

Stephanie Beck Publishes Article On Social Marketing For Chiropractors

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Stephanie Beck from Social MisAlignments in San Diego, California, has published an article on the DC Practice Insights magazine on how chiropractors and other similar healthcare practitioners can launch a social media ad campaign. The article is entitled "Putting the Social Back Into Social Media" and Stephanie points out that social media ads have the advantage of being more affordable than traditional advertising.

Brian Beck with Social MisAlignments says, "Knowing the key components of a successful online ad campaign is the first step to creating a winning and profitable campaign for your practice. We have strategies that are proven to help you get noticed."

The article can be seen at http://www.dcpracticeinsights.com/mpacms/dc/pi/article.php?id=57114, and gives a number of insights into social marketing, how it works, and how chiropractors can use certain strategies to increase their customer or patient base.

The first step, according to Stephanie Beck, is to determine your target audience. She states, "Creating the right message is important, but you also have to ensure that you're reaching the right people."

Stephanie says that nearly all of failed online ad campaigns are due to targeting the wrong audience, which is

why she offers chiropractic marketing article resources that help marketers to learn how to determine their

target audiences and then how to reach those specific people who will benefit most from the marketing

message.

She says that the ad itself is also important and that marketers should learn the proper way to create an

advertisement that is going to get attention from the right people. She states that simply putting up an ad that

is generic and doesn't reach directly to specific people is one way that marketers fail.

Social MisAlignments offers resources that are specifically designed to help chiropractors and other

healthcare practitioners to determine how, when, and where to place marketing ads so that they are reaching

the right people and at the right time. Stephanie says that there are a number of things to consider when

marketing, and that finding and reaching targeted audiences is the most important aspect of marketing

overall.

Those interested in learning more can follow the link above to read the article, which outlines specific steps

that should be taken prior to marketing attempts. More about Stephanie and Social MisAlignments can be

seen on the company's official website.

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For more information about Social MisAlignments, contact the company here:Social MisAlignmentsBrian

Beck8884769773bbeck@srbsolutions.net7614 Beal StSan Diego, CA 92111

Social MisAlignments

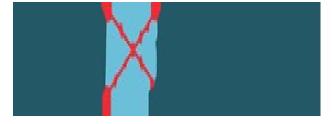
Helping Chiropractor's cultivate positive relationships with current patients as well as share the message of chiropractic

and the care you provide. Now is the time to start making some social media adjustments.

Website: http://socialmisalignments.com/

Email: bbeck@srbsolutions.net

Phone: 8884769773



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