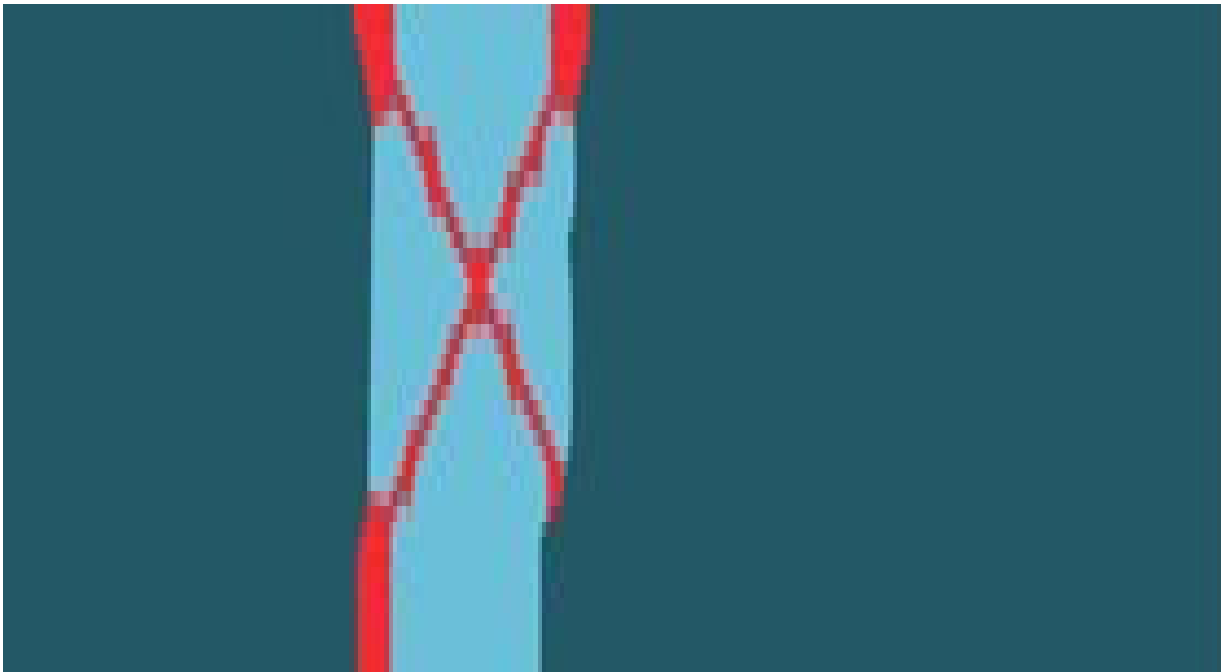




Stephanie Beck Publishes Article On Social Marketing For Chiropractors

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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 MisAlignments Brian Beck 8884769773 bbeck@srbsolutions.net 7614 Beal St San 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.

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