



Stephanie Beck Holds Webinar On Social Media Strategy For Florida Chiropractors

June 27, 2016

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Stephanie Beck, founder and owner of online marketing firm SRB Solutions, presented a webinar on social media strategy to Florida Chiropractic Association (FCA) members in April 2016. The webinar can be found in the member library of the FCA.org website. The webinar addresses the importance of using social media as part of online marketing techniques.

Stephanie says: "Some chiropractic offices are social media haters and don't understand why they should bother with it. Some chiropractors don't even use social media in their personal lives, which means they feel as if people are speaking in a foreign language. They are stuck in the days of relying on word of mouth and face to face conversations. Unfortunately, that is no longer the world we live in, and it is important to move with the times in order to remain relevant."

Beck herself remembers working without internet at all, using fax blasts, rolodexes, and tickler files. She understands, therefore, that switching to digital marketing can be overwhelming. She also realizes that many may have the notion that social media marketing requires them to devote tons of time to it in order for it to be effective. However, such is not true. Through her webinar and other writings that she has published, she aims

to help practices get through the transitional phase. She is able to help them create and implement a social strategy that works, and that does not require hours of investment. "I added some important points to avoid when setting up an account, how to be involved without really having to invest a lot of time, and how what we used to do before the internet can still work when done online," Stephanie adds.

Chiropractors who have any questions after viewing Stephanie's webinar are encouraged to contact her. She currently offers a free 15 min conversation in which she can further elucidate on how the strategies work, and how they should be implemented. Additionally, chiropractors are encouraged to refer to any of her writings. As the author of three bestselling books, as well as frequently having columns published in a range of different publications, she is classed as a leading industry expert on social media marketing geared specifically for the health and wellness industry.

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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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