



Practice Bloom Announces Comprehensive Marketing Solution For All Medical Practices

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PracticeBloom, a digital marketing agency based in Clifton, New Jersey, has announced that they are offering a comprehensive marketing solution for all medical practices and solo practitioners. This solution is known as the ProfitEngines program and it combines several online marketing elements. This is designed to attract new and ideal patients for the practice.

Matt Coffy, founder and CEO of PracticeBloom, says, "We are excited to announce that we have a comprehensive marketing solution for all kinds of medical practices and even for solo practitioners. These include plastic surgery marketing, medical spa marketing, chiropractic marketing, and spine & orthopedic marketing. The ProfitEngines program is a combination of search engine optimization; email marketing; search engine marketing; online reputation management; social media marketing and advertising; and content strategy."

More information can be obtained from the YouTube videos posted by PracticeBloom at <http://bit.ly/practicebloom-youtube>. For plastic surgery marketing, the ProfitEngines program takes advantage of funnel marketing and retargeting to provide more leads and more conversions every time. The plastic

surgery marketing strategy starts with an offer, which is converted into an ad on social media, such as Instagram, Facebook, and Google Ads.

The above-mentioned ads are designed to drive traffic to the practice's attractive landing page. An offer is made on the landing page and when the site visitor claims the offer, that person becomes a new lead. Nurture automation is then used for new leads, texting them and emailing them every day. Here, email marketing plays an important role, serving as the powerful channel for keeping in contact with the leads, who are the practice's prospective patients.

The messages sent to the leads vary from critical information, personal messages, patient testimonials, and more. The goal of these messages is to help the prospective patients overcome the hindrances that they are experiencing until they finally make a decision to make an appointment with the doctor.

Meanwhile, PracticeBloom also has a comprehensive, custom digital marketing strategy for the medical spa. It starts with paid online advertising designed to reach the spa's target audiences. Advertising will encourage people to visit the medical spa's beautiful landing page, which has design elements that will significantly boost conversion rates. This is followed by an effective social media marketing strategy to boost social engagement while reducing paid ad costs. It also makes use of a conversion-driven web design, search engine optimization to provide a steady flow of potential customers, and content marketing.

For chiropractic marketing, PracticeBloom leverages the power of Facebook ads and social media to drive traffic to the chiropractor's aesthetic landing page. This landing page is designed to collect information from site visitors, such as name and email address. These prospective patients for the chiropractic practice are nurtured until such time they are ready to book an appointment online. Retargeting is then performed for the leads that did not convert. The result is that the practice gets a steady inflow of leads and appointments every month.

For the spine & orthopedic surgery practice, an advanced search engine and website creation strategy is used to allow the practice to connect with future patients who have spine and orthopedic needs. Online advertising and dynamic targeting are used to search for prospective patients. Trust-building elements are integrated into the website design, including online branding, to develop trust. Active social media engagement is also used to attract new patients.

Customers of PracticeBloom have positive things to say regarding the services they have received. For example, Dr. Kevin B. says, "SEO in our area has always felt impossible. There are a ton of chiropractors surrounding us and they all have their own websites, so no matter what we did we couldn't rank higher than page 3 or 4 on Google. But we heard about PracticeBloom from our network and how they specialized in healthcare SEO. Long story short ? it's been three years and we regularly compete for our best keywords.

Sometimes I regret it, because with all this business it's hard to take a day off!?

Medical practitioners who require more information about the ProfitEngine system from PracticeBloom can visit their Facebook page at <https://www.facebook.com/practicebloom/>, visit their website, or contact them by telephone or through email.

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For more information about PracticeBloom, contact the company here: PracticeBloomMatt Coffy +1 973-947-4500 matt.coffy@practicebloom.com 45 E Madison Ave, Clifton, NJ 07011, USA

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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