



# 2018 Addiction Center Marketing eBook

## Lead Generation & LegitScript

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If you're involved in the drug addiction treatment industry, you already know the statistics on drug abuse: 28.6 million people in the US have used an illicit drug in the last 30 days; 137 million use alcohol; 11 million have misused an opioid in the past year. The list goes on.

We know this does not shock you because you deal with it every day. So, why are we telling you this?

As more people become addicted to drugs and alcohol, more treatment centers are needed to help. And of course, more treatment centers means more competition.

Which leads us to one simple question: How is your facility different or better than the rest?

One effective solution is to make your marketing stand apart. This entails: making sure your target audience hears your treatment center's name when asking for recommendations from family or friends, or finds your website when they perform a search on Google. Ultimately, you want to make sure your target audience chooses

your program after seeing or hearing about your treatment center.

Sure, that's easier said than done, but helping you unlock this potential is the exact focus of this eBook.

### The Bad News First

As you probably already know, in September 2017, Google clamped down on AdWords (now known as Google Ads) within the addiction/recovery industry, disrupting a marketing channel that drove intakes for a significant swath of treatment centers across the country.

More recently, in August 2018, Facebook restricted the drug rehab industry from using paid Facebook Ads to promote treatment options.

So, where's the good news?

For starters, Google and Facebook will again open paid bidding to a small number of qualified addiction treatment centers that pass a stringent certification program through a partner company called LegitScript.

Furthermore, even if LegitScript verification isn't in the cards for your treatment center, remember that Google Ads and Facebook Ads are just two ways to step up your addiction recovery marketing game

We'll dive into that later in this eBook. To begin, though, your addiction treatment center will learn about all of the long-term, sustainable lead generation channels you need to diversify lead flow, as well as the steps you need to take to become LegitScript approved and remain competitive on all fronts.



# 6 Must-Use Lead Generation Channels for Addiction Treatment Centers

## Channel #1: SEO Local 3-Pack

**How Findable Are You?** The local 3-Pack are the top three localized results displayed under a map on a Google search engine results page (SERP) (Fig 1). It provides business reviews (if there are any to display), NAP (name, address, phone number) information and other pertinent business details.

Although there are many factors that determine which businesses appear in the local 3-Pack, you can increase your chances if you do things such as getting reviews, uploading images of your facility and team, and providing accurate NAP and hours of operation information through Google My Business (the platform that businesses can use to share location data directly with Google.)

But why does the local 3-Pack matter? It generates significant traffic for your site. In fact, some of our clients that have a strong local 3-Pack presence see hundreds of visitors a month just from these 3-Pack listings.

## Channel #2: Local SEO

**Location, Location, Location.** A close relative of the local 3-Pack, we have defined Local SEO as the tactics needed to rank in the traditional blue link, top 10 search results within a specific location.

Although it's easy to assume that local SEO should be centered around just keywords with localized modifiers ("drug treatment near me" or "addiction treatment centers in Cleveland" are two examples), the fact is that search engines are really good at detecting your location and can also serve localized results, even if you don't include local modifiers in your search query.

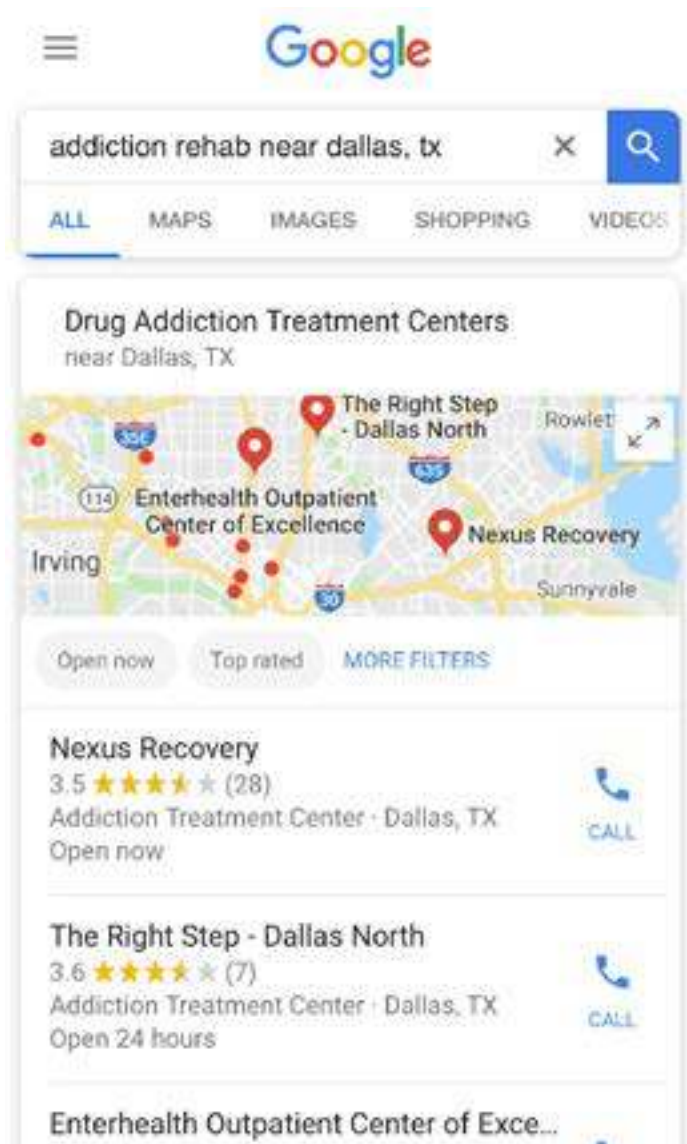


Fig 1: Google Local 3-Pack with city and state modifier

Fortunately, overlap exists between localized rankings and local 3-Pack rankings. So, if you're performing the right tactics to increase your chances at getting into the local 3-Pack, you're already on the right track for local SEO rankings. Some specific areas of focus for Local SEO include:

- Optimizing page title tags, headers, and content with target keywords. Make sure keyword usage is natural and reads well!
- Fixing broken links. Over time, pages of your website may change, or someone may accidentally link to a page that doesn't exist. Redirecting broken pages to existing pages improves your site visitors' experience, which helps with ranking potential.
- Ensure your site is usable on mobile devices. If it's not mobile-friendly, you will have a difficult time ranking.
- Getting links to your site from other relevant websites. Focus on sites that cover addiction treatment and/or that are focused on promoting business in your city, region, and/or state.

Obtaining a top-10 local SEO ranking for a widely searched term can increase traffic to your site. Traffic potential is even better if you can get a local 3-Pack and localized ranking for the same keyword!

### Channel #3: Content Marketing

**Be A Trusted Resource.** Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action. Content marketing isn't a new fad. When done effectively, content marketing creates powerful, long-term results.

Think about it this way: A person struggling with addiction oftentimes feels isolated, embarrassed, and to a certain extent – lost – especially when they're in the throes of a

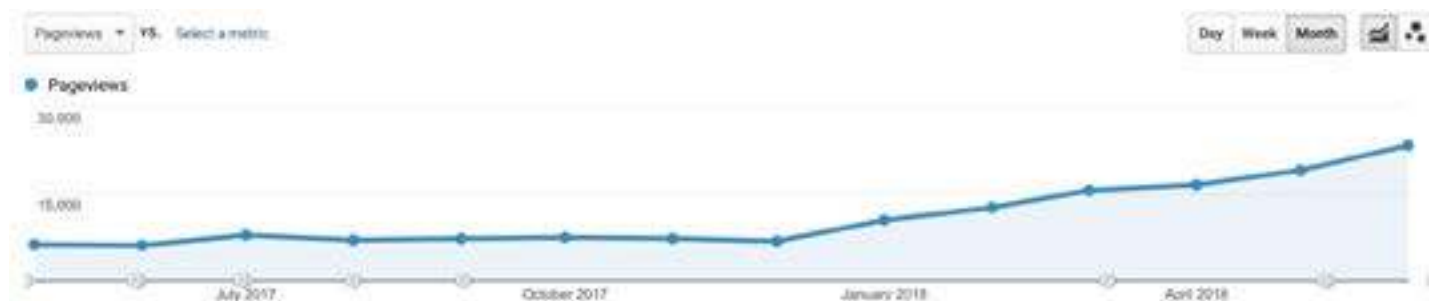


Fig 2: An example of a Linkmedia 360 Addiction Rehab client – site traffic for content marketing efforts increased after 8 months of valuable, relevant content

stigmatized disease before deciding to seek help from an outside source.

Your treatment center can be that trusted resource and ally to the addict or concerned loved one during this vital time when they're researching treatment options, looking for answers, and searching for hope. Addiction itself is deeply personal to the one suffering with it, and content that is properly optimized to appear when someone performs a search that also clearly speaks to their struggle has the potential to save their life.

To help your drug treatment center create content that engages your audience and ultimately drives intake inquiries to your admissions staff, you should first understand what goals you want your content to accomplish. Define the goals of your content marketing strategy – i.e. subscribers, form submissions, conversions, downloads – and make sure your team is regularly monitoring Google Analytics to track the success of your content strategy. We'll share more tangible content marketing tips with you further in this eBook.

### Channel #4: Facebook

**Be Social With Your Audience.** Make no mistake: with 2 billion active monthly users, Facebook provides a huge opportunity for your addiction treatment center to not only reach, but engage with potential patients while earning their trust.

Listed next are just a few reasons you should dedicate some of your addiction recovery marketing efforts to Facebook, including how it:

- Drives intakes to your website primed for conversion.

- Supplements your addiction treatment center's content marketing efforts.
- Enables one-on-one conversations with prospective patients.
- Provides a platform for your drug rehab center to post pictures, video, testimonials, events, and additional ways to interact with users while telling your addiction facility's unique story.

It's important to note that Facebook updated its algorithm to make it more likely that someone's friends will appear above a business update in the News Feed.

As a result, your addiction treatment facility's Facebook page has most likely seen a decline in organic reach.

It's important to keep your Facebook activity focused on how it can help your followers. Engagement with your content will not only help increase your visibility, it can encourage more meaningful contact with the people you're trying to help.

As a final takeaway, it's important to keep in perspective that Facebook should not be used alone, but used in conjunction with other essential marketing channels discussed in this eBook.

*Think of it this way: Facebook can be the gasoline you need to fuel your content marketing fire.*

## **Channel #5: Marketing Automation**

### **Automate for Long-Term Relationships**

**& Results.** Marketing automation is software that organizations use to automate and replicate tasks to streamline productivity and maximize revenue. If that sounds complicated, don't worry. On the surface, it's straightforward and – more importantly – impactful enough that it's seeing continual adoption in the business world. In fact, it is estimated that 51% of companies are currently using marketing automation.

In the rehab vertical, the most obvious use case is sending automated emails to keep people who filled out a form engaged while they consider their treatment options. Remember that the decision to go to rehab is a big one, so it's not always possible to secure a patient the same day you were contacted by the addict or a loved one.

Additionally, more sophisticated rehab marketers can use a scoring system based on a site visitor's behavior to prioritize their admissions teams' time to focus on the visitors who are most likely to convert.



Marketing automation “offers great potential in terms of turning more leads into intakes. However; there are a couple things to keep in mind before you get started.

First, marketing automation takes a lot of upfront work to implement and requires that teams set up and maintain workflows to make the most of the investment.

Second, once the upfront work is complete, your team will need to continually monitor your automated solution. “Set it and forget it” marketers should look elsewhere.

On page 11 we’ll cover three handy ways marketing automation supplements addiction center lead generation strategies.

## Channel #6: Programmatic Display/ Advertising

**Target the Right Audience.** Programmatic advertising utilizes software to find ad space and apply real-time bidding to get your ad unit in front of the right people at the right time.

While many people think of it as a way to place display ads on various websites, programmatic can also be used to buy different types of ad units (video, text) on other forms of media, including TV. This means that your marketing reach can go beyond the internet, and that you can try different ad types to improve the impact of programmatic on your bottom line.

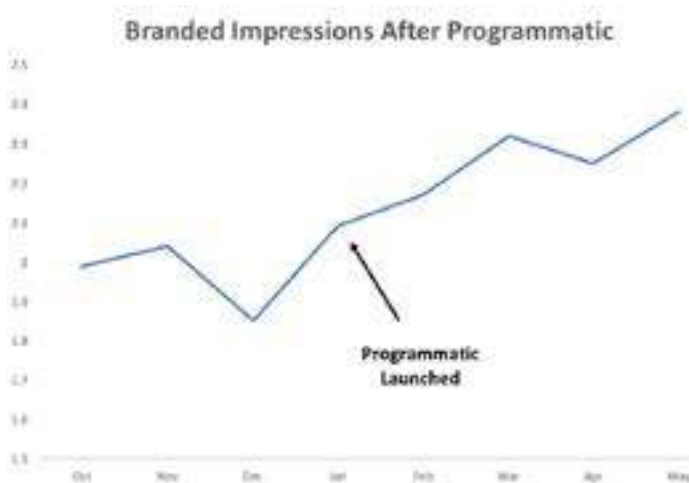


Fig 3: The branded impressions for a Linkmedia 360 Addiction Rehab client after a strategic Programmatic strategy launched

Just as important, programmatic advertising enables treatment centers to connect with users on a more personalized basis because the targeting capabilities go well beyond what Google can currently provide.

For example, programmatic ads can be served to people with a specific type of insurance. You can also target by household income, location, or gender, and you can in some cases even show ads to people who are more likely to be struggling with substance abuse. Best of all, you can serve these ads in places where people spend their time online AND offline.

If your addiction treatment center adds programmatic advertising into its lead generation strategy, in essence it will gain its own full-time media planner. The benefits to using programmatic advertising in your lead generation program are immediate in today’s omnichannel, connected world:

- Programmatic advertising is an omnichannel solution, reaching multiple devices with different types of audiences simultaneously.
- Media buys are in real-time, as are the insights – reporting is presented for easy measurement against campaign goals.
- Enables rehabilitation facilities the ability to hone in on specific audiences.
- Programmatic advertising works in tandem with all channels both online and offline in an addiction treatment facility’s media mix.



# 18 Ways to Use These 6 Channels for a Holistic Lead Generation Strategy

You can study all you want about different lead generation channels to utilize for your addiction center marketing initiatives, but what good will it do without action? We want you to walk away from this eBook with tangible, results-driven action items that will increase your intakes and meet your goals.

Let's now look at ways to leverage these channels in real, tactical ways.

## SEO Local 3-Pack Tactics



### Claim and cite your facility's name, address and phone number on Google

In local SEO, consistency is key. Search engines place emphasis on

servicing users accurate, consistent information, and will be less likely to serve someone a business if it has conflicting business information across the web. To ensure this doesn't happen to your addiction treatment center, make sure your location is claimed in Google My Business (GMB), and that all the information within your GMB listing is up-to-date.

Your treatment center should double-check its Google My Business presence to ensure the accurate name, address, phone number (NAP) and other pertinent business details are included and consistent. Beyond that, check both directories and aggregators to make sure your facility isn't displaying any info that's out of place or out-of-date. *Pro tip: use a syndication tool such as Moz Local to help you monitor your listings' accuracy beyond Google My Business.*



### Regularly check reviews (be a star)

Warren Buffet claims, "It takes 20 years to build a reputation and five minutes to ruin it. If you

think about that, you'll do things differently." According to Review Trackers Online Reviews Report, 80% of consumers say the star ratings they trust the most have a rating of 4.0 or higher. So, reputation matters, especially for addiction center lead generation purposes. The better the reputation, the more likely your facility is to receive a call or inquiry from a prospective intake. Research from the same report found that 94% of people agree that seeing negative reviews online convinced them to avoid reaching out to a business.

Given the nation's attention to the opioid epidemic, and factoring in the previous stats, it's easy to see why having numerous positive reviews (that are a 4.0 star rating or higher) can only impact your facility for the better. The good news: reputable treatment centers with an addict's best interests at heart are

poised to reap the rewards in this area. Look to earn authentic praise from intakes who have completed a program and are willing to speak to the ways your treatment center helped them. And above all, look to edge out your immediate local competitors with more – and more favorable – reviews.



### Communicate (and optimize) for your niche

If you find that your addiction treatment facility isn't appearing in Google's Local 3-Pack, then it might be time to give your unique programs the spotlight. Your team can do this by creating content that speaks to the specific levels of treatment your rehab center offers. Optimize for your programs, levels of care, and any co-occurring conditions your facility also treats.

Take this a step further by adding both city and state modifiers to this content, so your prospective intake knows that not only does your drug treatment center offer the specific addiction treatment program they're seeking, but the peace and solace they crave can be found locally.

## Local SEO Tactics



### Write and create hyper-local content

If content is king, then hyperlocal content can be akin to the heir to the throne. Hyperlocal content can help your addiction rehab facility appear above your competition in localized searches, but to maximize the opportunities to connect with the local or regional intake, do the following:

- Enable mobile responsiveness on your rehab center's website (the more mobile-friendly the better).
- Understand who your local intake (and local community at large) truly is, and the local issues or topics important to your immediate geographic area (use analytics data, demographics, and psychographics to build this profile).
- Conduct keyword research to uncover both short and long tail keyword opportunities to optimize and add into your content.
- Insert hyperlocal keywords into title tags and meta description tags.
- Incorporate hyperlocal keywords into your on-site content and any location landing pages.

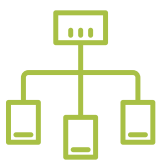




Adjusting your content strategy to reflect your local area will require upfront research, and possibly one-on-one conversations with patients to truly understand the surrounding area. But once your team has accomplished this, it can begin creating content that speaks to your hyperlocal audience with confidence. Here are several addiction center hyperlocal content topic ideas to help get you started:

- Any city or statewide laws or policy changes that may impact your local community.
- Local lifestyle pieces centered around businesses or locations that support the recovery process (best local places to hike, local music instrument stores for recovering addicts seeking a new hobby, local places recovering addicts can turn to embrace their spirituality, local businesses that are hiring intakes who have successfully completed a program, inspiring local stories to build empathy with the community, local shelters where a recovered addict can adopt an animal).
- Answering questions the local community is asking.
- Covering local news stories that impact your immediate area.
- Write-ups or recaps of local events or activities your drug treatment center organized.

Once your drug treatment center has created hyperlocal content, your team can share it and promote it on social networks, with the possibility to put a budget behind it to amplify it to a wider, local audience.



### Use schema or structured data markup

Let's face it: the quality hyperlocal content your rehab center is creating will fall on deaf ears if no one clicks through to your site on the SERP. Structured markup, or schema, can help your local SEO efforts by speaking to search engines in its own language.

Schema was a collaborative effort between Google, Bing, Yahoo, and Yandex back in 2011 to create a global standard for how search

engines understand and interpret content online. Essentially, by implementing schema on your addiction center's site, you're taking a highlighter to a specific page or piece of content and telling search engines what that material is about. Depending on the nature of the content, you can choose a specific schema markup code.

The reward for taking the time to implement schema? Enhanced relevancy. And often enough, users will find the information to be both relevant and valuable. This is helpful for the increasingly mobile world we find ourselves in, where users are typing in queries on the go and are looking for local information quickly. Schema helps your information become discovered, giving your treatment center the edge over local competitors that aren't using schema to its advantage.

## Content Marketing Tactics

**Understand who your audience is and where they fall within the buyer/intake journey.**



Go beyond content creation for the sake of checking off a 'best practices' box. Chances are, your team is intimately familiar with the recovery programs available at your drug rehab center.

In this case, write what you know, but use every tool at your disposal to inform your approach and ensure your created content is seen by those who need it most. Strive to optimize for important keywords so your site will rank on the SERP.

### How to understand your audience

There isn't one isolated type of person who struggles with addiction, and we know it takes on many forms. But when creating content for the addiction space, your team will need to have a pulse on at least a composite archetype, and personas help drive those efforts. Use your data to create this realistic representation of your intake, concerned family members or loved ones, or whatever personas your addiction center's data helps define.



**Understand the intake journey/buyer funnel:** Today's consumer is self-educating. They have access to endless amounts

of information, and as a result, the decision process is not a linear one. To make sense of it all, think of it this way: the buyer's funnel/intake journey has three stages, and content marketing can address all of them. They are: top-of-funnel content (ToFu), middle-of-the-funnel content (MoFu), and bottom-of-the-funnel (BoFu) content.

- a. **ToFu: Awareness** – In this stage of the funnel, your content should aim to educate, not put on the hard sell. To put it another way, addicts and/or their loved ones are looking for answers to their specific concerns (for example, how long does heroin stay in your system) and they aren't as likely to have questions (yet) about your specific treatment program versus a competitor's. Blogs are a common content format for this stage of the decision process.
- b. **MoFu: Consideration** – People who are in this stage have already identified a substance abuse problem and are starting to get more serious about finding help. They may be seeking information about things such as what a typical day at rehab looks like or what the benefits of certain types of treatment are. This is where your content can start to get traffic to convert into leads. Common content formats for this stage include downloadable eBooks or FAQ pages.
- c. **BoFu: Commitment/Conversion** – At this point, the addict or loved ones are set on getting treatment, but they need to know why they should choose you over a competitor. Offer testimonials, share reviews, show staff photos and accreditations. Include calls to action to call your intake team. Anything that you can do to show how your specific treatment program is different (and better) than anywhere else is fair game at this stage!



**Have an internal team member "own" your addiction center content marketing**

Thomas Edison famously stated, "vision without execution is hallucination." Employ an individual who completely understands your treatment center's programs and levels of care who has both vision and the ability to execute on that vision.

This individual's skills should extend beyond writing. Your drug rehab center will benefit from an individual who thinks like a publisher and maintains an editorial calendar. That calendar will forecast the content initiatives your drug rehab center wants to accomplish, and the dates for when those initiatives will be published.



**Publish content on a consistent basis**

Once your addiction center has a dedicated resource creating original content, your team can make the move to publishing that content on a consistent basis. This will help your drug rehab center build and cultivate an audience that comes to expect and anticipate the great content that's being created.

Publishing content consistently is just the first step. To ensure your content is consumed by a wider audience, your team will have to strategically amplify that content. Depending on the goals of your content marketing strategy, your treatment center could amplify content on social media, and with programmatic displays.

## Facebook Tactics



**Encourage real conversations with multiple comments/responses**

Facebook didn't mince words about its effort to prioritize user-generated content and posts over content created from business Pages. Fortunately, the social media leader did hint at the type of content that

will gain traction after the algorithm update: long form comments and conversations between people.

For some industries, this could be an uphill battle for engagement, where the addiction industry is poised for social success. Addiction is an intensely-personal subject for people who are struggling and suffering in the effort to become sober. Conversely, an individual who's come out of the other side of a recovery program has renewed confidence and purpose. Your addiction/treatment facility can encourage thought-provoking discussions between both groups with the content it posts to Facebook. Someone who's currently struggling with addiction might not be prone to provide candid feedback, but recovered addicts who have successfully completed a program will be your center's biggest advocates. Facebook provides the perfect platform to encourage and facilitate these types of discussions. Make the discussions meaningful, and your treatment center will be rewarded.



### Create groups for your drug rehabilitation facility

Larry Kim, founder of Wordstream cited Facebook groups as the 'Unicorn of Facebook engagement

loopholes'. Facebook groups can foster the kind of engagement and meaningful interactions that will appear on users' News Feeds organically.

In fact, Facebook groups that successfully stir up spirited discussion will become featured on a user's notification tab, providing treatment centers with vast amounts of free visibility. Consider creating groups for the types of treatment your addiction facility specializes in.



### Incorporate "Live" video:

In Facebook's official press release in January 2018 addressing the News Feed algorithm update, they cited live video receiving SIX TIMES the levels of interaction compared to regular uploaded videos. This is due to the comments and

discussion typically generated by live videos. Want prospective intakes to gain a true feel for the experience at your treatment center? Fire up your phone and go live! The more creative and impactful idea the better, but consider going live during:

- Tours of the facility.
- Retreats, hikes, group bonding trips.
- Interviews with industry experts.
- Putting a spotlight on counselors & staff.

The potential for your staff is limitless. Get creative and utilize live video to portray a slice of life at your drug rehabilitation center that pictures couldn't do justice.

## Marketing Automation Tactics



### Segment intakes based on the type of addiction treatment your center offers

The ability to filter and segment leads based on the type of addiction treatment they're interested in learning more about will give your intake and admissions staffs the ability to articulate your programs with clarity. This also cuts down on the time it takes to discover how your facility can help an addict recover from their debilitating condition.

Your treatment center can use marketing automation to accomplish this by creating a form that asks what type of treatment the person is interested in learning more about, then directing them to the proper and relevant content your drug rehab center has created.



### Diversify your content marketing efforts

Over 3 million new blog posts have already been published today. What are the chances the addict or concerned loved one who needs your treatment center's content will find yours? Beyond amplifying your addiction center's content with a paid budget, marketing automation gives that content extra "legs" by keeping your audience up-to-date with the content your team works diligently to create. Your team can utilize marketing automation to

send leads content with email marketing automation, nurturing their loyalty, and encouraging them to reach out to your drug rehab center when that intake is far enough down the funnel. It will keep your addiction treatment facility both top-of-mind and top-of-inbox. Marketing automation will naturally warm leads gradually over time, priming that intake for a conversation with your admissions staff when they're ready. Marketing automation will enable your content to be uniquely showcased while they're in the necessary information gathering and self-education stage.



### Integrate with your CRM to filter leads based on needs

When your marketing automation program is integrated with a CRM, it will enable your team the ability

to focus its attention to the intakes that have an immediate need for your recovery programs. Your team knows the intake that picks up the phone to call your treatment center is the more serious, committed lead.

But that doesn't mean intakes that aren't ready to reach out don't have value. Your CRM will help your team filter out those leads that aren't ready yet while still nurturing their trust with email marketing automation that uses your quality content catered to their specific inquiries.

## Programmatic Display/Advertising Tactics



### Retarget to spur engagement with interested intakes

Retargeting is a cost-effective tactic for any

marketer's toolkit. In this case, your rehab facility uses a tracking pixel with a cookie that serves a user a relevant ad for an addiction/rehab center based on the users previous session.

Retargeting is also an effective way to raise awareness for a specific type of treatment your facility provides. If your facility tracks engagement metrics,

retargeting can help your programmatic advertising strategy convert calls or inquiries with a strategic focus.



### Test and optimize creative messages often

Sometimes subtle changes can have a huge impact on lead flow. Always test out your messaging to see what resonates most with your audience, and remember that what works well today may not work as well in a few months. Figure 4 is an example of a change we made to a call to action on one client's website.

Changing just a couple of words dramatically increased call volume and could drive as much as two additional intakes per month!

The pink bar shows how much impact a subtle change to the content can have on call volume.



### Go mobile with your programmatic advertising displays

Nearly 80% of display ads are purchased programmatically, according to some of the latest data reported from Adweek.

By 2019, that statistic will rise to 85.2%, according to data from eMarketer. Whether it's an agency affiliate reaching out on behalf of an addiction facility client for a direct programmatic ad buy, or an automated, real-time bidding artificial intelligence solution, mobile will pave the way for the future of digital display advertising and will become a fixture of a holistic, addiction center lead generation strategy.

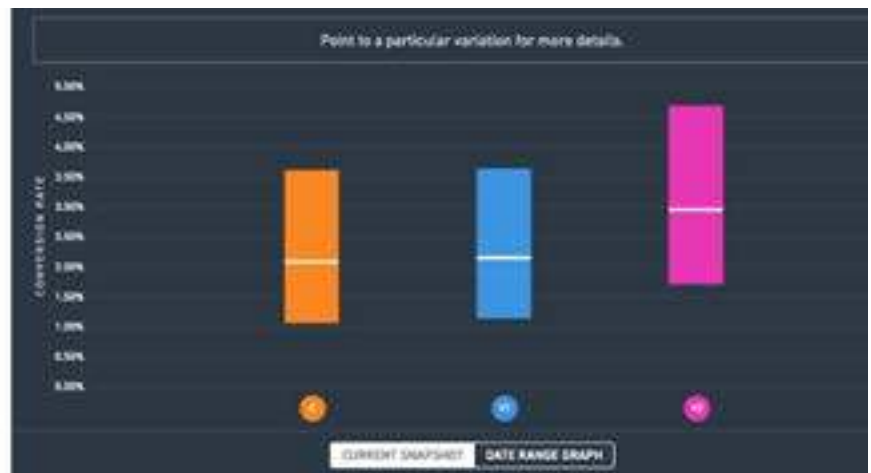


Fig 4: The pink bar shows how much impact a subtle change to the content can have on call volume.



While the channels and tactics mentioned in this eBook are critical to your treatment center's success, getting back into Google Ads and Facebook Ads will further strengthen your lead generation efforts.

It's important to note: In July 2018, Google rebranded AdWords to Google Ads and in August 2018 Facebook restricted drug rehab centers from using Facebook Ads. Addiction treatment practitioners know it's a brave new world. The following pages provide a background on the Google and Facebook Ads shake-up and includes a checklist to help your treatment center become LegitScript certified with both paid channels.

As a result of the article published by The Verge on September 14th 2017, Google made sweeping changes to Google Ads for addiction treatment centers. Recognizing itself as one of the primary referral resources in the industry, Google banned keywords like “drug rehab”, “drug treatment program” and hundreds of other keywords, modifiers, and keyword variants in Google Ads. Seemingly overnight, addiction and rehab facilities that relied on the intakes driven by paid campaigns saw their lead flows dry up.

August 9th, 2018. The social media platform Facebook, no stranger to disruption, took action and shut down Facebook Ads to the entire addiction treatment industry in the U.S. In abrupt fashion, the valve for another paid channel was shut off to addiction treatment centers.

## **Paid Ads Backlash for Google and Facebook.**

Of course, Google didn't make this decision lightly. They make their money by connecting people to the useful information they seek better than any other company. Because of this, searchers come back time and again and (in Google's case) hopefully click on their ads. Between Google's dominance, unscrupulous treatment centers, and the lack of regulation, it was clear that Google's mission to connect people to information was seriously hindered. In short, that's why this (painful) advertising policy change was necessary.

Facebook, the social platform that connects friends to one another and businesses alike, fell prey to unscrupulous practices from some treatment centers within the network. To combat these misleading and unethical advertising tactics, Facebook saw the need for self-regulation. In the face of the opioid epidemic, Facebook partnered with LegitScript. This partnership was cemented in the effort to improve the marketing tactics of the addiction industry with a trusted certification. John Horton, President and CEO of

LegitScript added further context to the partnership, stating,

*“By requiring addiction treatment providers to be vetted before they can advertise, Facebook will make a significant impact on curtailing the reach of fraudulent drug and alcohol treatment centers that exist to exploit patients' recovery efforts and insurance billing opportunities.”*

## **Life is Change. Growth is Optional.**

As painful as both policy changes were, there is a silver lining. It forced treatment centers to think about alternative marketing channels. Not unlike an investment portfolio, diversification is key to long-term stability. By focusing efforts in areas such as SEO, social media, email marketing, conversion rate optimization and more, treatment centers can move forward with the confidence that if one or more channels close, there are still ways to strategically drive leads.

Conversely, this diversification can generate stronger growth when channels (re)open... which is the exact opportunity available to addiction treatment providers since Google and Facebook announced their partnership with LegitScript. Now, addiction treatment centers can apply through LegitScript's certification program, and if selected, will be accepted back into Google and Facebook Ads!



# What is the LegitScript Addiction Treatment certification and why should I care?

LegitScript's certification program for addiction treatment centers is an opportunity for legitimate providers that are certified and monitored by LegitScript to advertise on Google Ads and Facebook Ads, paid platforms that restricted advertising for addiction treatment services. Beginning in July 2018, Google will begin accepting ads for addiction treatment services, but only for those that are LegitScript certified.

1

Visit the LegitScript website and submit the application to become certified. You can access the website and application at [legitscript.com](http://legitscript.com).

This application is divided into two forms. The first is used to determine your eligibility and the applicable pricing for your application. The second form follows automatically after payment and is used to ask you questions regarding your company and operations. This will be the basis of LegitScript's evaluation of your company.

2

Respond to follow-up questions and/or requests for remediation from LegitScript.

It takes LegitScript approximately 10 business days to complete the evaluation of your application and then follow up with a set of questions and/or requests for remediation. The remainder of the process depends in part on your responsiveness to these questions. It is typical for the process to take three to four weeks from start to finish.

3

Once you are certified, you'll be given the green light to run ads on Google.

Note: Google will not begin running ads for addiction treatment centers who are LegitScript certified until July 2018.

4

Ongoing monitoring.

You can't just get certified and then drop out of the program, ongoing monitoring is required.

## Putting it All Together

Once your addiction treatment center is LegitScript certified, you are ready to utilize all of these strategic marketing channels to reach your target audience, provide them with the valuable information they need to make an informed decision to choose your facility, and accomplish your business goals. Best of all? You are ready to start increasing your intakes and, most importantly, make a difference in the opioid and addiction epidemic.



We hope you gained some valuable information from this eBook, and that you can use these insights to kick-start your digital marketing efforts. Our goal is to see you succeed with an innovative digital strategy that sets you apart from your competitors. We wish you the best of luck, and if you need more from us, please call or email Evan Horomanski.

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#### **About Linkmedia 360**

Linkmedia 360 is a leader in Occupancy Marketing. We are a digital marketing agency that creates and implements comprehensive lead generation programs using digital, social, mobile and traditional media channels for addiction rehab facilities.