

CAMPAIGN

SINUS & SNORING SPECIALISTS



**Converted 379 New Patients
in 10 Months**

CHALLENGE

- *Brand newly launched practice.*
- *Reach new patients ages 35-65 who suffer from chronic sinus infections, allergies, and snoring.*

SOLUTION

- *Radio advertising using a mix of live on-air personality endorsements, recorded Q/A commercials, and weekly news sponsorships.*

RESULT

- *Drive general average of 30 new patients a month.*
- *Converted 379 total new patients in 10 months.*

TESTIMONIAL

Our endorser speaks candidly about how snoring impacted his life prior to our procedure and how happy he (and his family) is now that his snoring has been eliminated. He has a very strong patient following, and you can tell he believes in the services he supports. I have more patients coming in from his endorsements than I do from the web!

*-Sangita Lakhia
Practice Administrator*

