

# Final Fore Media

## CASE STUDY: Shaking Up the Mix

Loud & clear marketing solutions that drive your business

### AT A GLANCE

Changing up a media mix in the midst of a pandemic when historical allocations worked just fine, can be risky. But, our client knew they had to shake it up to drive the growth they wanted.

### RESULTS

Leveraging digital campaigns with broadcast radio crushed this market for our client, driving unprecedented results and getting the most out of their budget.



**+200%**

Increase in website traffic



**1300+**

Quality Leads

### CHALLENGES

Our Minneapolis client's leads and sales had been growing at an expected pace prior to 2021, however, our client had a different growth strategy in mind for 2022. They wanted to grow exponentially and grab more share of the market than their competitors.

### SOLUTIONS

They partnered with Final Fore Media (FFM) in an effort to drive their desired growth. Even though all parties knew it was a risk to change up what historically worked, we were confident in our analysis of the market and that we could drive the growth requested.



Media  
Mix



Daily  
Optimizations



Lead  
Generation

### BENEFITS

1

#### Media Mix

Don't be scared to test and change up your media mix to drive the results you want!

2





#### Take Calculated Risks

Final Fore Media ensures you're comfortable with your media mix before any media runs. We monitor and optimize your campaigns on a daily basis and provide real-time reporting.

3

#### Website Traffic Drives Leads

The key to driving leads in this market was to drive website traffic since the two metrics have been proven to be positively correlated.

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