



Stephanie Beck Discusses Content Marketing For Healthcare Practitioners In Massage Today Article

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Stephanie Beck has announced that she has recently published an article on content marketing for healthcare practitioners in the February 2016 issue of Massage Today magazine. The article was entitled, 'Humanize Your Content to Create Stronger Relationships'. Stephanie wants to emphasize that content marketing is about building relationships, whether that is through updates on social media, offers on a website, blog posts, email campaigns, or even printed media. Nowadays, businesses have to find a way to make a human connection. To help businesses to achieve this, Stephanie wants to encourage healthcare practitioners to contact her to schedule a call to discuss how SRB Solutions, the company she founded in San Diego, CA, can help their practice.

She says: "Many health practitioners are reluctant to fully dive into content marketing for fear of being too personal. They believe their patients won't respond to it, or they are mostly concerned about overstepping that client-patient barrier. However, if you stop to consider it, most of your clients are in your treatment room because they trust that you understand their needs and know how to help make them feel better."

In the article, Stephanie highlights a five step approach towards creating better, humanized content. These

steps are to become a teacher without lecturing, to be human, to expand content creation efforts, to consider the various communication methods people like, and, finally, to have a virtual content buddy to brainstorm with. With these five steps, Stephanie believes, any content will be far better received and will have a greater positive effect. She also encourages prospective clients to contact her for a free 15 min conversation, in which she can provide further details about her strategies.

Stephanie believes in leading by example, which is why she has made efforts to humanize her own content as well. This can be seen in action on her own blog at <http://www.srbsolutions.net/blog/>. On her blog, she shares a wealth of information on how to leverage social media to attract more clients to a business. Having been involved in health and wellness for 15 years herself, her focus is very strongly on that industry, but her tips can be applied to various industries as well.

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For more information about SRB Solutions, contact the company here: SRB Solutions Stephanie Beck 888-476-9773 info@srbsolutions.net 7614 Beal St. San Diego, CA 92111

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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