

ONLINE MARKETING MANAGEMENT

Did You Know?

84% of patients use online reviews to check out a physician and 77% use online reviews to start their search for a new physician

Build Trust to Grow Your Practice

90% of Americans 18-24 years old trust health information from social media

01 | Customized Marketing Solutions

Matrix GPO offers its members a customized solution to help physicians generate more business, add clients, and increase revenue. The program utilizes Reputation Marketing, Social Media Management, and Video Marketing to build trust online for your practice, delivering continuity and visibility, generating confidence and expanding online reach.

02 | The Importance of Your Online Reputation

Competition in healthcare is always growing, and with more and more patients searching for the right physician via social media and online search review resources, every practice should consider the need to maximize its online reputation to attract more patients.

Today, over three-quarters of patients use online reviews as their first step in the search for a new

physician. The Reputation Management Solution offered to Matrix GPO members builds, manages, protects and markets reviews to:

- Create trust to drive traffic to your business
- Develops a pipeline of indirect referrals
- Decreases paid lead costs by driving prospects that already trust your practice
- Builds a higher closing ratio using referrals

03 | Social Media Relationships

More than 2 billion people use social media sites, most often on their mobile devices. Social media is a powerful tool to assist physician practices in connecting with past, present and future patients. It provides an opportunity to communicate with your target audience on a personal level. However, managing social media can be difficult for a busy practice. Matrix GPO offers its members access to a Social Marketing Solution that publishes content, searches for content and finds real-time leads.

04 | Creating Trust with Video Marketing

Video testimonials build confidence and work much like traditional referrals and online reviews with the added benefit that they can be easily shared across multiple channels:

- Posted on company website and social media sites
- Sent by email directly to clients and patients
- Transcribed into brochures, flyers and direct mail marketing
- Played in waiting rooms

Learn More

Contact us today to learn more about the resources available to Matrix GPO members, as well as new and exciting services available to the healthcare industry. Click [here](#) to visit the Matrix GPO website and fill out an enrollment form.

References

<https://digitalmedianation.com/healthcare/>

<https://matrixgpo.com/Content/preferred-portfolio-member>