



Practice Bloom Offers Medical Spa Marketing

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PracticeBloom, based in Clifton, New Jersey, has announced that they are offering a comprehensive, custom digital marketing strategy for medical spas. The result would be highly qualified new potential customers driven to the spa's website and landing pages. These potential customers are converted into actual customers through offers and calls to action. And those who visited the site but did not convert are retargeted. The overall result is a significant increase in the number of customers for the medical spa.

Matt Coffy, CEO and founder of PracticeBloom, says, "Well let's face it, your practice is a business. To be healthy, you need a steady diet of good customers or in your case, good patients. PracticeBloom helps medical practices and medical spas grow their patient base by providing best-in-class websites and med spa marketing programs focused on providing new leads and appointment bookings with crystal clear cost-per-lead and cost-per-appointment reporting."

According to Matt Coffy, their methodology for medical spa marketing is straightforward. First, they use targeted ads to drive traffic to beautiful landing pages on the med spa website. The landing pages have clear calls to action where people can claim an offer from the med spa owner. These new leads are then nurtured through text and email automation until they finally book an appointment to the med spa online. Meanwhile, those who visited the landing page but did not respond to the calls to action are retargeted. New patients are

followed up after their appointment to obtain positive feedback that could be posted on ZocDoc, Google, Facebook, and more. The increase in positive feedbacks are expected to help in boosting the reputation of the medical spa.

PracticeBloom has also posted a YouTube video at <http://bit.ly/practicebloom-youtube> to show medical practitioners how to grow their practice. In the video, Matt Coffy explains how medical spa owners can make use of the service from PracticeBloom, which applies today's marketing strategies to help increase the practice's profit, improve patient acquisition, and obtain stronger results from their marketing dollars.

Their marketing programs are called ProfitEngines, which provide the quickest way to get a positive return on investment but they require constant investment in the form of ad spend. Search engine optimization or SEO, on the other hand, is a long-term investment that will ultimately provide free leads, day after day, and week after week. That is why PracticeBloom recommends that marketing spa owners invest both on a ProfitEngine program and an SEO program, to provide a comprehensive and sustainable online medical space marketing program.

A key part of the marketing strategy used by PracticeBloom for medical spas is a social media marketing strategy. This strategy focuses on three particular areas, which are the ads, community building, and community management. Ads offer the fastest way to generate new business. However, building a community around the medical spa brand is vital for paid Facebook and Instagram campaigns. This is because a substantial percentage of the people who see those ads will click through the med spa's profile pages to see what has been posted and who has been interacting with it. Seeing that the spa has a strong community will build trust and boost the conversion rates of the paid traffic.

A strong community that is nurtured and managed will also pay off in the long term. Such a community will develop advocates, who are repeat buyers who will keep informing the rest of the community about the positive aspects of the medical spa, which in turn increases the number of customers. PracticeBloom specializes in monitoring the community and quickly responding to any comments, questions, and interactions to make sure that the community maintains its trust on the medical spa.

PracticeBloom is a digital marketing agency that is focused on responding to the needs of medical practices and medical spas by providing them with new leads and patients every day. Basically, their digital marketing programs consist of three parts: the ProfitEngines program, SEO, and website design and development.

People who need more information about the PracticeBloom services can check out their Facebook page at <https://www.facebook.com/practicebloom/> or visit their website, or contact them by phone or by email.

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For more information about PracticeBloom, contact the company here: [PracticeBloomMatt Coffy+1](#)

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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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