

CASE STUDY

SINUS & SNORING SPECIALISTS

OBJECTIVE

Brand newly launched practice and generate leads for new patients.

STRATEGY

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

THE RESULT

379 new patients in
10 months

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