



HAUTE

IN TEXAS

Client Case Study

CONTACT

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OUR CLIENTS

INDUSTRIES

Retail

Consumer Goods

Professional Services

Education

Non-profit

Automotive

Food & Beverage

Real Estate

SOCIAL

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WHAT WAS THE GOAL?

SONTERRA

PR + Marketing Rebrand

This client came to HIT needing a rebrand. We helped them finalize their brand from their vision to their color scheme. We highlighted their expertise, patient success stories, and personalized care approach to stand out. We publicized authentic patient testimonials and educational content, to attract new clients and retain existing ones by demonstrating the commitment to quality care and patient satisfaction.

HOW DID WE DO?

PR RESULTS IN JUST ONE MONTH

- 7 pieces of coverage
- 2.68 million estimated views
- 519 million combined audience
- 131 combined engagement

WHAT IS THE CLIENT SAYING?

OWNER TESTIMONY

“We were in a stage where we needed more creativity and innovative marketing, to reach more people and a larger audience. It was time for a fresh update on our marketing and brand and the HIT PR team was so instrumental from the beginning.”

-Dr. Annabelle Garcia

Owner and board-certified dermatologist