



**BLOOM**  
AESTHETICS

GROWTH99

## Customer Story

# Bloom Aesthetics by Zelda

*Bloom Aesthetics is a medical aesthetics spa offering anti-aging and rejuvenating treatments for the skin. The spa offers anti-wrinkle injections, facial therapies, and skin threads treatment to its clients. Zelda Swain, a dermatology nurse practitioner, uses only the most superior quality of medically-tested products and equipment to perform various treatments on her clients. Zelda believes in preserving her clients' natural beauty while altering their appearance to make them feel confident about themselves.*

### Challenge

When Zelda Swain got in touch with Growth99 in the Fall of 2021, she did not have a website for her medical aesthetics spa. Bloom Aesthetics spa needed to have a robust web presence and the ability to get in touch with more people to garner the desired number of leads for its business. Due to zero online visibility, the business model of Bloom Aesthetics was mostly based on word-of-mouth marketing.

### Solution

Growth99 developed an impressive, informative, and robust website for Bloom Aesthetics that was very easy to use. The new website was embedded with a dynamic SEO strategy which succeeded in increasing the lead generation rate. Local SEO helped to spread the word about Bloom Aesthetics among the masses and they soon began making a bee-line for the clinic. An impressive CRM strategy complete with automated SMS and email responses helped to increase the number of online client bookings for the spa.

### AT A GLANCE

**Company :** Bloom Aesthetics

**Business :** Medical Aesthetics Spa

**Location :** Spokane, Washington

**Customer Since :** 2021

**Website :** <https://bloombyzelda.com/>

**Use Case :** The CRM strategy that Growth99 devised helped Bloom Aesthetics to garner more leads and subsequent online bookings.

#### Bloom Aesthetics by Zelda Says,

*"Growth99 is at the top of their game!"*