



**57**

**Leads Converted**

**+136K**

**Targeted Social  
Impressions**

**3.68%**

**Search CTR**

**6,649**

**Total Search and  
Social Clicks**

## Hear in Hagley

### ABOUT

Hear in Hagley, Hear in Wombourne, and Rubery day centre are family-owned, completely independent hearing specialist clinics, offering bespoke hearing solutions. The business, founded in 2019 has grown from two staff to twelve and increased from one clinic to three plus a training academy.

### CHALLENGES

Prior to working with LOCALiQ, Hear in Hagley's Managing Director and primary audiologist managed the companies marketing campaigns which decreased the amount of time she could spend with customers.

Hear in Hagley's Wombourne practice was also struggling to book hearing tests, and needed to increase their number of booked appointments.

### SOLUTIONS

LOCALiQ developed three campaigns to support Hear in Hagley in increasing their number of booked customer appointments. The targeted Facebook Lead Ads campaign drove awareness for Hear in Hagley whilst generating high-quality leads that they could both track and nurture using LOCALiQ's Client Centre. LOCALiQ's Facebook Retargeting campaign generated a total of 81,670 impressions in 4 months giving the clinic excellent brand exposure. To supplement the social campaigns, LOCALiQ launched a search engine marketing (SEM) campaign to generate leads and enhance online visibility using a strategic keyword plan.

### RESULTS

LOCALiQ's campaigns for Hear in Hagley delivered over 257,086 targeted search and social impressions, generating over 6,649 clicks, within 4 months.

The SEM campaign strategic keyword plan generated a total of 121,179 impressions and an above average Click-Through-Rate (CTR) of 3.68% compared to the industry benchmark of 1.79%.

Overall the campaign management and marketing success enabled the Managing Director to spend more time with her clients and take one day a week to do admin-related tasks.

**“The first month of working with LOCALiQ, we had a record month of appointments being set at our Wombourne clinic and in our first year of working with LOCALiQ we had our first seven-figure turnover.”**

*Jo Miller – Managing Director & Audiologist*