



Rainstorm Media Group's Campaign Expands Diabetes Treatment Centers Across US

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The direct response advertising agency helped the treatment centers grow from 1 location in Dallas to 15 locations across the US in 18 months.

Pennsylvania advertising group Rainstorm Media, successfully launched a campaign for the diabetes clinic Help Your Diabetes (HYD). A client of Rainstorm since February 2018, RMG provided a campaign of direct response TV and radio advertising which led to the opening of 14 more diabetes clinics. Five more are set to open by the end of the year across the US.

Rainstorm Media Group are direct response experts. They pride themselves in their radio marketing capabilities. They have media buyers who are able to reach the largest national radio networks and over 4,000 stations in the top 200 markets.

HYD chose radio and TV ads for their campaign. Working closely with HYD, RMG began with a detailed questionnaire to discover a variety of objectives for their client. The results were then brought to professional copywriters to create a script that elicited a positive response. After production, the commercials were

launched.

The benefits of using radio marketing is that production of a direct response radio commercial is low and cost-effective. Its cost is even competitive to print or direct mail advertising. Once production is completed, the launching of a radio ad can begin right away. Local radio ads still reach 93% of adults on a weekly basis, according to a Nielsen Audio Report. TV reaches 88%, and smartphones reach 83%. The average adult in the US consumes 90 minutes of radio per day. Television ads were used to refresh the radio ads message reaching a large specific demographics and geography. TV has been shown to increase the response of other media, in this case, radio.

?Radio marketing worked since there was just one Dallas, Texas location in February 2018 when we first started working with HYD?, says RMG Founding Partner and Executive Director Jessica Jones. ? There are now another 14 locations and 5 more will open soon.?

In addition to television and radio, RMG also provides media services for print, and online marketing and advertising. They have a combined experience of 50 years in direct response marketing. They are located in Berwyn, PA. For more information on Rainstorm Media Group, please go to: <https://rainstormmediagroup.com/contact/>.

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For more information about z, contact the company here:zPR(800) 573-5053localblitz1@gmail.com339
Mason Road

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We are Rainstorm Media Group, a direct response advertising agency specializing in delivering measurable results and profitable new customers.

Website: <https://rainstormmediagroup.com/>

Email: localblitz1@gmail.com

Phone: (800) 573-5053

