

Ad4! STAR Report: Audiology Management Group



Situation: Sales Decline

- Stale Messaging
- Significant Increase in Competition
- Decline in Revenue

Task: Brand Awareness

- Create Name Recognition in Market
- Increase Market Share
- "Make the Phone Ring"

Action: Promotion Campaign

- Traditional Media Campaign
- Broadcast & Cable Partners
- Strategic Messaging

Results: Sales Increased in One Month

- Total Calls: 1,466
- Total Appointments: 359
- Conversion Rate: 49%
- Return on Investment: 2.53%

Audiology Management Group

Premier Hearing Centers | Hear Again Hearing Aids | Medical Hearing Systems | Tru-Tone Hearing Aid Centers | Sound Advice Hearing Aid Centers | Collier Hearing Centers | Hearing Professionals of Maryland

Audiologymanagementgroup.com



"Ad4! has made my phones ring! Our centers are setting more appointments, we're getting significantly more traffic to our website, and creating more better-hearing clients. Ad4! Has become an integral part of our team."

Michael Tease

Audiology Management Group

Call Ad4! Today for Growth Strategies for Your Businesses!

Contact Felica or Chris at **256-705-3544** to see if Ad4! is right for you!

Offerings



Brand Development

Competitive Analysis
Research & Strategy
Logo Design
Brand Messaging
Websites

Corporate Branding

Profit & Non-Profits
Corporate Culture
Brand Promise

Community Branding

Competitive Analysis
Chambers & EDAs
City, County, Regions

Product Branding

New Product Lines
Refresh Legacy Brands
Brand Development



Marketing Strategy

Market Analysis
Industry Trends
Competitive Analysis
Campaign Creation
Promotion & PR
Brand Messaging

Research & Insights

Focus Groups & Surveys
Persona Development
Competitive Analysis
Market Testing
Industry Trends
Market Analysis

Inbound Marketing

Content Creation & Curation
Social Media Strategy
White Papers & Case Studies



Media Strategy

Industry Research
Broadcast & Cable TV
Radio & Print
Out-of-Home
Digital Marketing
Local & National Markets



Web Development

Industry Research
Broadcast & Cable TV
Radio & Print
Out-of-Home
Digital Marketing
Local & National Markets

Locations

USA

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Ad4! is a brand development and marketing strategy firm located in Huntsville, Alabama, USA. We work with clients looking to update their brand, more effectively communicate their brand promise, or improve market visibility and presence. Ad4! Communication That Counts.

Contact **Felica or Chris** today @
(256) 705-3544 to see if Ad4! Is right for you!

Ad4group.com

