



Medical Practice Marketing Specialists Push Client Visibility With Innovative Techniques

September 25, 2019

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Clifton, NJ based PracticeBloom is pleased to inform the wider community of doctors, surgeons, and medical practices that they may utilize the company's services to expand their online visibility and increase sales. A veteran in the field of medical marketing techniques like Search Engine Optimization, PracticeBloom relies on a growing and evolving range of marketing techniques to connect their clients with prospective patients.

PracticeBloom CEO Matt Coffy states that, "We specialize in getting your practice in front of people who are specifically looking for services like yours. While certain other firms may tell you being seen by hundreds or thousands of people is a good metric for success, this is not the standard we hold ourselves too. Crucially, you should not accept it either, because a higher viewership in no way guarantees that any of those people will visit your practice and engage its services. Our services are geared to ensure that you will come to the attention of people who have the means and will to become your patrons. In other words, they are the demographic most likely to invest in the treatments and products you offer." Learn more here: <https://sites.google.com/site/medicalmarketingagencynj/>.

According to Coffy, this is true regardless of the type of practice in question. Whether the medical business in

question is a health spa, surgical practice, or even a clinic run by a single doctor, administrators should always avoid getting sidetracked by inflated viewership numbers. He clarifies, "Note that there are indeed some benefits to aiming for sheer viewer saturation. Many patients find their preferred clinic by word of mouth referrals, and we can do a lot to build brand awareness and an association with success, versatility, and reliability by making you more of a household name. However, that is a much more long term goal, and is unlikely to work on its own. Currently, you also need to build a steady flow of patients who come in today and gain some experience with your practice and your services, especially if these patients then leave positive reviews and recommend you to their respective social circles."

To keep up with client demand, the agency assigns the bulk of their attention to specific sections of the medical field. As a result, their services are best utilized for Medical Spa marketing, Plastic Surgery marketing, Chiropractic marketing, and Spine and Orthopaedic marketing purposes. Taking each segment of the medical practice industry into account, PracticeBloom is able to analyze each client's individual strengths and magnify them through directed online marketing strategies. While Search Engine Optimization, otherwise known as SEO, is among the most famous and requested services offered, the agency also provides Search Engine Marketing, Email Marketing, Online Reputation Management, Social Media Marketing and Advertising, and more.

Coffy continues, "The sheer variety of options you gain with us means that we are effectively a full service digital marketing agency that can address any issues you may have and reach for virtually any goals you can think of. However, we do have one more ace up our sleeve: ProfitEngines."

ProfitEngines, as the agency explains, "are extremely effective marketing campaigns designed to generate a constant flow of new leads and nurture them into sales for your business." In brief, each campaign begins by distributing targeted offers to wide swathes of the practice's potential customer base through ads on Facebook and Instagram, an email blast, and even pop-up notifications that appear on the practice's website (on select pages). When a potential customer claims the offer, they are added to an email and/or SMS list that will periodically send them notifications on new products and services alongside a reminder to redeem the offer they claimed, thereby turning a lead into a sale once they accept.

Coffy adds, "Naturally, we have safeguards in place that will keep our platform from annoying your customer base with too many ads. Every task that ProfitEngines performs, from advocacy to reporting to retargeting campaigns, is designed explicitly to intelligently drive more sales for you."

Those who wish to learn more about the agency and the services they offer may reach out to Matt Coffy of PracticeBloom to follow up on any inquiries. In addition to an extremely informative website, PracticeBloom

also ensures that all clients and other interested parties can always reach them through their social media channels. Find the agency on Facebook here: <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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