



Stephanie Beck Unveils New Social Media Tactics In Chiropractic Assistant Magazine

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In the June issue Chiropractic Assistant Magazine, Stephanie Beck, who is the founder and owner of SRB Solutions, based in San Diego, CA, has contributed a featured article. The article is entitled 'Five No-Brainer Tactics to Spark Conversations on Social Media' and addresses the difficulties chiropractors encounter when addressing audiences through social media.

Stephanie Beck herself says: "The biggest struggle I hear all the time from chiropractic assistants (CAs) is how desperate they are for ideas when it comes to branding the practice on social media. Some have even reached a point where there are so many things to talk about, they aren't even sure anymore which topics to choose to share. Others feel like nothing seems to spark an interest, or every idea seems lame. The article I wrote provides people with five tactics that have already produced amazing results for hundreds of healthcare practitioners across the country."

In her article, Beck explains that having a strong social media presence is incredibly important, which is something that chiropractic clinics in particular have only recently really become aware of. Beck starts by pointing out that those responsible for their practice's social media sites can start by first listening to what

people are actually saying. They can also encourage others to comment by asking for opinions or by asking simple yes or no questions.

The second tip she provides has to do with building an excellent visual first impression. Tip number three explains that a social media marketing campaign must be properly planned. Her next piece of advice discusses the importance of showing expertise and knowledge, which helps to build a relationship of trust. The final tip she offers is that a chiropractic office should add its logo to everything that is being shared.

"You are a business, so you should add your logo, your face, or your company's name every chance you get," adds Beck. "Powerful visuals are some of the best ways to do this."

Since Beck's post in the Chiropractic Assistant Magazine, many chiropractic offices have started to implement her tips and have shared the wonderful results that they have achieved.

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SRB Solutions

SRB Solutions are Educators and Advocates for the online & offline marketing success of chiropractors, massage therapists, acupuncturists and spa owners.

We provide proven strategies to achieve the goals for your practice.

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