

 ECHO  
AUDIOLOGY

# Echo Audiology

How WSI helped one of Ontario's leading hearing clinics gain more than 1600 online conversions in one year!

## BACKGROUND

Echo Audiology is a locally owned and operated bilingual hearing clinic in Orléans, Ontario. They provide their clients with patient-focused healthcare for their ear and hearing needs. The team at Echo Audiology are hearing specialists working with advanced technological tools that help assess someone's hearing with high accuracy, so they can plan treatment or recommend the best solutions to maximize hearing potential.

Echo Audiology is committed to providing its patients with the best possible hearing care. They have joined an international roster of hearing clinics that have received the Inspired by Ida status, a label endorsed by the Canadian Academy of Audiology. The clinic is the 2nd in Canada to obtain this designation!

New to Ontario, Echo Audiology wanted to focus on establishing brand visibility in search engines as a leading hearing clinic across the Ottawa Valley.

Visit: [www.echoaudiology.com](http://www.echoaudiology.com)

## CHALLENGES

When Echo Audiology got in touch with WSI, they had many digital marketing challenges to address:



### No Defined Buyer Personas

Without having their customer buyer personas defined, Echo Audiology was unsure of the best way to promote their services to their target audience and was missing out on potential revenue.



### Outdated Website

Echo Audiology's website design didn't properly showcase its brand or services, making it difficult for potential customers who visited the site to establish trust and choose Echo Audiology for their hearing needs.



### Little to No Brand Visibility in Search Engines for their Region

The company had very little visibility in Google for service-related keywords in their industry and within the Orleans and the Ottawa Valley area, making it hard for potential customers to find their business.



*"I have been working with Mark at WSI for about a year now. He has taught us so much about online marketing and how to achieve great results. He listens to our needs and visions, respects our marketing restrictions coming from our Regulatory College, and provides us with solutions that work for us. Thank you, Mark and WSI, for caring about our success as much as we do!"*

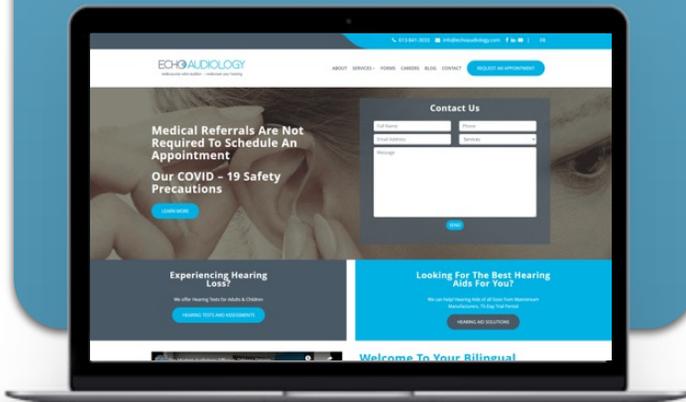
### Karine Bossé

Owner & Head Audiologist at Echo Audiology, OrLéans

## SOLUTION

In the case of Echo Audiology, proper persona development had to happen before any type of campaign could be delivered. WSI identified that Echo Audiology's main visitors were men and women over 60 suffering from hearing problems brought on by aging. The client's website and messaging needed to be updated to cater to and resonate with this demographic. Once the ideal customer profile was identified, WSI's digital marketing solution included the following:

1. A complete **website redesign**. Echo Audiology's website was redone in English and French, with easy-to-read fonts, simple navigation, and descriptive calls-to-action.
2. A ongoing **adaptive SEO campaign** with a strong focus on keywords like tinnitus, hearing aid sales, ear wax removal, and hearing tests.
3. A successful **Google Ads** campaigns to drive strong conversions for Echo Audiology's essential services.



## RESULTS

Thanks to WSI, Echo Audiology has been able to reach more people than ever before and convert more leads into customers. The results of this partnership have been impressive, delivering tangible benefits for Echo Audiology.



Customers enjoy the improved usability of the website and more intuitive and easy-to-use navigation.



In one year, WSI has driven over 47K+ visitors to their website.



From form submissions, phone calls and newsletter sign-ups, over 1,600 online conversions have been completed.



In one year, the client has received 241 sales conversions with a 7.73% conversion rate, and an average hearing aid sale of \$4K.

## FUTURE PLANS

By working towards established goals, this relationship will have a lasting impact on each organization's future endeavors. WSI is dedicated to helping our partners grow their businesses. We look forward to assisting Echo Audiology with expanding its reach even further, and bringing its leading audiology services to even more clients.

Is your organization in need of similar support and results?  
Get in touch with WSI today to consult with one our digital marketing experts.

<https://wsiestrategies.com/contact-us/>