



Practice Bloom Announces Plastic Surgery Marketing Services

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PracticeBloom, a digital marketing agency based in Clifton, New Jersey, has announced that they are providing a custom digital marketing service for plastic surgeons. They offer ProfitEngine programs that are designed to drive the right traffic to the plastic surgery website landing pages. A key part of this program is the use of social media marketing, which is used in funnel marketing.

Matt Coffy, founder and CEO of PracticeBloom, says, "We are happy to announce to plastic surgeons that we can help them with regards to their marketing efforts. Using our ProfitEngines marketing program, targeted ads will drive traffic to your landing pages. And those who respond to the call of action on the landing page are nurtured with automated messaging to address any questions or concerns that they may have. This is continued until they finally book an appointment online."

PracticeBloom has also published on YouTube a video that can be viewed at <http://bit.ly/practicebloom-youtube>, to show medical doctors how to market their practice properly. In the video, it is shown how medical doctors can make use of their service, which applies advanced marketing strategies to help the practice get more new patients, which means more profits and better stability of the

practice.

According to Matt Coffy, the ProfitEngines marketing program is the fastest way to grow a plastic surgery practice by attracting potential patients with targeted ads. However, this is quite costly because it needs regular advertising spending. That is why they recommend that plastic surgeons also use an SEO marketing program in addition to the ProfitEngine.

Unlike ProfitEngines, search engine optimization or SEO does not provide immediate results. It is a long-term investment but once it starts to bear fruit, the leads that come from it are free. Matt Coffy points out that it usually requires around three to six months of SEO marketing efforts before the plastic surgery website gets to the top page of the search results. The good news is that once the website is there, the plastic surgery practice will profit from a steady stream of free leads, day after day, and week after week.

An important component of the marketing strategies used by PracticeBloom for a plastic surgery practice is the custom-design of the practice's website. In designing the website, the company has three goals, which are to provide a beautiful website, a fast website, and website that converts visitors into customers.

Matt Coffy points out that most digital marketing agencies will only focus on generating leads. However, this is a job that is only half-finished. A lead will mean nothing to the plastic surgery practice unless it becomes a conversion. A conversion is achieved when a site visitor claims an offer on the landing page. Those who claim the offer are redirected to a "Thank you" page and they will be notified about the next step, which is to schedule an appointment with the plastic surgeon through a form on that page. After a few minutes, the system will check whether the site visitor had indeed requested an appointment. If not, the system will automatically send an email or text message as a reminder.

After one day has elapsed, the system will again check if a request for an appointment has been made. If not, the system will send out another reminder. After three days, the system will check again and if the lead has not yet requested an appointment, it will shift to a nurture campaign. The nurture campaign is made up of five to 10 emails, usually in the form of a newsletter, with different content. It may contain patient testimonials, a personal message from the surgeon, info on celebrities who have used cosmetic surgery, or FAQ information. Each email will contain a call to action with the purpose of encouraging the person to request for an appointment.

Those who need more information about the PracticeBloom digital marketing services can visit their Facebook page at <https://www.facebook.com/practicebloom/> or take a look at their website, or contact them by phone or via 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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