

Audiology First



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



INDUSTRY

Healthcare

IN BUSINESS

Since 2002

CUSTOMER

Since 2015

BUSINESS TYPE

Single Location

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



ReachSearch™



ReachSocial™ Ads



ReachRetargeting™



TotalBannerNow™

170%

Increase in Website
Visits Over 6 Months



Increased Patients from
ReachLocal Campaigns

100+

Call to Action Clicks from
Facebook Ads in 6 Months

RESULTS

Audiology First tried running online marketing campaigns on their own and found it incredibly difficult and time consuming. When a colleague told them about ReachLocal and the results he had seen with us, they decided to give us a shot.

"I tried to do Google advertising and Facebook advertising on my own, and it soon became apparent to me that there was much more that needed to be done that I didn't have the knowledge or the time to do," said Wagner.

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.

"Working with ReachLocal couldn't be easier," said Diana Wagner, owner and audiologist at Audiology First. "Their marketing works, and it's very, very helpful."

"Of all of our patients coming in, we're definitely seeing an increase from them finding us online," said Wagner.

Audiology First started working with ReachLocal for search advertising because they knew that was an effective way to get the word out about their business. After seeing early success, they added our retargeting solution, ReachRetargeting, to stay top of mind as prospective patients were conducting healthcare research.

"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.

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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.