



## **New Medical Spa Marketing Strategy Announced By PracticeBloom**

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PracticeBloom has announced the launch of their new ProfitEngines, a specialized marketing strategy designed specifically for medical spas. The company states that medical spa clients have been getting \$3 Botox leads, which is unheard of in the industry.

Matt Coffy, a spokesperson for the company says, "Our Botox leads case studies show that our new strategies can drive highly qualified new potential customers to your site and landing page. If you are looking to improve your customer reach, we have proven methods to help you."

The company says that medical spa marketing by PracticeBloom will report conversions in real time. The marketing retargets customers who have visited a spa site but did not convert and converts those customers with special offers and strong calls to action.

A current client of PracticeBloom says, "This marketing is great. The company has been so communicative and they have gotten me so many leads. I highly recommend giving them a chance." The company states that those who are interested in reading through more positive client reviews can visit PracticeBloom's

Facebook page.

The company says that their marketing strategy includes a custom digital marketing strategy for the individual medical spa that will generate a steady flow of prospective clients and help the business to maintain their existing clients or customers. The strategy includes an attractive landing page design, effective social media marketing, web design and search engine optimization that the company states are all crucial for a successful medical spa website.

The company states that they have been assisting medical practices and medical spas in growing their patient bases for nearly 10 years by offering the best possible services and programs for site success. Coffy says that the methodology of the company is to drive targeted ads to beautiful landing pages that have clear call to action where customers can convert. The company states that they have used tried and true methods that have been fine tuned over the years to ensure total satisfaction and optimal performance. The company states that the leads that they offer, along with the website design, search engine optimization and other services, are virtually guaranteed to help a medical spa achieve success.

Studies show that online marketing, even for offline businesses, is the best way to reach potential clients or customers. The company states that their ProfitEngines with SEO program helps to form a complete online marketing program that will be successful. Coffy states that online marketing has become the most effective and transparent way to market medical practices.

With more and more consumers spending time online, mostly through mobile devices, online marketing is a strategy that companies cannot overlook these days. Coffy says that prospective medical spa patients are no longer paying attention to television or radio commercials and are instead scrolling through Facebook, Twitter and various other social media feeds to get the information that they want. In addition, he says that medical businesses can also see what they are getting in return for what they are spending.

Social media has become so popular over the past decade that most successful businesses are now using social media as a form of advertising. Various Facebook company pages, Twitter feeds and Instagram pages all help businesses to gain the attention of their potential customers and market their brand. Coffy says that SnapChat, YouTube and other sites can be used to gain the attention of their patients and help to get the word out about a medical spa or any other business in an effective and cost efficient way.

The company says that building a social media community can pay off for years to come. Coffy states that communities help to produce advocates, those who buy and then offer positive reviews to their friends so that they will also buy. He states that any business that is not currently taking advantage of social media marketing is missing out, and says that the company is ready to help medical spa sites to better raise awareness of their brands and to get the patients that they want.

PracticeBloom is a subsidiary of CustomerBloom, a company that provides winning marketing, website design and other online business solutions to those looking to increase their customer base. The company states that they are ready to sit down with businesses and discuss their individual needs, fostering a plan that will help the business to meet those needs. Their new service dedicated to medical spas is available to businesses all over the globe. Those interested in learning more can visit the company on their official website.

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## PracticeBloom

*PracticeBloom is a digital marketing agency specializing in bringing leads and new sales to medical practices. We're specializing in medical spa, plastic surgery, spine & orthopaedic and chiropractic marketing.*

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