



**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 and clinical research. We understand the challenges faced by the industry and what it takes to implement a successful, long-term marketing strategy.

Whether you're a doctor, a hospital system, a medical practice, a research site, a sponsor or CRO, or an industry service provider, 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.

No matter what industry you're in, 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 organization 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.

LIST OF POPULAR SERVICES:

- ✓ **MULTI-CHANNEL STRATEGIC CAMPAIGNS**
- ✓ **AUDIENCE BUILDING & REPUTATION MANAGEMENT**
- ✓ **SOCIAL MEDIA MARKETING**
- ✓ **CLINICAL TRIAL-SPECIFIC ADVERTISING**
- ✓ **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 organization 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, Capterra, 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 organization, 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 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 target audience. 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

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

LEARN ABOUT

TOUGH WEEKS?

Relax at our spa!

MASSAGE THERAPY • BOTOX & FILLERS • LASERS FOR FACIAL WRINKLES • FACIALS & P
DENTAL HYGIENE REPLACEMENT

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 MORE ABOUT PSYCHOPHARMACOLOGY

WHAT'S THE DIFFERENCE?

PSORIASIS VS ECZEMA

Read more in our blog.

Men's Health MONTH:

Make a Commitment to Your Annual Exam.


memories want

...SHE'S WITH IT,

THE
DOES
OF SKIN CARE

BO
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...



SKIN CANCER SHOULDN'T RUIN
YOUR SUMMER.
LEARN ABOUT SUN SAFETY!
**WEAR
SUN
SCREEN!**



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




AGE SPOTS AND MORE
EYES


**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



**DO YOU KNOW
YOUR SYMPTOMS
OF MIGRAINE
OR DRUG ABUSE?**
Find out more!



**THIS IS
AN AD
FOR MEN.**
IT'S NEVER TOO
LATE TO MAN
YOUR HEALTH.
BOOK YOUR UROLOGY
APPOINTMENT TODAY.



1:04
You have
\$50 C
2 syr...



**Strike out
cancer**



OCTOBER IS
**Breast
Cancer
Awareness
Month**



MyStudyManager
Participant Portal

Increase trial flexibility with easy virtual visit access!

Learn more **today.**

JOIN THE WINNING TEAM!

CTMS is a *slam dunk*

REALTIME

REQUEST A FREE DEMO

Thank You Researchers

FOR THE DIFFERENCE YOU MAKE EVERY SINGLE DAY!

It's WORLD OZONE DAY.

the day with eDOCS!

Unlock the Power of Your CTMS

REALTIME

Curious If You Actually Own Your CTMS Data?

Here's Why You Should Know!

Access Denied

Limited Access

Complion

The Difference Between Inspections, Monitoring Visits, & Audits.

Inspection

Site Visit

Audit

Complion

A Platform for the Pharmaceutical, Biotech, and Contract Research Community

Ready. Set. Research.

REALTIME

RealTime is helping research sites thrive.

REVOLUTIONIZE YOUR RESEARCH WITH

MyStudyManager
Participant Portal

HAPPY Valentine's Day

FROM: REALTIME

What's your favorite SOMS solution?





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 keep your organization 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 organization 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 consumers. Our campaigns ensure that the right people are finding your organization and service capabilities at the right time.

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 organization not only stays but is consistently on the first page of search results and not lost in the mix.

CUSTOM WEBSITES

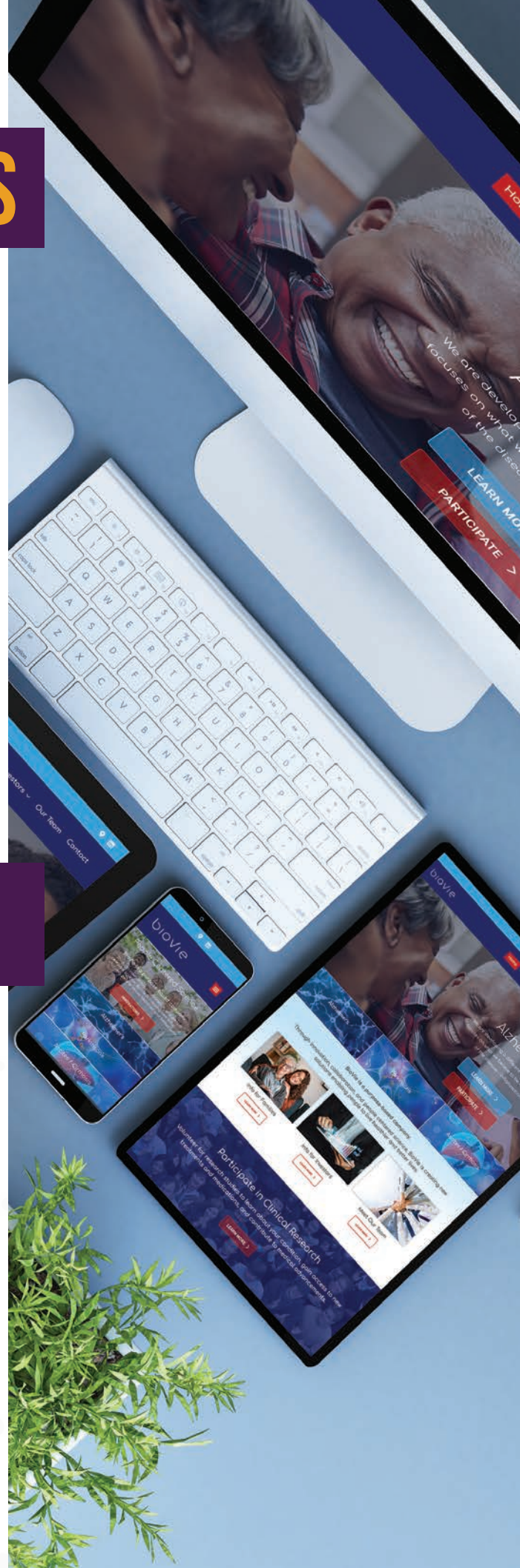
Our custom websites are designed from the ground up to perfectly fit your organization's needs and budget

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.

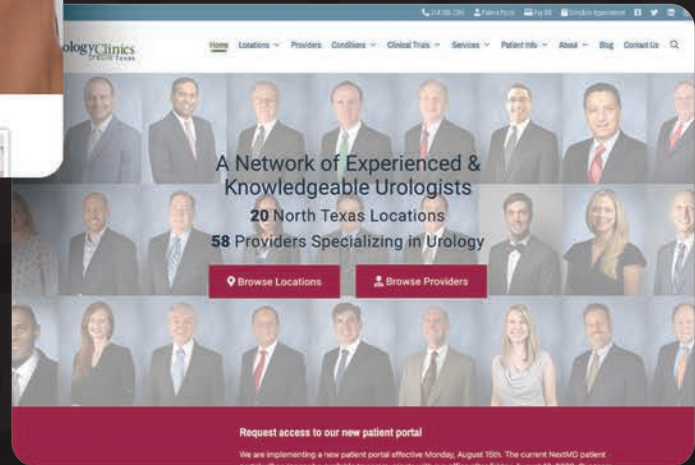
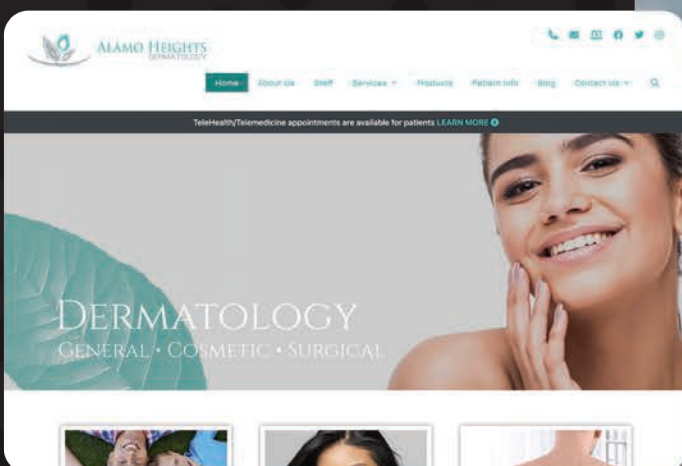
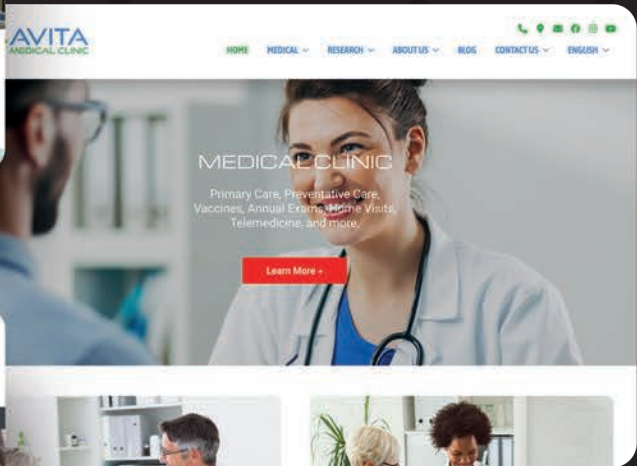
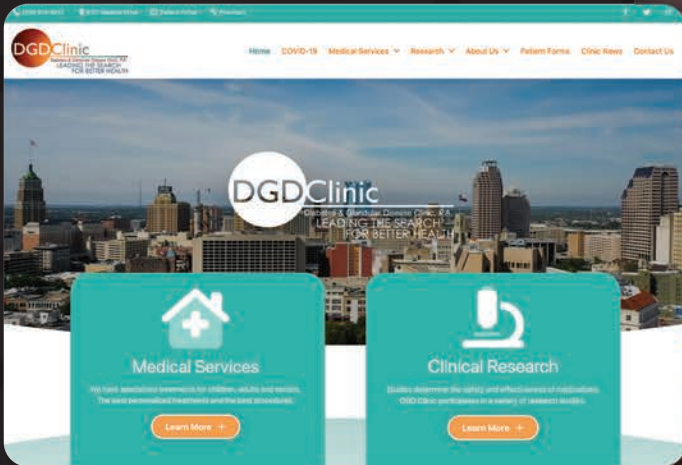
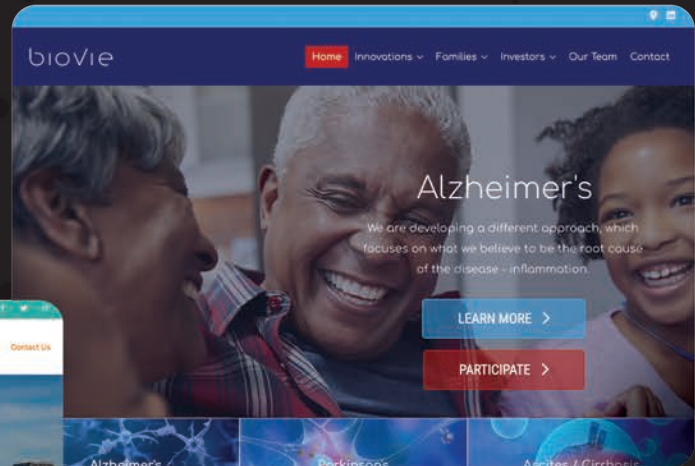
WEBSITE HOSTING

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



STUDY SPECIFIC SERVICES INCLUDE

- ✓ A COMPREHENSIVE PROPOSAL
- ✓ STUDY ADVERTISING PACKET
- ✓ SPONSOR AND IRB SUBMISSION
- ✓ AD PLACEMENT AND MANAGEMENT
- ✓ ACCESS TO THE IB RECRUITMENT PORTAL OR NO-COST API CONNECTION TO REALTIME AND CRIO
- ✓ ACCESS OUR DATABASE OF OVER 800,000 VOLUNTEERS
- ✓ WEEKLY REPORTING
- ✓ END-OF-STUDY METRICS

As marketing experts, we know how to develop strategic campaigns that overcome patient recruitment hurdles, successfully connect with potential research volunteers, and accelerate recruitment on a global level.

DID YOU KNOW?

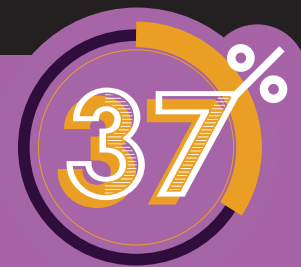
Many sites report that marketing campaigns are often ineffective, leading to unsuccessful lead generation and the inability to enroll the required number of subjects.

DON'T BE A STATISTIC!

ImageBloom is experienced with the most up-to-date marketing and advertising methods and we provide materials and strategies for sites to be effective with recruitment efforts.



Over 15% of sites never enroll a single patient into a given study



Over 37% of sites do not meet study enrollment goals

IMAGEBLOOM UTILIZES A MULTITUDE OF CAMPAIGN STRATEGIES THAT INCLUDE

DIGITAL METHODS

Facebook & Instagram
NextDoor
YouTube
Google Ads
LinkedIn
Retargeting
TikTok
Snapchat
Taboola
Twitter (X)
Geofencing

STREAMING SERVICES

Hulu
Spotify
Vibe
Pandora

TRADITIONAL MEDIA

Cable TV
Radio
Newspaper
Press Release
Mailers and Postcards
Print Marketing Collateral

MEET AND EXCEED ENROLLMENT TARGETS **FOR YOUR GLOBAL STUDY**

From study start-up to closeout, our team is with you all the way. Starting with an in-depth analysis of the study protocol to understand the condition and the target audience, we will create a comprehensive proposal to best recruit your trial. Our team of marketing professionals, designers, and web developers then work alongside you to execute a marketing plan to brand your trial and recruit qualified leads.

OUR COMPLETE STUDY KIT INCLUDES

- ✓ Flyers and posters
- ✓ Digital campaigns customized for all social media platforms
- ✓ Google and Bing support search and display campaigns
- ✓ Video campaigns for use on YouTube, Vimeo, and other platforms
- ✓ Study brochures
- ✓ Doctor-to-patient flip charts
- ✓ Patient and doctor letters
- ✓ Email templates
- ✓ Text message templates
- ✓ Postcards
- ✓ TV and streaming campaigns
- ✓ Radio campaigns including Spotify and Pandora

Our team of designers can also create patient diaries, dosing instructions, medication info inserts, appointment reminder cards, medication labels, study branded products, and other materials.

Many sponsors and CROs also utilize ImageBloom to design the branding for an entire study which often includes logo design, a style guide, and a study-branded website.

Once study participants volunteers start to apply through advertising efforts, sites and sponsors alike will have access to our patient portal for lead tracking and follow-up. Our portal has state-of-the-art security with HIPAA compliant hosting and architecture, is part-II compliant utilizing secure user login and audit trails and has PHI masking for sponsor users.

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



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866-YES-BLOOM