

Lead Generation Quiz

Colorado Ear Center

magneti 
CASE
STUDIES

EXECUTIVE SUMMARY

In 2015, Advanced Ear, Nose + Throat, a Magneti client, broke their business into three separate entities: ENT services, facial surgery services and a hearing clinic (Colorado Ear Center). Magneti rebranded and created separate websites for each business.

Colorado Ear Center experimented with a new business model — bringing people to a hearing center to buy hearing aids instead of purchasing them at a big box store. CEC needed leads, which was a challenge due to the competitive market as well as a lack of domain authority from a brand-new website. Magneti developed paid search ads and paid social ads to address the lead and domain authority issues.

ABOUT THE CLIENT

The Colorado Ear Center creates personalized solutions for those experiencing any level of hearing loss. CEC believes that treating hearing loss reconnects patients to their lives. Dr. Menachof and his team provide hearing aids and tinnitus treatment, as well as donate their time and expertise to programs such as the Children’s Hospital, Wounded Warrior, the American Heart Association, the Colorado Neurological Institute and more.



Colorado Ear
CENTER

CHALLENGE

Magneti developed buyer personas for the Colorado Ear Center. However, it was difficult to target this very specific audience through Google AdWords.

The main content of the pay-per-click ads was a “hearing quiz” to generate leads. The quiz intended to be a self-check of hearing loss. One challenge in creating the quiz was making the results of the quiz both accurate and thoughtful, as hearing loss can be a sensitive topic.

SOLUTION

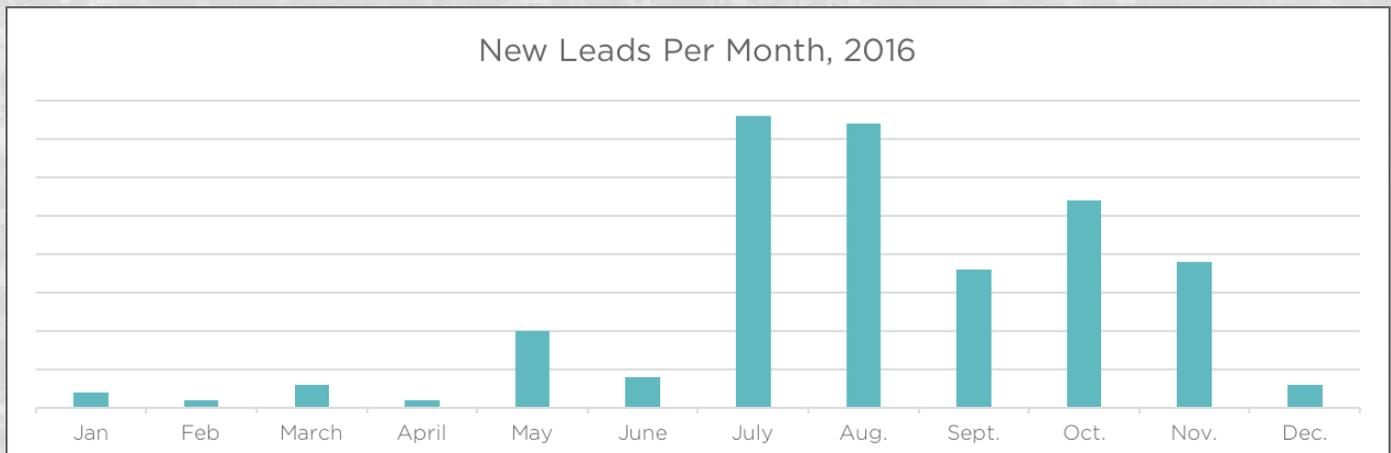
Magneti moved all of CEC's digital advertising to Facebook, which allowed much more detailed targeting of the personas. Magneti developed a simple yes/no "One-Minute Hearing Quiz" which started running in July 2016. The quiz included questions such as:

- Do you avoid eating at certain restaurants because they are too loud?
- Does talking on a cell phone seem more difficult than it used to be?

The ten questions intended to analyze hearing loss in an accurate and empathetic manner. If the quiz-taker answered "yes" to fewer than four questions, he or she was encouraged to come to CEC for a baseline check. If the quiz-taker answered "yes" to four or more questions, he or she was strongly encouraged to come to CEC for more serious concerns.

RESULTS

Magneti began promoting the One-Minute Hearing Quiz on Facebook in July 2016. Between June 2016 and July 2016, leads increased 850 percent. The leads per month decreased slightly at the end of 2016, due to both the holiday season as well as a decreasing audience size (as those who fit the CEC personas in the Denver, Colo. area became leads, the potential audience diminished every month).



Pre-quiz implementation

Quiz implemented, advertised on Facebook

 **576.2%**

Average monthly leads pre-quiz implementation vs. average monthly leads with quiz implemented

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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