

Paid Search Program



Capture consumers that are actively searching online to find information about hearing aids and hearing loss near your business. Appear prominently in search results for Google and Bing when individuals seek hearing solutions, such as “hearing aids near me” or “best hearing aids for tinnitus.”

Our best-in-class paid search program uses advanced tracking through A.I. and other industry leading strategies to get qualified consumers into your office.

As of 2024, there are roughly 5.9 million keywords related to “near me” in the U.S., with 800 million searches per month using a variation of “near me.”

72% of non-owners search for hearing aids online

Google

Bing

Basis
DSP

Free Hearing Test | Hearing Specialist in Eden Prairie
Ad www.starkey.com/hearingtests (888) 481-5512
Schedule Your Complimentary Appointment Today! Providing Personalized Hearing Care to Eden Prairie since 1967. Services: Personalized Fittings, Hearing Consultations, Medical Referrals, Hearing Aid Batteries, Hearing Aid Repairs, Custom Hearing Aids.

About Us
Providing Dedicated Hearing Care
Commitment For A Lifetime

Our Services
Personalized To Your Hearing Needs
Free Expert Consultations Available

Online Hearing Test
Do You Have A Hearing Loss?
Results You Can Trust

Our Hearing Aids
Full Line of Hearing Technology
Enjoy Superior Sound Clarity

The Starkey Digital Difference



Industry Experience

We are 100% dedicated to better hearing and our Paid Search experts have years of experience



Transparent Approach

Our success is tied directly to your success – we are invested in the performance of your business



Best-in-Class Measurement Strategy

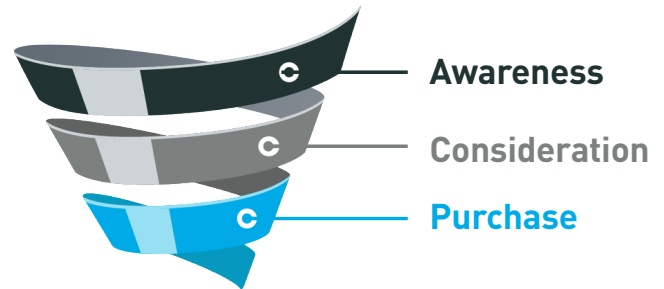
Optimization is critical to delivering results – we will continually optimize your campaign

Show up when people search for “hearing help”

We will create advertising campaigns that show your practice’s ads in search engine results when potential patients search for relevant keywords, such as “hearing aids near me,” “ringing in the ears,” or “hearing test near me.”

Your practice gets immediate visibility at the exact moment someone shows interest and is ready to take action — helping drive more qualified traffic to your website or clinic.

Best of all, you only pay when someone clicks on your ad, making it a highly efficient way to attract new patients.



What is Display Retargeting

Display retargeting is a powerful strategy that target people who have already shown interest in your products or services by visiting your website. Since they’re already familiar with your brand, they’re more likely to convert into leads.

Retargeting ads remind potential leads of your services, encouraging them to come back and complete their appointment for an exam, increasing overall conversions.



Less than 5% of your website visitors convert during their first visit. What will you do with the other 95%?

We Keep You Updated

You will receive monthly reporting on the metrics that matter most to you. Prospects, appointments and ROI are the key metrics that we measure to determine the success of your campaign. Reports will include:

- Key takeaways
- Total appointments
- Cost per appointment
- Lead calls
- Trends over time
- Total marketing touchpoints



Timeline & What to Expect:

The initial optimization period is 60-90 days, depending on how competitive your market is and your budget. The minimum commitment for this program is 90 days.

If you are interested in a proposal, reach out to your marketing rep today!

