



SRB Solutions Highlights Facebook Messenger As Powerful Marketing Tool For Healthcare Practitioners

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SRB Solutions, based in San Diego, CA, is highlighting the value of Facebook Messenger as a tool for healthcare practitioners to start conversations with people who could later be converted into new patients. The company is dedicated to assisting chiropractors, massage therapists and other practitioners to get the most out of their digital marketing efforts. The company is now drawing attention to the importance of Messenger as explained at <http://newsroom.fb.com/news/2016/06/messenger-makes-it-even-easier-to-start-conversations/>. SRB Solutions aims to help practices implement these tools and strategies to get more patients and boost their business.

Stephanie Beck, owner and founder of SRB Solutions, says: "Messenger is a fantastic tool that enables practices to be in touch with their current and prospective patients. People nowadays are more likely to ask questions through social media than to pick up the phone or even send an email. This is particularly true if they only have a general inquiry to make. We have tools and strategies in place for practices to get the most out of Messenger."

According to Facebook, some 900 million people use Messenger every month. As such, it enables businesses and consumers to communicate with each other. However, not all 900 million people are relevant to each business or clinic. This is why SRB Solutions aims to assist healthcare practitioners in order to ensure they can identify their ideal clients and find out how they can connect with them through Messenger.

Additionally, Facebook has updated Messenger so that it is able to do more than just send and receive messages. They have added a range of emojis, enabled business chats, allowed video calls, and even enabled people to receive news directly to their inbox. This is a particularly interesting set of features that healthcare practices can make use of to interact with current patients and prospective patients.

Stephanie Beck adds: "There is nothing quite like Messenger out there. No other service is able to offer an inbox experience of this kind, and it truly is one of the few apps that allow people to connect in such an easy and simple way. It is a truly powerful tool that all practices should use, in our opinion."

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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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