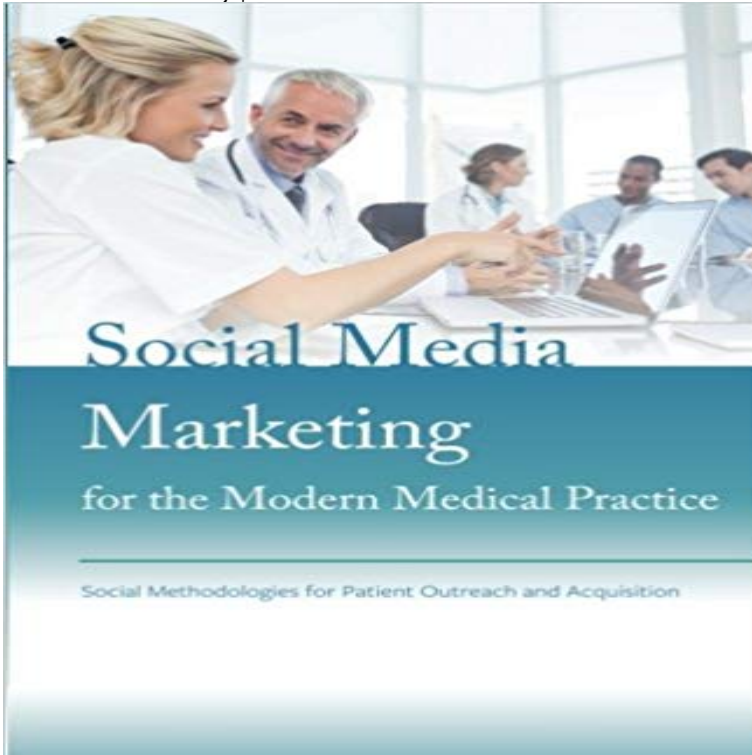


Social Media Marketing for the Modern Medical Practice: Social Methodologies for Patient Outreach and Acquisition



Social Media Marketing for the Modern Medical Practice is a supplement for boosting your practices social media presence. Learn the correct procedure for venturing into the world of social media. This step-by-step book will give you the skills required to increase your success on various social media platforms and introduce your practice to new patients. With a thorough examination of social media platforms, content creation, marketing pitfalls, and social media strategies, Social Media Marketing for the Modern Medical Practice covers the basics of social marketing. Utilizing video and images, making use of sponsored ads, and interacting with patients online, are just a few of the methodologies this book delves into. Over 75 percent of Americas internet users have at least one social media account, and the average American checks their account 17 times per day. Every day without a social media presence is detrimental to your practice. Social Media Marketing for the Modern Medical Practice explores everything you need to know for patient outreach and acquisition online.

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