



Stephanie Beck Highlights Value Of Social Media Marketing In Sohnen-Moe Blog Post

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SRB Solutions' founder and owner Stephanie Beck has published an article that was featured in the Sohnen-Moe Associates blog site that focuses on the importance of social media marketing. The blog post addresses how healthcare professionals can identify their ideal clients and it also discusses how they can connect with them using social media. The blog can be accessed through <http://blog.sohnen-moe.com/why-you-need-to-research-and-locate-your-ideal-clients-using-social-media/>.

Stephanie Beck says: "For any social skeptics, please consider this: over one billion (yes billion) people use Facebook each month. One hundred and seventy million people use Google+ each day. Over 400 million tweets are sent every day on Twitter, and six billion hours of video are watched each month on YouTube. The world uses social media. In fact a recent Nielson survey found that 46% of online users count on social media when making a purchase decision. People trust what is being shared on social media sites about a company, more than they trust the company's website. But, with all this information shared online and social platforms, how are you going to ensure your voice is heard?"

In her article, Stephanie points out that the most important thing is to not speak to every social media user,

but rather to the ones that really matter to a practice. This means that healthcare organizations should first consider what their ideal audience looks like, delving deep into their demographic characteristics. Lastly, she explains that the information that clinics and healthcare organizations share in their social media pages should be educational and informational in nature.

Stephanie has also announced that she is offering a free 15 minute conversation, in which she can explain to healthcare professionals how they can implement the strategies she recommends. Those interested in the conversation are encouraged to contact her, in order to book a time slot that is convenient for them.

Stephanie is well qualified to provide advice on such strategies because she has worked as an educator and advocate for over a decade, focusing specifically on enabling health and wellness practitioners to achieve success in online marketing. She is also the author of three bestselling books, as well as a columnist in various important publications.

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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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