



Hearing Specialists

Healthcare / INDUSTRY [REDACTED] / LOCATION [REDACTED] / DIRECTOR OF OPERATIONS [REDACTED]

BUSINESS IMPACT

2x Revenue Growth from Advertising 

Hearst Michigan's campaign doubled [REDACTED] revenue, booking all offices to capacity.

140+ Appointments from Print Blitz 

Prominent ads wrapping Midland Daily News promoted a 5-day event, delivering a large spike in new appointments.

OVERVIEW

Business Challenge

[REDACTED] is a 2nd generation family-run business with five locations across Mid-Michigan. Since becoming President, [REDACTED] has been steadfast in maintaining her father's values – providing the area's largest selection, employing the most talented staff, and patient satisfaction above all else. However, a recent expansion combined with growing online competition resulted in offices operating at just 65% capacity. [REDACTED] needed a marketing plan to reinforce their practice as the local authority in audiology.

Campaign Strategy

Bolstered by 60 years of hard earned trust in their community, HMMG developed a powerful campaign that revitalized [REDACTED] image and their appointment book. Their ads were strategically sequenced for optimal performance across premier media channels like Midland Daily News, top search engines like Google, and a network of popular sites targeting their ideal patients. All of the traffic from their campaign was delivered to a completely redesigned website, highlighting [REDACTED] unique approach to patient care and prominent calls-to-action, turning casual browsers into new patients.

PRODUCTS


PRINT ADVERTISING


AUDIENCE EXT. DISPLAY


SEARCH ENGINE OPTIMIZATION


PAID SEARCH MARKETING


WEBSITE DESIGN


REPUTATION MANAGEMENT

CAMPAIGN ELEMENTS

Print Advertising

stands out from competing hearing specialists with a dominant monthly presence in Midland Daily News' Senior Scope. Seasonal ads that include high-visibility newspaper wraps and full-page ads promote annual holiday giveaways, lunch & learns and other events for greater community reach.

Website Design

A search-friendly professional website was designed to drive new patients and a strong online brand - featuring accreditations, promotions and several calls-to-action. The result was thousands of new patient inquiries through calls and form submissions over the last year.

Audience Extension Display

Display ads were promoted on a wide network of websites targeting ideal patients based on their 3-county geography, income, age, and demonstrated interest in audiology and hearing. Compelling creative highlighting complementary services and promotions enticed online audiences to engage and inquire online.



“Hearst Michigan was the driving force behind the huge success of our Midland office. Our schedules are consistently filled over two weeks out and we have their publication and fantastic account team to thank!”

Director of Operations,