



Drug Rehab Marketing Agency Cookie Cutter Options

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Drug Rehab Marketing Agencies



When seeking a *drug rehab marketing agency*, it is easy to get fooled by the glitz and glamour of the large drug rehab advertising and marketing providers. They are spending 10,000's of dollars to sponsor the large conferences, flying across the US, staying in lavish hotels and entertaining at the best restaurants. Their executives are eating up large chunks of revenue in their salaries. They are relying upon churning uneducated clients every year with their cookie cutter drug rehab offering. They know that they are going to be churning through clients once their clients realize their marketing is not producing revenue for the addiction treatment centers.

Why Drug Rehab Marketing Agencies Cannot Retain Top Marketing Talent



In any industry like attorneys or insurance you want the absolute best handling your business. The most talented at some point realize their value and that they are underpaid. Once this happens they venture off on their own. The larger marketing agencies revenue is being absorbed by the Executives, their business escapes to cities across the US and their lavish entertaining lifestyle. The individuals

doing all the heavy lifting are paid low wages and are required to perform the 9-5 grind. Once the really talented individuals realize their value they start their own agency or become consultants. The larger agencies can only dream of retaining the industries best talent. These are the marketing professionals that are the best of the best in the nation.



Drug rehab marketing is complex, time consuming and constantly evolving. With the churn of the best talent from the larger drug rehab marketing agencies they are left with a few cookie cutter trained, not well talented staff. The larger agencies portray their agency as experts in drug and alcohol addiction treatment marketing. Their Executives talk a smooth game and they truly know the key components of drug rehab marketing. However, with the high operating expenses, their salaries and the difficulty of retaining the best talent they cannot provide the high-quality marketing that they claim. This is one of the reasons why marketing has such a bad taste in the mouth with the addiction treatment center owners. They easily get fooled by the larger cookie cutter agencies. Behavioral Health Network Resources encourages all business owners to reevaluate all their current ancillary services providers (including their marketing agency) on a regular basis. This reevaluation often times saves large amounts of revenue and generates new revenue streams. You can check out some of the [best addiction treatment ancillary services providers](#) on our rehab vendors page. Give them a call and see if they can save you revenue on some of the services that you are using.

Key Components to Look at with a Large Drug Rehab Marketing Agency

Education is the key for addiction treatment center owners with their marketing. There are many aspects to marketing and knowing some key elements can save hundreds of thousands of dollars in wasted drug rehab marketing. The large cookie cutter agencies over-whelm and distract clients with rigged analytics ultimately causing a leaky marketing strategy.

Drug Rehab Website Structure the Foundation of Drug Rehab Marketing



When a **drug rehab marketing agency** is building your most important marketing asset you need to make sure there are no holes that are sucking out your marketing dollars. A website is like an iceberg, there is only 10% showing. While the 10% is important, the other 90% is more important. The larger agencies are producing cookie cutter websites that aesthetically look amazing. They shock and awe the owners with the look of the website they have built for them.

The ultimate goals for a website are to get on page one of Google (organically and in the Google 3-pack) and generate drug rehab leads. Google doesn't have a play book on exactly how to achieve this difficult task. However, there are some things that we know must be done in order not to leak valuable Google juice. Daily we see common mistakes made by a **drug rehab marketing agency** on websites they have built. Some of the [common website development mistakes](#) include;

- Improper hierarchy
- No Schema (50% of searches by 2020 with be voice)

- Google maps placed and coded incorrectly
- Little, poor or no SEO
- Poor site navigation
- No HTTPS registration
- Google My Business incomplete or not updated weekly
- Too few citations
- Poor or lack of social media presence
- No testimonials
- No staff Page
- Poor or no blog

Drug Rehab Marketing Agency Cookie Cutter SEO How to Check if they are Doing a Good Job



Once you have website structure in place the next important step is search engine optimization. We look at many *drug rehab marketing agency* built cookie cutter websites and instantly see the SEO is often poorly done. Again, Google does not provide a road map to achieve SEO that will rank you on page one.

SEO, especially for the small to medium sized behavioral health organizations starts with geo targeting their local area. This is one of the ways to compete against the big players spending hundreds of thousands of dollars every month on drug rehab lead generation. A large ***drug rehab marketing agency*** should at least be doing the following.

- Google three pack (if you're not ranking in the 3 slots on the Google maps on page one, your ***drug rehab marketing agency*** has not performed this task well.)
- 100's of citations across the web. Google your company name and the listings will show your citations. You should dominate the pages listings about 10 pages deep. If you are not your ***drug rehab marketing agency*** has done a poor job.
- Install the Yoast plugin on your WordPress site. Once installed pull up the pages of your website and blogs. Scroll down a little and Yoast will tell you what needs to be done for a starting point on your SEO. You will see a lot of red lights if your ***drug rehab marketing agency*** has done a poor job with on-page SEO.

It is in your best interest to personally jump into your WordPress, install Yoast and check to see if your current drug rehab marketing agency has done the necessary foundation work to achieve organic rankings. It is also in your best interest to Google search your company and see how many organic listings you have. You can also check [Yext](#) to see a list of about 50 citations and check to see how many are there and how many are correct. Yext only provides about 50, you need many more, but it is a good starting point.

Drug Rehab Marketing Agency Cookie Cutter Social Media Marketing



Drug rehab social media marketing is an absolute must in your marketing mix. It generates the lowest cost per acquisition per lead of any other marketing strategy. It also increases your SEO, however all of the above must be in place to get SEO results. Any large *drug rehab marketing agency* will offer social media marketing, but are they demonstrating they can perform social media marketing with their own brand?

If a *drug rehab marketing agency* understands social media marketing, they should be using it for their business. You should see them (organically, not paid) on LinkedIn, Facebook, Twitter, and G+. You are their target market and if they are not demonstrating that they can reach you with social media, how can you expect them to do it for you.

While drug and alcohol addiction treatment centers, opiate detox's or sober livings target market is different than a marketing agency, it will at least demonstrate that they understand social media marketing. They will have to build up target market connections and followers to personal profiles and build targeted groups for you. This is advantages to you as a treatment center owner because these will be electronic assets that your company will own. You will be able to drip your message to your targeted audience any time you want and not have to pay to reach them.

Social media marketing takes time and you must corral your target audience. You must capture them with personal connections and get them in targeted groups. This is especially true with [Facebook's new algorithm](#) because they are not serving many posts from business profiles. The social media strategy made by many drug rehab marketing agencies was to buy mass amounts of useless Facebook business page followers. When buying Facebook followers you get many fake followers from foreign countries. Even if your marketing agency earned the followers (which takes a long time) on Facebook they now have little value. A large *drug rehab marketing agency* also relies upon paid social media marketing. Since it takes time to build a targeted social media audience the only option they have for drug and alcohol addiction treatment centers is paid advertising.



Most drug rehab marketing agencies have only one option with social media marketing. Since they do not have your target audience connected to them and do not have them in groups they must pay Facebook to reach them. There are many problems with this tactic including you're paying to reach your audience over and over again, and that you have no electronic assets that you own when you sever your relationship with the marketing agency. It is a better business decision to get your staff trained on how to maximize social media and let them run your social media. This way you build your target audience and it's yours to keep.

Drug Rehab Marketing Agencies Fear Drug Rehab Marketing Consultants

The large drug rehab marketing agencies have high Executive salaries, massive overhead and simply cannot retain the best talent in the industry. Relying upon drug rehab marketing consultants who are the best of the best in the nation saves hundreds of thousands of dollars in wasted marketing budget. Having the best build your website, having the best performing the difficult task of SEO and having the best industry specific social media marketing is paramount in the success of your organization. You simply cannot gain access to these high-profile professionals through a large drug rehab marketing agency. Our agencies business strategy is to partner with these high-profile consultants and bring them to you.



Behavioral Health Network Resources is leading the charge on educating the addiction treatment marketing industry at their [Addiction Ethical Marketing Practices conferences](#). These events each feature 5 Executive Thought Leaders including the nation's best marketing consultants. In addition, we help you with our in house team and access to the industries best business and drug rehab marketing consultants. Give Charles Davis, CEO of Behavioral Health Network Resources a call at 561-235-6195 to discuss your marketing.

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