

CREATING A MARKET PRESENCE FOR JOURNEY AUDIOLOGY

Helping Journey Audiology to create a strong digital presence and drive awareness and engagement offline

Newly founded in December 2023, Journey Audiology is a private hearing healthcare practice providing audiology and tinnitus services for patients in Hastings and the Twin Cities area in Minnesota.

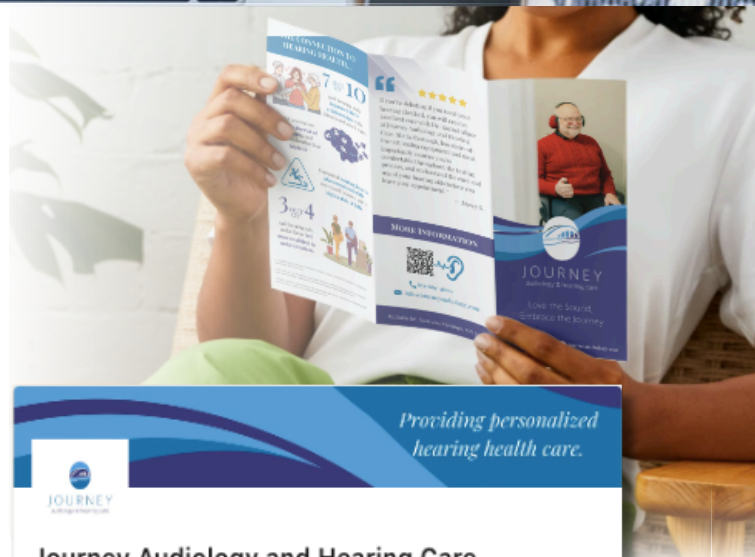
Rachel Allgor, AuD, asked Brixten Marketing to help bring her brand to life online as well as offline, leveraging our social media marketing, content marketing, and website consulting services.

Key initiatives:

- Launch and optimization of core social media channels
- Organic social media strategy, development, and execution
- Development of marketplace materials for use with patients, healthcare providers, and senior living communities including in-clinic, on-premise, and direct mail assets
- Development of brand materials for use by Dr. Allgor and by patients to promote physical brand awareness
- Consulting for SEO and website strategy and content optimization for the launch of a new site

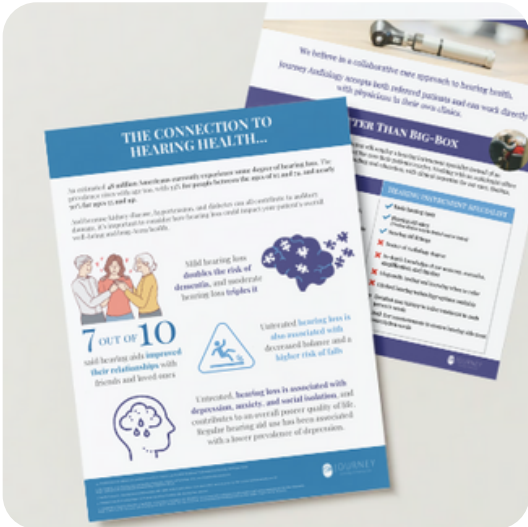


Get in touch today!



Bringing Journey Audiology to Life Offline

Below are some of the print pieces developed for Journey Audiology in early 2024 for B2C and B2B audiences.



Highlighted Results

2024 Q2 vs Q1 Growth Snapshot

Impressions

↗ 80.4%

Engagements

↗ 17.4%

Post Link clicks

↗ 148.4%

Video Views

↗ 66.8%

Total Audience

↗ 29%

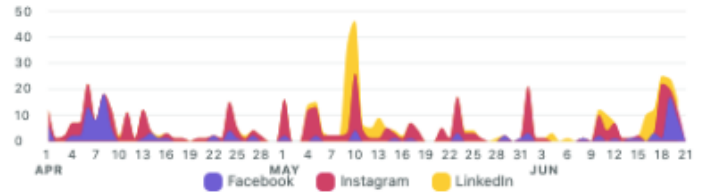
Total Audience Net Growth

↗ 7.4%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day



Engagement Metrics

Totals % Change

Total Engagements

520 ↗ 17.4%

Facebook Engagements

124 ↗ 0.8%

Instagram Engagements

273 ↘ 8.1%

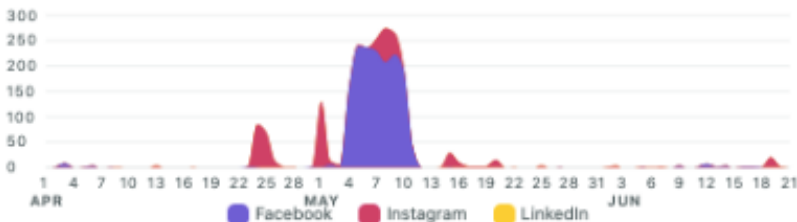
LinkedIn Engagements

123 ↗ 434.8%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics

Totals

% Change

Video Views

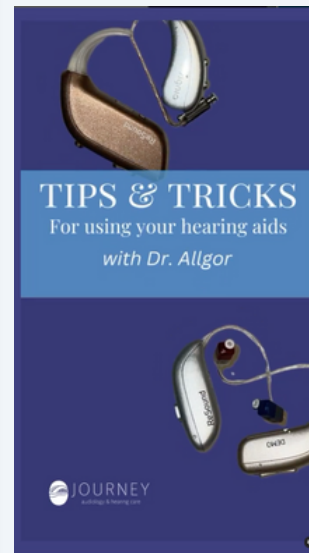
2,105 ↗ 66.8%

Facebook Video Views

1,565 ↗ 1,856.3%

Instagram Post Video Views

540 ↘ 53.4%



Get in touch to learn more!