

Leading Medical Marketing Agency, Firm Media™, Launches ReputationNest™: Their Suite of Reputation Management Services

The Medical Marketing Agency Details ReputationNest: A Proprietary Suite of Reputation Management Services

ONTARIO, CALIFORNIA, UNITED STATES, June 30, 2023 /EINPresswire.com/ -- In today's digital age, online reputation can make or break a healthcare provider's business. With more and more patients using the internet to search for healthcare providers, it's crucial for medical practices to maintain a strong online presence. This is where ReputationNest™ by Firm Media, a leading [medical marketing](#) agency, comes in – a proprietary suite of [reputation management](#) services designed specifically for medical providers.



Of Customers

Ratings: 76% of consumers trust online reviews as much as personal recommendations.

“

Authentic customer reviews signal trustworthiness and authority and while there are many factors involved in search rankings, Google... states that positive reviews can help a business's local ranking”

Eryn Gonsalves, Marketing Strategist at Firm Media

The first tier, ReputationNest Lite, includes monitoring online reviews and responding to negative feedback with pre-approved responses that mitigate potential damage. This allows medical practices to stay on top of their online reputation and address any negative feedback in a timely and professional manner.

The second tier, ReputationNest Plus, involves implementing managed automation to generate patient reviews on popular sites like Google Reviews, encouraging satisfied patients to leave feedback and help boost the provider's online reputation. This level of service allows medical practices to actively work on improving their

online reputation by generating positive reviews from satisfied patients.

The third tier, ReputationNest, offers an accelerated, live-managed process for generating reviews. This allows healthcare providers to proactively generate reviews from patients who have had a positive experience with their practice. This level of service is ideal for medical practices looking to take a more proactive approach to their online reputation management.

"Authentic customer reviews signal trustworthiness and authority, boosting online reputation and attracting new business and while there are many factors involved in search rankings, [Google directly states](#) that positive reviews can help a business's local ranking" explains Eryn Gonsalves, Email Marketing Strategist at Firm Media. The marketing agency's data specialists have observed a consistent correlation between a business's quantity of positive reviews and their search engine rankings. In other words, the more positive reviews a business has, the higher it tends to rank in search results.

Additionally, online reviews can help establish social proof for a healthcare provider. Social proof is a psychological phenomenon where people look to others for guidance on what actions to take. In the context of healthcare, patients are more likely to choose a provider with positive reviews than one with negative or no reviews at all.

ReputationNest by Firm Media is an excellent solution for healthcare providers looking to improve their online reputation. With tiered solutions that cater to a range of needs, medical practices can establish and maintain a solid online presence that helps attract new patients and improve their bottom line.

Schedule a consultation to learn how online reputation management can be a powerful tool for your medical practice's marketing strategy at (855) 971-2313.

Ellyse Martinez
Firm Media

A large green plus sign followed by the number 10 in a bold, dark grey font.

Reviews

Quantity of reviews: The average person reads at least 10 reviews before they feel like they can trust a business.

A large green plus sign followed by the percentage 84% in a bold, dark grey font.

Of People

Recency of reviews: Your newest reviews carry more weight. 84% of people think that reviews older than 3 months aren't relevant.

+1 909-395-3615

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/641999263>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.