Emet Digital Highlights The Importance Of Plastic Surgery Marketing & Reputation Management

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Los Angeles, California based Emet Digital has recently issued an advisory on the importance of monitoring and consistent reputation management for plastic surgeons.

According to the latest statistics from the American Society of Plastic Surgeons (ASPS), the number of Americans who are undergoing cosmetic procedures are definitely on the rise. In fact, it is up by 2% since 2016 and in 2017 alone, around 17.5 million of surgical and minimally invasive procedures were successfully done in the United States. Study shows that these numbers have a slow yet steady growth and are expected to increase even more in the coming years.

?Though the plastic surgery industry is continuously booming, it has also become a very saturated market already. In fact, a lot of clinics and centers are even located on same cities and states. It has become a very cut-throat industry where reputation management plays a big role in attracting new patients and clients,? says Maytal Gilboa of Emet Digital.

It is very crucial for plastic surgeons to maintain a clean and reliable reputation as the beauty industry

revolves not only on quality procedures but also on ?word of mouth?, good public relations and positive feedback. ?In this business, your reputation is everything and foregoing its proper management will put you in the wrong spotlight. This can significantly hurt not only your practice but also your business itself,? she added. Recent study shows that most people nowadays rely more on internet reviews and recommendations rather than the traditional TV and print advertisements. In fact, being on the first page of Google search results is one of the best traffic sources for plastic surgery websites. Instead of paying big money to Google only to appear as a sponsored ad, hiring a reliable and expert SEO service provider will enable plastic surgeons to slowly yet organically cement their spot at the top of the searches.

However, reputation management also require skill and time. Combating fake reviews and maximizing good SEO practices are definitely not an easy feat and are better left to professionals. ?Moreover, as the experts are working on making your business more visible through effective SEO, customer support of social media platforms such as Facebook, Twitter and Instagram should also not be taken for granted. A fast customer inquiry response rate gives potential clients a very good impression about your service,? Gilboa added.

Lastly, it is also very important to look for a digital marketer who specializes on plastic surgery industry specific solutions. By focusing on a single trade, they will be able to market the goods and services to the proper audience especially since the medical, beauty and wellness industries are already full of providers who are offering similar or identical services. ?They must be able to set your company apart, miles away from the competitors,? she said.

Evident from their satisfied client base, Emet Digital is regarded as one of the top SEO service providers in Los Angeles and the surrounding areas.

?I hired Emet Digital to create a website for my business and I had the pleasure of working directly with the co-CEOs, Maytal and Micky. They were extremely communicative and they made sure that the proposed design met all of my needs. During our meetings, they were full of creative ideas that would make the website as successful as possible. The finished product is beautifully executed and launched right on schedule. I get compliments from people on my website all the time and I always refer them to Emet Digital,? says Lauren Rosenberg.

Another satisfied client, Nicol Goldfiner Barlev, on a Google review said, ?Micky and Maytal are the best. They keep overperforming on their promises. Last June, they worked with us to define specific goals for our business. We?ve been working together as a team to meet those goals and so far it's been working great. They keep me and my staff accountable and have really pushed us to be the best we can be in terms of our customer service and reputation online. It?s clear that they have a deep understanding of marketing and what customers want. I truly feel that they are invested in my business.?

To those who are looking for an established and reliable expert on online reputation management and marketing services, complete details can be found on Emet Digital?s website. Interested parties may also connect with them through their official social media accounts on Facebook and Instagram to know more of their latest news, updates and important announcements.

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Emet Digital

At Emet Digital, lead generation is the heart of what we do. Every business faces unique challenges along the path to sustainable, scalable growth. We utilize both paid and organic techniques to help you meet those challenges, head on.

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