



## Customer Story GloDerma

*Amy Lynn Plantier wanted to open a medical spa that redefined the concept and offered a no-judgment, come-as-you-are, something-for-everyone experience. She assembled a team of medically trained and licensed professionals who care about their clients and live to help people feel and look amazing. Led by Amy Lynn Plantier, the GloDerma staff is highly qualified and receives extensive ongoing training and continued education to stay ahead of all of the latest advancements in aesthetics and wellness. GloDerma is intent on providing personalized and best-quality treatments for each individual's needs and to bring art and science to aesthetic wellness.*

### Challenge

GloDerma approached Growth99 as we are experts in Medical Aesthetics marketing automation. They needed our help with designing a website that had a strong and reliable infrastructure. Due to the lack of a website or a strong online presence, Amy was unable to connect with a wider audience. There was difficulty with lead conversion because there was no way to help convert new eyeballs into clients.

### Solution

Growth99 worked on creating an impressive website for GloDerma. The website attracted more users due to informative blogs and other keyword-based content. The lead generation and conversion rate began increasing substantially due to the efforts taken by Growth99. The SEO strategy designed by Growth99 helped them to establish their medspa as a subject matter expert via various online platforms. Google review and reputation management strategy, lead generation strategy, and a complete CRM solution were also implemented to convert more patients into new long-term clients.

### AT A GLANCE

**Company :** GloDerma

**Business :** Medical Aesthetic Spa

**Location :** Floral Vale Blvd, Yardley, PA

**Customer Since :** 2022

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

**Use Case :** Growth99 used a smart digital marketing strategy to scale the business for GloDerma.

#### GloDerma Says,

*"Growth99 has been amazing to work with! We are thrilled to have the opportunity to be a client."*