

Inspired by a Personal Experience, GrassRoots Medical Marketing Launches to Help Private Practices Grow Online

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/EINPresswire.com/ -- After years in agency leadership and a deeply personal experience navigating healthcare for a loved one, seasoned marketer Laura Woodard has launched GrassRoots Medical Marketing, a digital marketing agency tailored exclusively to private medical practices.

“When my mother and aunt needed care, I found myself spending hours online scrolling, searching, second-guessing,” said Laura Woodard, Founder and CEO of GrassRoots Medical Marketing. “I knew there had to be incredible doctors out there, but they were practically inactive online. That experience stuck with me. Digital presence isn’t just a nice-to-have, it’s the difference between a patient finding the care they need or not. GrassRoots exists to bridge that gap. We make sure the right patients can find the right doctor at the right time.”

As the number of independent physicians continues to decline—nearly 80,000 have left private practice since 2019—patients face longer wait times and fewer choices. GrassRoots Medical Marketing aims to reverse that trend by equipping doctors with a comprehensive digital toolkit that attracts the right patients and drives sustainable growth. The agency’s services include:

- Website Development & Redesign: Professional, mobile-responsive sites built to convert visitors into patients.
- Search Engine Optimization (SEO): Local and technical SEO strategies that move practices to the top of Google results.
- Content Marketing & Blogging: Educational articles that showcase expertise and strengthen long-term SEO.
- Video Marketing: Patient testimonials and provider spotlights that humanize the practice.



The GrassRoots Medical Marketing Team

- Social Media Strategy & Management: Platform-specific content calendars, engagement, and analytics.
- Review & Reputation Management: Systems to generate positive reviews and address feedback in real time.
- Custom Landing Pages: Campaign-ready pages designed to convert clicks into appointments.
- Graphic Design & Branding Assets: Logos, brochures, ads, and other visuals that reflect a practice's professional identity.
- Physician & Staff Branding: Polished bios, headshots, and messaging that boost provider recognition.

Backed by more than three decades in marketing, Woodard has led high-performing campaigns for both national brands and niche industries. Her results-driven approach, refined through years of agency leadership, is now dedicated to helping private practices. The firm uses a proprietary G.R.A.S.S.™ Five-Step Formula for Practice Growth:

G – Gauge Your Marketing Snapshot
 R – Recognize Growth Opportunities
 A – Accelerate with a Strategic Plan
 S – Seamless Execution
 S – Success Measurement & Optimization



GrassRoots Medical Marketing Meeting



GrassRoots Medical Marketing Formula

"We simplify marketing so doctors can stay focused on patient care and not on SEO, web design, or content calendars," added Woodard. "Our team becomes their team."

PR Team

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