

Final Fore Media CASE STUDY: Birmingham

Loud & clear marketing solutions that drive your business

AT A GLANCE

Breaking into a brand-new market as the underdog can feel like an uphill battle. That's where Final Fore Media steps in. We dive deep into your audience's world - uncovering their lifestyle habits, demographics, and content preferences - to unlock the secrets to meaningful connections. Then, through an analytical approach, we craft a custom advertising mix that hits the mark. Our cutting-edge tools track actionable insights, proving your campaign's success with undeniable results.

RESULTS

By combining traditional & digital advertising methods, we developed a 360-degree strategy that engaged customers on all fronts, driving a record-breaking launch in this client's multi-market history.



79%+

of our client's website traffic was contributed to by Final Fore Media



1200+

Net New Sales

CHALLENGES

Our Birmingham client aimed to make a bold entrance into an entirely new market where their brand was virtually unknown. They also knew that every dollar mattered and wanted to ensure maximum conversion to sale for all marketing channels.

SOLUTIONS

They partnered with Final Fore Media to supercharge their launch, as the teams had worked together previously to grow their other locations. Certain of Final Fore Media's proven track record, the Birmingham team knew they had made the right choice.



TV



Radio



Digital

BENEFITS

1 Transparency = Trust

Final Fore Media is transparent about media placements, strategy, costs and results; providing real-time analysis and reporting with the precision and responsiveness of a control tower. Every campaign is meticulously monitored and optimized for maximum impact, giving you confidence and peace of mind that you're in good hands.

2 Preparation is Key to Maximization

Launching into new markets was familiar territory for the Birmingham team, allowing them to apply their expertise to optimize staffing, budgeting, and marketing strategies - laying a strong foundation for marketing efforts that delivered exceptional results.



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 Final Fore Media

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