



Practice Bloom Supports Medical Spa Marketing Efforts

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Clifton, NJ based PracticeBloom has recently been hard at work creating customized and effective marketing campaigns for their clients in the medical practice and med spa industries. Given the immense turmoil caused by the onset of the COVID-19 pandemic, businesses all over the country have found it difficult to maintain their operations for various reasons. In response, PracticeBloom has made it their mission to counter these challenges on their clients' behalf by ramping up their marketing efforts.

Matt Coffy of PracticeBloom states, "While many may have expected medical institutions to perform well in such a healthcare crisis, this has not quite been the case. For one, no business can operate without a fully capable employee base, and many of our healthcare workers are currently on the frontlines of the pandemic. The risk this places them under has itself led to drastic changes in the healthcare industry that may not settle for years to come. On the other hand, the need to maintain safe social distancing has also led many people to consider waiting out the pandemic at home rather than risk a trip outdoors if they can help it."

Coffy continues, "However, this does not mean our clients have no avenues left open to them. Whether they offer assistance with spine and orthopedic issues or more cosmetic-oriented procedures like Botox and CoolSculpting, our job still involves bringing these services to the attention of those who are most likely to become paying customers. Even with the economy in its present state, these opportunities still exist. It just

takes a deep knowledge of the industry and a lot of creativity to bring them to fruition.? Those interested in hearing more of the company?s thoughts are welcome to follow PracticeBloom on their Facebook page, which is regularly updated with valuable insight.

Fortunately, PracticeBloom has been at the forefront of medical spa marketing for many years, and they have a great deal of expertise to pull from as they tackle the various obstacles raised by the pandemic. According to the company, consistency is key to ensuring that businesses of any kind are able to endure the next few months (or however long the pandemic takes to resolve). This involves the use of various digital marketing strategies, such as search engine organization, paid advertising, content marketing and so on to draw in a steady stream of customers.

According to the agency, there is no ?one size fits all? strategy that universally fits every med spa, even if they seem to be quite similar on the surface. Even a minor difference in geographical location can drastically change how the provider in question is perceived by the general public, so PracticeBloom avoids making any assumptions when they first begin to work with a new client. Instead, they carefully analyze every facet of the business in question in order to determine which types of online marketing would benefit them the most (and are in line with the client?s ultimate goals).

PracticeBloom encourages those skeptical of these claims to take a look at what their existing clients have to say about the agency?s work. Nathan Fowler?s 5-Star Google review says, for instance, that, ?I'm an orthopedic spine surgeon in New Jersey, and Practice Bloom's Profit Engines program is an integral part of my business' existence. I'm not saying that lightly. I've tried dozens of digital marketing agencies, and I can see a huge difference in how they're approaching their clients. I'm also getting new leads and new patients on a daily basis.?

Annette Deshields? top-rated review has a similarly high degree of praise to share about the agency. Their review observes that, ?Finding a real plastic surgery SEO agency that delivers results is so hard to find these days. These guys are methodical and deliver organic traffic to my cosmetic surgery center every single day. These leads are converting to customers, too.?

More reviews and other information can be found on the company?s website as well as their GMB listing. In addition, clients may reach out to Matt Coffy of PracticeBloom to follow up on any inquiries regarding the agency?s services, and PracticeBloom is always ready to demonstrate how much value they can bring to a client?s operations.

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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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