

Integrated Digital Marketing Solution for A Chain of Audiology & Hearing Care Clinics

———— **A Case Study** ————



The Client

A Leading Chain of Audiology and Hearing Care Clinics

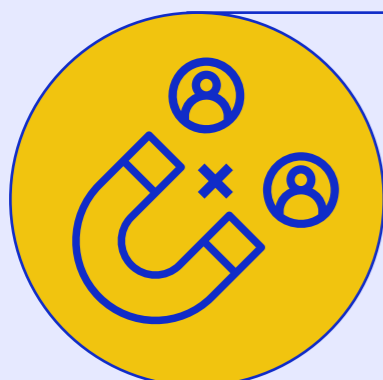
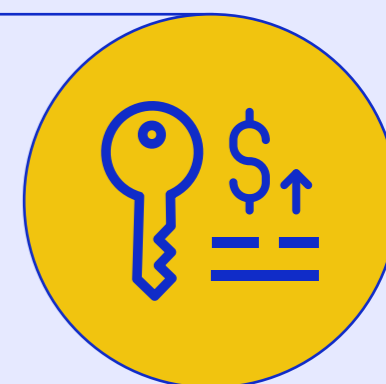
It was already operating in 14 diverse locations across 5 states in India, and was looking to start its digital marketing journey, coming from a very offline-first approach.

They faced several constraints with digital marketing efforts:



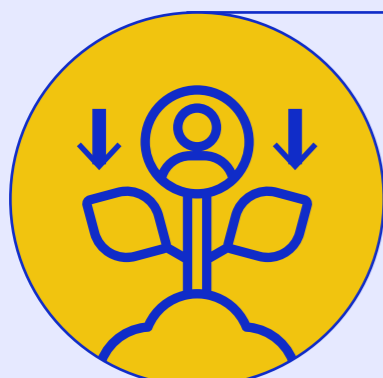
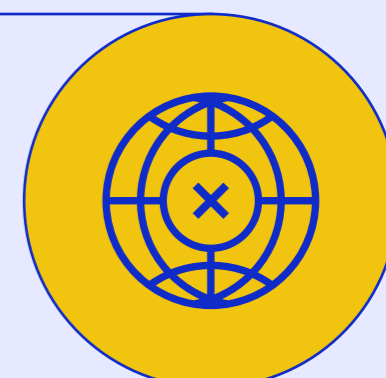
Limited marketing budgets necessitated a cost-effective and laser-focused strategy.

Highly competitive industry with expensive keyword bids and deep-pocketed rivals in online advertising.



Attracting and nurturing high-intent leads actively seeking hearing aid solutions across locations, but within 10 km of the brand's store locations.

Establishing a strong online presence and brand authority in the hearing care space.



Streamlining lead management and nurturing processes across various touchpoints.

The Solution

An Integrated Digital Marketing Strategy and Plan of Action to address these challenges.

To ensure a positive ROI driven outcome right within the first 3 months, we started with the following:

**Paid Acquisition
(Pay-per-click and
Social Ads)**



**Lead Nurturing
& Retargeting**



**Content
Marketing**



**Email
Marketing**

The above were divided into the following activities :

**Lead
Acquisition**



**Lead
Nurturing**



**Improved
Online
Presence
and UX**



**Content
Marketing
& SEO**



**Social Media
Marketing &
Presence**



**Email
Automation**



**Lead
Automation
& CRM
Integrations**



**Videos
& Content
Repurpose**



1. Lead Acquisition

- Precise, **high-intent keyword targeting** and optimized paid campaigns on Google and Meta (Facebook & Instagram) for cost-effective lead generation.
- Closely monitored campaigns to ensure none of the advertising guidelines related to healthcare and medical advertising are violated, which could potentially lead to account suspensions.
- Strategized the campaigns, key messaging, and ad pitches aligned with the brand's goals and resonate with the target audience.
- Conversion-focused landing page design and continuous optimization through A/B testing.



2. Lead Nurturing

- Strategic social media marketing and retargeting to maximize engagement and brand loyalty.
- Preparing useful content pieces and downloadables around frequent queries such as pricing, types of hearing aids, etc.
- The above content was used across **Email, WhatsApp, and SMS marketing.**



3. Online Presence and User Experience



- Built a website with a user-centric design for seamless user experiences.
- Ongoing website management, maintenance, and performance optimisation.
- Blog setup and management.
- Lead-gen hooks using chatbots, **WhatsApp chat widgets** and strategic popups for quicker on-page lead-gen.

4. Content Marketing and SEO

- Creating & publishing compelling blog content to attract and engage the target audience. The larger goal here was to get people directly via search engines (organic traffic) and reduce the cost of acquisition.
- Comprehensive on-page and off-page SEO strategies and helping with local SEO optimisation for all **14 locations**.
- Regular SEO audits and actionable recommendations for continuous organic traffic growth.



5. Social Media Marketing & Presence



- Weekly graphics for social channels to engage with audiences, share useful information about hearing aids, and simplify the technicalities around them.
- **Video content creation** to educate patients on various aspects of hearing care, hearing aid types, and features. These help with lead-gen as well as lead nurturing.
- Producing catchy, yet easy-to-understand **infographics** for patient education, social networks and nurturing leads on email and WhatsApp.

6. Email Automation for Lead Nurturing

- Implemented email automation for lead nurturing through drip campaigns.
- Automation setups to send targeted information, offers, and facility details to new leads at regular intervals to improve conversions.



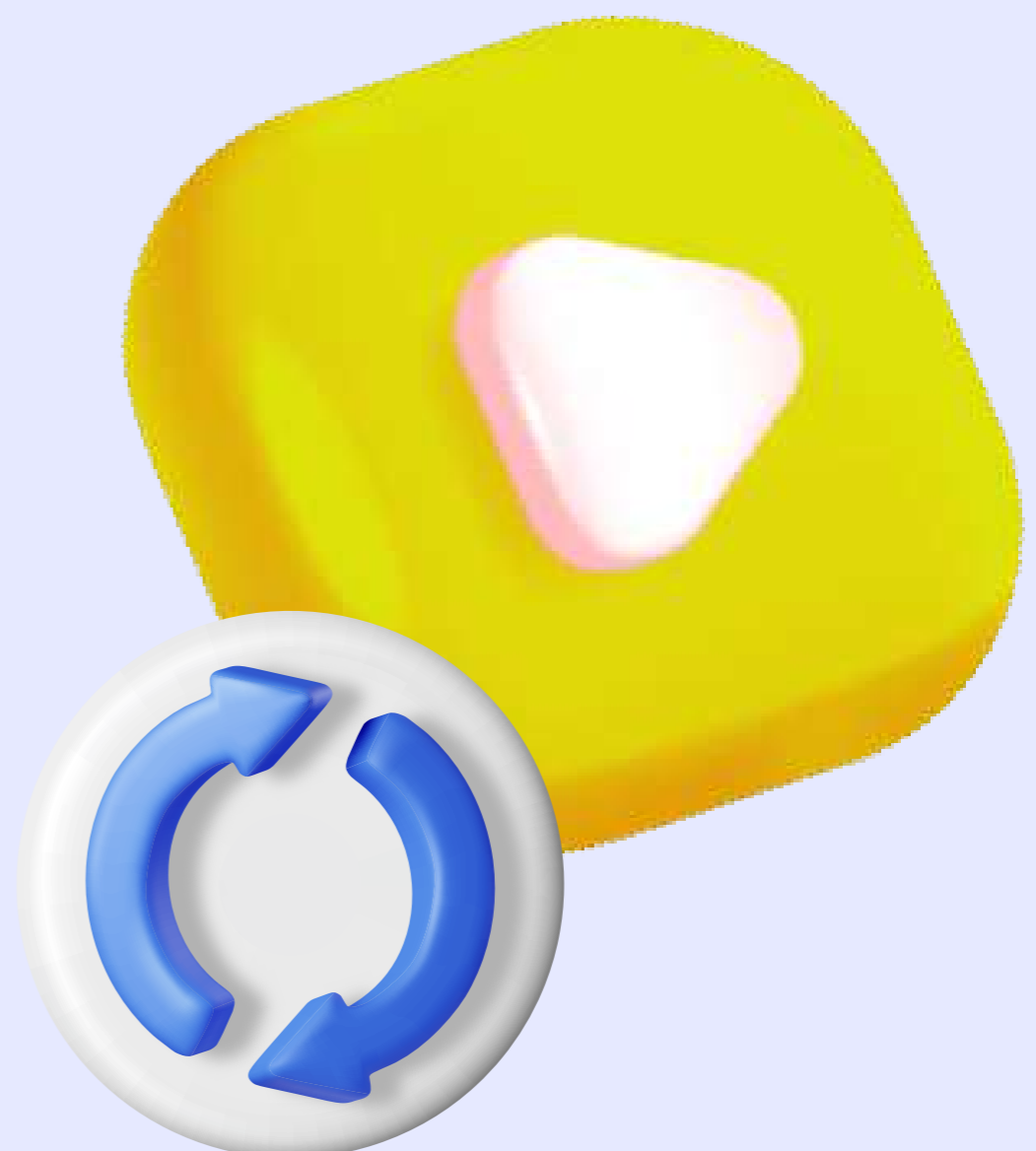


7. Lead Management and CRM Integration

- Integration with the client's CRM system for streamlined lead management processes.
- Automated lead nurturing workflows and assistance with better lead follow-up procedures.

8. Video Creation and Content Repurposing

- Produced high-quality **video testimonial montages** to showcase happy clients.
- Created focused, **bite-sized video content** on specific aspects of hearing aids for educational purposes.
- Repurposed long-form video content into shorter, engaging formats for social media outreach.



The Impact

At a Glance

176%

increase
in organic traffic
over 12 months

Improved
visibility across
**14 Business
Listings**

Lead gen with

4x ROAS

Competitive
**presence across
digital channels**

Increased calls and inquiries across centres

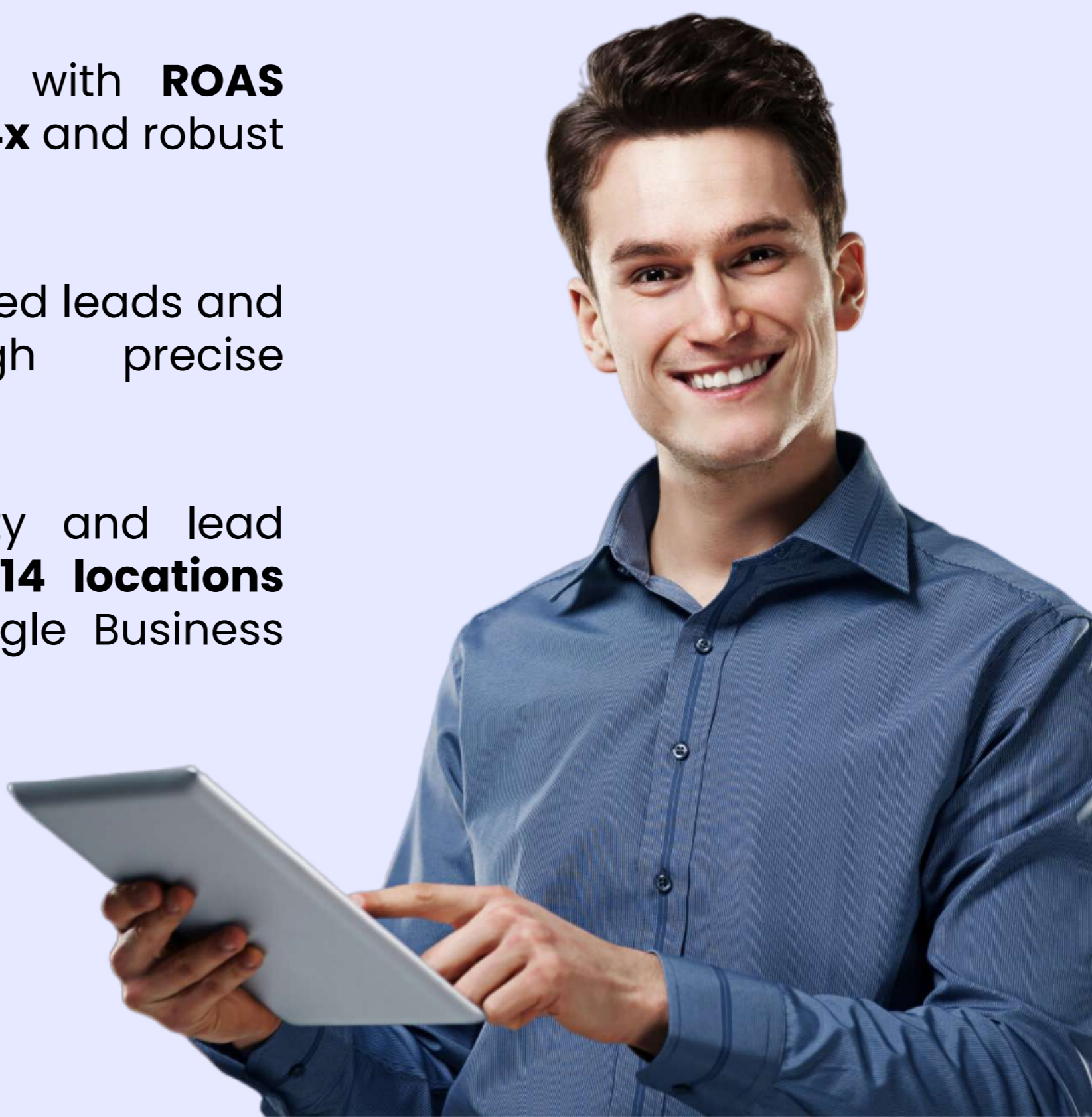
Digital lead generation emerged as a primary customer acquisition channel – A channel that is highly scalable and with immense growth potential, that changed the course of the company's growth.

By implementing our integrated digital marketing solution, we achieved remarkable results for the brand:

- **176% increase in organic traffic in 12 months** through strategic SEO efforts.



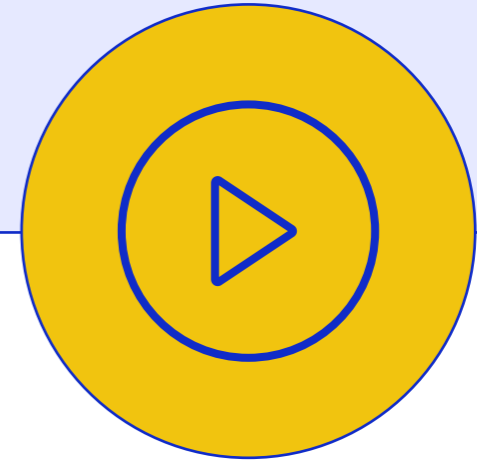
- Consistent profitability, with **ROAS frequently surpassing 4x** and robust conversion rates.
- Steady stream of qualified leads and appointments through precise targeting and nurturing.
- Improved local visibility and lead generation **across all 14 locations** through optimized Google Business listings.



- Streamlined lead management processes **through CRM integration and automation.**
- Established a **strong online presence** and brand authority in the **hearing care space.**
- Effective lead nurturing and education through **video content** and **repurposing** efforts.

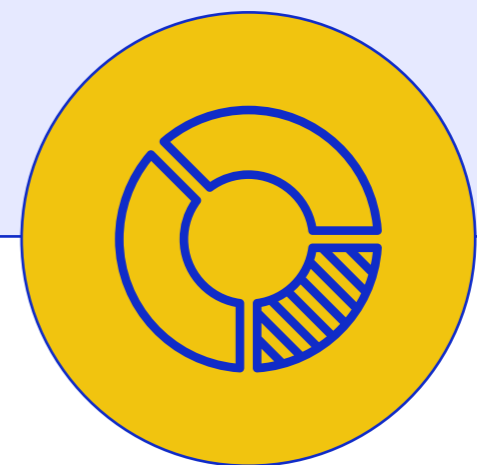
Our comprehensive, result-oriented approach enabled the brand to overcome industry hurdles, achieve cost-effective lead generation and substantial organic growth, and streamline lead management across multiple touchpoints.

Samples of the work we did for them



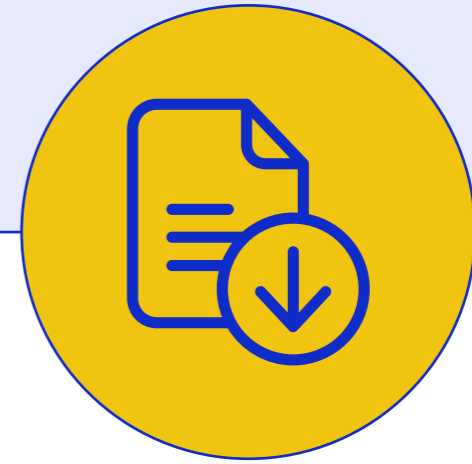
Videos

- Educational Videos
[Why You Should NOT Buy A Hearing Aid Online!](#)
- Testimonials
[Step into a world of sound and happiness with the Centre for Hearing®](#)
- Repurposed video samples
[Understanding the types of hearing aids](#)



Infographics

- [Prevalence of Hearing Loss In India](#)
- [What maintenance and care do hearing aids require](#)
- [Airpods vs Digital Hearing Aids Table](#)



Downloadables

- [Ultimate Guide to Hearing Aids Prices](#)



Social

- [Amit Chandra's Outstanding Experience with Centre for Hearing](#)
- [How Can You Improve Your Hearing Health in 3 Ways](#)
- [Did you know many people take up to 7 years to seek help for hearing loss](#)