



**ALL YOUR MARKETING  
NEEDS IN ONE SPOT**



# WHAT MAKES IMAGEBLOOM UNIQUE?

ImageBloom is a team of expert marketers who come with in-depth experience in the world of healthcare. We understand the challenges faced by healthcare professionals and what it takes to implement a successful, long-term marketing strategy.

Whether you're a doctor, hospital system, or medical practice, everyone has a unique story to tell. Our team works as an extension of your organization to help find, shape, and share your story to create authentic connections with your target community.

Together we can create a seamless brand experience that will make an impact.



*"Our team lives and breathes to create meaningful connections that make an impact and grow your brand. We strive to be an extension of your organization, ensuring exceptional results and a seamless experience."*

**– Brandy Haslam**  
Chief Executive Officer

# THINGS WE DO DIFFERENTLY



## **WE GET TO KNOW YOUR AUDIENCE.**

Whether you're focused on dermatology, pediatrics, neurology, oncology, or any other specialty, it's imperative that there is a thorough understanding of the target audience before a strategy is implemented.



## **WE TAKE AN INTEGRATED APPROACH.**

A seamless brand experience throughout the various elements of your marketing strategy is a critical piece to your success.



## **WE HAVE A MOBILE-FIRST MINDSET.**

Most of your target audience will find and interact with your practice from a mobile device. Ensuring you have a mobile-friendly website is a key component to your brand's identity.



## **WE'RE STORYTELLERS.**

Every organization has a story to tell. Telling your story in a way that creates a deeper, more authentic connection with your audience is our passion.



# MARKETING SERVICES THAT **BUILD** **YOUR BRAND**

ImageBloom provides a complete suite of services to help build meaningful connections within your target community. Services such as branding, social media campaigns, SEO and content writing, email outreach, print campaigns, and other essential strategies are all done in-house while working directly with your team. Together we can help build community engagement by identifying your purpose and your story.





A hand holding a megaphone, rendered in a dark purple, almost black, color scheme. The megaphone is positioned diagonally across the frame, with the hand at the bottom left and the bell of the megaphone pointing towards the top right. The background is a solid, vibrant purple. The overall aesthetic is modern and professional.

# LIST OF POPULAR SERVICES:

- ✓ **MULTI-CHANNEL STRATEGIC CAMPAIGNS**
- ✓ **AUDIENCE BUILDING & REPUTATION MANAGEMENT**
- ✓ **SOCIAL MEDIA MARKETING**
- ✓ **GRAPHIC DESIGN/BRANDING SERVICES**
- ✓ **COMPETITOR ANALYSIS**
- ✓ **CONTENT WRITING**
- ✓ **SEARCH ENGINE OPTIMIZATION**
- ✓ **SEARCH ADS**
- ✓ **CUSTOM WEBSITES & WEBSITE HOSTING**



**GET  
STARTED  
WITH  
THESE TOP  
PERFORMERS**







# MULTI-CHANNEL STRATEGIC CAMPAIGNS

Great ads get great results! Grabbing attention and generating interest in a target audience requires captivating content. ImageBloom creates beautifully designed, eye-catching campaigns that make an impact. Just because healthcare is highly regulated doesn't mean creativity is lost.

Our strategic ad placement will also ensure ads get in front of the right audience at the right time.



# AUDIENCE BUILDING & REPUTATION MANAGEMENT

Build and keep your great name!  
ImageBloom will grow your patient database while managing your online reputation. We will not only grow your followers and “likes” on social media, but also build your online reviews on platforms such as Healthgrades, Zocdoc, Yelp, and Google.



# SOCIAL MEDIA MARKETING

Let us take the guesswork out of social media. Whether it be targeted campaigns, daily posting, or both — ImageBloom makes social media marketing work for you.

Our team takes care of maintaining all social media platforms including Facebook, Twitter, Instagram, YouTube, and others upon request. Maintenance includes daily posting (guaranteed 25 posts per month) and custom responses to comments and questions from your audience.

The best part? We take care of creating your custom content and copy so you don't have to. Posts will consist of custom messages containing images, videos, and links to promote your practice, bringing thousands of visitors to your website.





# COMPETITOR ANALYSIS

Knowing what your competitors are up to while staying on top of industry marketing trends is vital for your business.

ImageBloom will help you to identify who your competitors are, what they're offering, what marketing tactics they're using, what's working versus what's not, and what gaps are in the market.

Based off of this collected data, we will be able to determine the best starting point for your marketing strategy to ensure that your marketing is as effective as possible.





# GRAPHIC DESIGN & BRANDING SERVICES

Whether you're looking to simply refresh your logo or to totally redefine your image, ImageBloom has you covered. Our design professionals are experienced in creating strategic branding solutions to help you look your best and connect with your patients. Our services include:

- Logo Design
- Social Media Graphics
- Flyer Design
- Branding Style Guides (collection of elements that make up your brand's visual and internal identity including logos, fonts, typography, colors, etc.)
- Video Animation
- Print Media
- And More!





# OUR WORK

Create the  
**MORNING  
ROUTINE**  
that works for you.

**DOES LIVER  
DISEASE RUN  
IN YOUR  
FAMILY?**

Consider our  
free & painless  
Fibroscan.



**DIABETES  
CARE FOR  
THE WHOLE  
FAMILY.**

Learn more about  
our pediatric  
services.



**ATTACK  
OF THE ANXIETY:**  
COMING TO A BODY NEAR YOU.

LEARN  
ABOUT  
ANXIETY  
TREATMENT

WHAT'S THE DIFFERENCE?  
**PSORIASIS  
VS  
ECZEMA**

Read more in our blog.

**Men's Health  
MONTH:**  
Make a Commitment to Your  
Health With An  
Annual Exam.

mories  
ant

**TOUGH  
WEEKS**



*Relax  
at our spa!*

MASSAGE THERAPY • BOTOX & FILLERS • LASERS FOR FACIAL VEINS  
DIOTE HORMONE REPLACEMENT • FACIALS & P

**DO YOU  
THE S  
OF T  
PP**

LEARN  
**AR**



THE  
DOCS  
OF SKIN CARE

BOMBS  
COLOR  
DIAMETER  
EVOLVING

Ever wondered what  
affect chocolate has  
on migraines?  
Read about it  
in our blog.



IN NEED OF A  
**HAIR LOSS  
TREATMENT?**  
Book your appointment today.



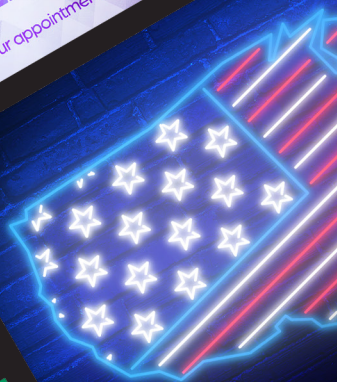
**MEN'S GROOMING DAY!**  
Come in and treat

SKIN CANCER SHOULDN'T RUIN  
**your summer.**  
LEARN ABOUT SUN SAFETY!

WEAR  
SUN  
SCREEN!



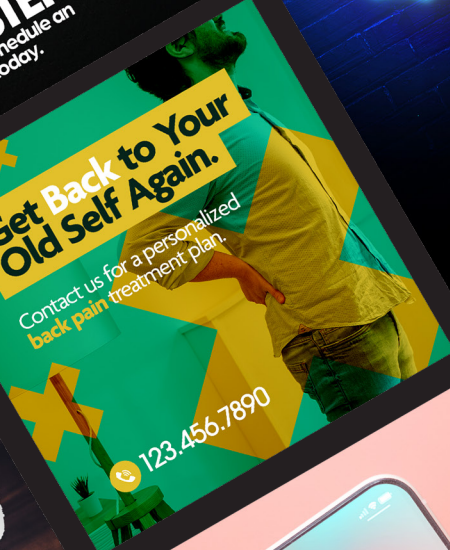
**LOW ON TESTOSTERONE?**  
We can help. Schedule an appointment today.



**BE PROACTIVE  
ABOUT YOUR  
LIVER HEALTH.**  
Schedule a Free Liver Scan.



**Get Back to Your  
Old Self Again.**  
Contact us for a personalized  
back pain treatment plan.



123.456.7890

**THIS IS  
AN AD  
FOR MEN.**



IT'S NEVER TOO  
LATE TO **MAN**  
**YOUR HEALTH.**  
BOOK YOUR UROLOGY  
APPOINTMENT **TODAY.**

**DO YOU KNOW  
SYMPTOMS  
MIGRAINE  
HEADACHE?**  
Find out more!



Strike out  
while you can



OCTOBER IS  
**Breast  
Cancer  
Awareness  
Month**







## CONTENT WRITING

Use the power of information to bring stimulating, SEO-rich content to your website and engaging content to your social media platforms. Engaging content and website updates help to increase traffic and keeps your practice top of mind.

ImageBloom takes care of writing blog content and recommends a minimum of 2 blogs per month.

These blogs contain interesting and educational content created to promote your practice and the services you provide to your target community.



# SEARCH ENGINE OPTIMIZATION

Although paid ads on platforms like Google and Bing can be a great part of your SEO strategy, keeping you higher in search results, there is more that goes into SEO. Everything from keyword-rich content and the amount of content on each page, meta descriptions, back-linking, image attributes, page speed, mobile performance, and site security are all factors in SEO optimization.





## SEARCH ADS

Search platforms like Google and Bing can be challenging to navigate and manage. The team at ImageBloom is fully certified in Google and Bing Ads, allowing us to create effective campaigns targeted to interested patients. Our campaigns ensure that potential patients are finding your practice and service capabilities.

All ads are geo-targeted to reach only those in the areas we specify, searching for keywords relevant to your service offerings. Utilizing search ads ensures that your practice not only stays, but is consistently on the first page of search results and not lost in the mix.



# CUSTOM WEBSITES

Our custom websites are designed from the ground up to perfectly fit your organization's needs and budget

Let ImageBloom create a website tailored to your organization's exact needs and specifications, using the power of the industry-leading WordPress platform. We utilize a feature-rich, lightweight, and developer-friendly combination of theme and plugins to deliver engaging experiences and optimal speed and performance.

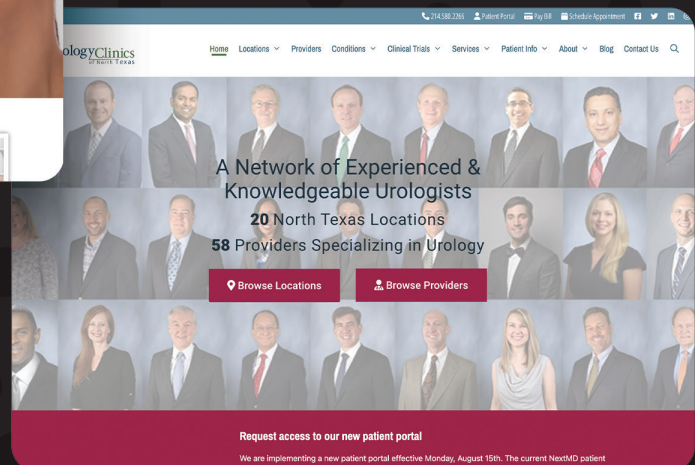
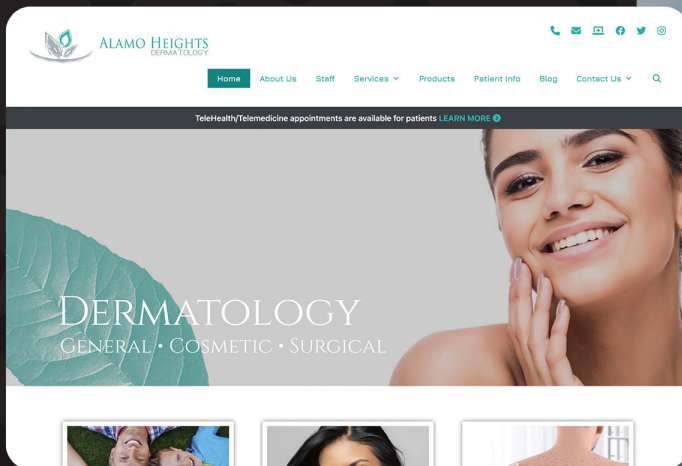
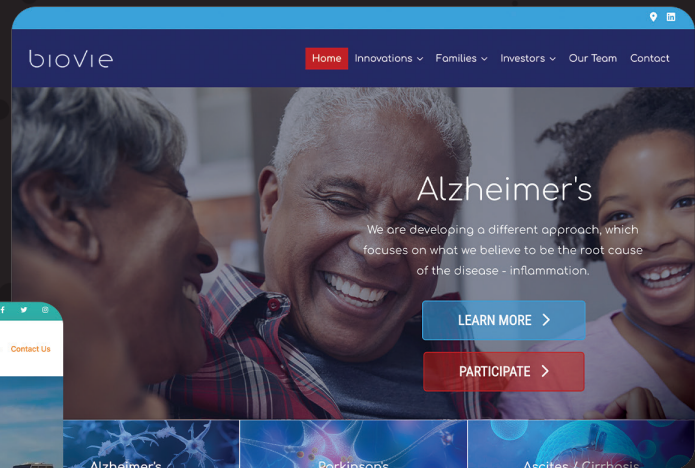
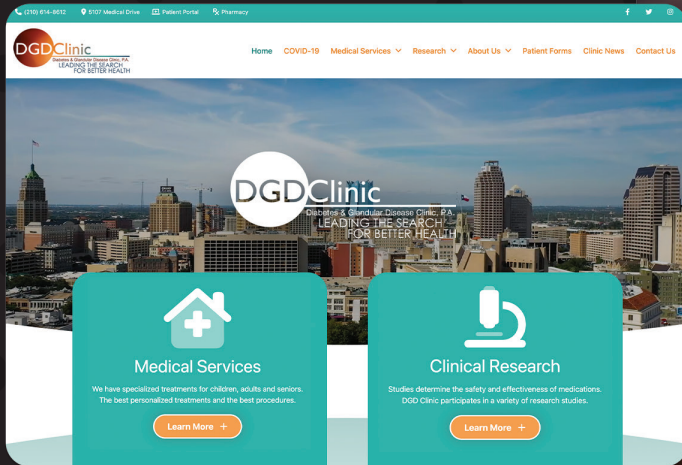
# WEBSITE HOSTING

ImageBloom can provide you with premium hosting on WP Engine servers. WP Engine provides the highest level of performance, security, and control specifically for WordPress websites.

Take advantage of the security of Production, Staging, and Development environments and daily backups. Free SSL certificate included with every hosting account.



# OUR WORK





# CLIENT TESTIMONIALS



ImageBloom has really come through! They are an **amazing company** to work with and we are so lucky.

DIRECTOR OF OPERATIONS  
EVERETT, WASHINGTON



You guys always provide **great guidance** and your design team is the **best around!**

ADMINISTRATOR  
INDIANAPOLIS, INDIANA



It is very well apparent that **creativity** and **innovation** are ImageBloom's expertise as the quality of work they've performed has been **exceptional.**

DIRECTOR  
SAN ANTONIO, TEXAS

**LET'S  
GET  
STARTED**



**imagebloom**



**INFO@IMAGEBLOOM.COM**



**IMAGEBLOOM.COM**



**866-YES-BLOOM**