiologist, Audiology First