



Stephanie Beck Discusses Rules Of Social Media In Webinar For Illinois Chiropractors

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Stephanie Beck, Chief Social Officer for online marketing firm SRB Solutions, had presented a webinar on 'Social Media 101' for the Illinois Chiropractic Society (ICS). In the webinar, Stephanie addressed important issues that chiropractors face in their social media campaigns.

"Many chiropractors often wonder why their social media marketing strategy isn't working for the betterment of their practices," says Stephanie. "They want to know how social media can work with the rest of their marketing, enabling them to see positive results. I want to show them an easy and effective way to organize their efforts on social media so they don't have to spend hours on it. I want to make sure that they understand what they want out of their social media marketing and why they are using that channel in particular."

The webinar had been designed to help chiropractors sort through the many layers of social media marketing. Specifically, Beck highlighted the seven core rules to consider as practices develop their own social media strategy.

The learning objectives of the webinar had been clearly laid out. Firstly, it was about composing specific,

measurable, attainable, realistic, and time-bound goals for marketing objectives. Secondly, it was about the seven golden rules of social media marketing.

People are encouraged to visit the SRB Solutions website to learn about future webinars. Additionally, those who are interested can subscribe to the SRB Solutions blog. They will receive updates on any future webinars that she takes part in. Members for the ICS can find the webinar in their educational library.

Stephanie had worked in the health and wellness industry for over 15 years and she is recognized as being the leading industry expert when it comes to online marketing for healthcare practitioners. Through her writings and webinars, she aims to assist chiropractic and massage therapy clinics to become successful in online marketing, using the tools available to them since the digital revolution. She also offers professionals the opportunity to schedule a 15 minute conversation with her, in which she can discuss more details about her various strategies and how they can benefit from such strategies.

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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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