



## **New Jersey Plastic Surgery Marketing Company Introduces Their New ProfitEngines Program**

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PracticeBloom, a New Jersey plastic surgery marketing company, wants plastic surgery practices to know more about their ProfitEngines marketing program and how it works. They claim to now have a system in place that helps generate leads for plastic surgery centers better than ever before.

Matt Coffy, the spokesperson for PracticeBloom, talked a little bit more about how they use their ProfitEngines program to generate leads. He said, "We spent a long time developing and fine tuning the ProfitEngines program to get it exactly where we wanted it. Now we have a proven way for any plastic surgery clinic to work with us to generate leads for their practice. Since we specialize in obtaining leads for cosmetic and plastic surgery centers specifically, no one knows how to generate client leads for these specialized medical practices better than us."

Coffy went on to say that the ProfitEngines program uses input from each plastic surgery clinic they work with to create a specialized sales funnel just for them. It all starts with them helping their clients design and build a great looking and functional landing page. The next step of the process is to then get people redirected to this attractive landing page so that leads can be generated from it.

The company does this in several ways. The best way of which is to create perfectly targeted ads on social media and by email. All of these ads offer an incentive or discount on the services that an individual plastic surgery center does. Coffy says the hope of which is for people to claim this bonus and start a relationship with the plastic surgery center or take it one step further and schedule a consultation. The ProfitEngines program even has a secondary feature that allows a plastic surgery clinic to retarget people that clicked onto an ad the first time but did not act on it. All this is designed to lead to a high conversion rate for prospective plastic surgery candidates. Coffy explains that an individual clinic can even track the success of their new ad campaign through ProfitEngines by seeing tabulated conversion rates, page visits, cost per lead numbers and more.

The company claims that their ProfitEngines lead generation process can add up to getting any plastic surgery clinic an additional 80+ inquiries a month. Of these inquiries, a large majority of them would be considered in the ideal category. There is some evidence that their process works well.

A testimony from Dr. Hardik Soni, owner of Ethos Spa Skin and Laser Center says, "The ProfitEngines program by PracticeBloom has skyrocketed my business. It's worked so well there have been times when I had to ask them to slow it down so we could catch up!"

What they do best has been summarized in a YouTube video that can be seen here at <http://bit.ly/practicebloom-youtube>. It tells all about how their medical marketing is different from most other types of medical marketing that most doctors' offices and medical clinics have tried to get to work for them.

The YouTube video explains how they look at every medical practice as an individual business and how they, in turn, can feed that business a steady diet of good patients. The company claims they will work with a medical practice or clinic closely to create a medical marketing campaign that is customized to their needs. Once this newly created campaign is funneled through their exclusive ProfitEngine Program, it often translates to lead generation success.

In addition to their informative website and short explanatory YouTube video, Practice Bloom also has an active Facebook page. It has much information on what this medical marketing company is all about. On their Facebook page, people can also leave them a message to contact them, check and see what their operating hours are and even find a map of their office's location in Clifton, New Jersey. There are even some photos at the events they have held and reviews from some of the satisfied customers that have used their services. Their Facebook page can be seen at <https://www.facebook.com/practicebloom/>.

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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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