Audiology First provides solutions to help patients hear better through hearing tests, hearing aid fittings, and more in the Columbia, Maryland, area.

**CHALLENGE**

Audiology First knew that establishing a presence online was essential to growing their business. They initially tried to run their own online marketing campaigns but quickly found that they didn’t have the time, tools, or expertise to yield results.

**GOALS**

- Establish a presence on top search engines like Google, Bing, and Yahoo.
- Increase the number of calls and website visits from online marketing.
- Expand their practice by attracting new patients.

**SOLUTIONS**

Audiology First uses ReachLocal’s search advertising solution, ReachSearch, Facebook advertising solution, ReachSocial Ads, and retargeting solution, ReachRetargeting.

"ReachLocal is very knowledgeable, and they have the tools to make digital marketing work for your business."

Diana Wagner
Owner & Audiologist
Audiology First
In just six months, 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 ReachLocal.

“I see in the reports from ReachLocal that the number of impressions has skyrocketed and the number of calls is increasing due to retargeting,” said Wagner.

Facebook has become a resource for more and more people when looking for healthcare providers or recommendations. So, Audiology First added our Facebook advertising solution, ReachSocial Ads, so they can get in front of prospects who either need their services or those younger caregivers whose parents or neighbors may need hearing aids or tests.

“Our Facebook ads are getting to the right market, and they’re getting to the people who need to see them,” said Wagner.

Wagner’s experience with ReachLocal is made even greater by the team she works with. She appreciates their expertise, willingness to provide her with ideas and best practices, and true interest in her business. She knows that with ReachLocal by her side, she no longer has to focus her time and energy on digital marketing because her ReachLocal team has the tools to help her succeed.

“I don’t have to worry about it,” said Wagner. “ReachLocal takes care of everything.”

Audiology First is excited to continue working with ReachLocal and sees us as a true partner in the success of her practice.