

Drug Rehab Marketing Resources Answers

What is Drug Rehab Marketing

What is drug rehab marketing? It is a complex mixture that demands extensive web marketing experience. The term is referred to in many different ways. Some of the same terms are addiction treatment marketing, substance abuse marketing, and marketing for drug rehabilitation centers. This informational guide strives to provide the most complete information on drug rehab marketing. They encompass the best resources on the web and valuable for CEO's, VP's, marketing directors and addiction professional outreach. Organizations including drug and alcohol addiction treatment centers, opiate detox, sober homes, inpatient rehab, and substance abuse IOP will find this guide helpful.

The paramount information covers marketing, drug rehab SEO, substance abuse marketing plans, drug rehab website development, search engine optimization, Google My Business, social media marketing, Google maps, backlinks, and much more. Drug rehab marketing is a complicated process and involves many areas of expertise. Many recovery centers across the US have a poor drug rehab marketing strategy or no strategy at all. The small to medium-sized drug and alcohol addiction treatment centers are relying on a “boots on the ground”, or a buy rehab leads strategy. Many recovery centers are closing, and the remaining drug and alcohol addiction treatment centers can't get past a 50% census. We are seeing big players like Elements, Sovereign and Treatment Center of the Palm Beaches filing bankruptcy.

What are the best [drug rehab marketing](#) resources?

In this red ocean of competition with the addiction treatment centers closing, we are also seeing many new drug rehab centers popping up. Many are relying on Google AdWords and boots on the ground for their drug rehab lead generation strategies. These are the same marketing strategies used by the drug rehabilitation centers that have closed and filed for bankruptcy. Many are making the same [8 drug rehab marketing mistakes](#). The best educated (recovery centers and [sober homes West Palm Beach](#)) on proven drug rehab marketing will survive the extreme competition. Getting familiar with drug rehab marketing strategies and putting together a healthy marketing mix will provide the tools to long-term lead generation.

Best Drug Rehab Marketing Agency

When seeking a drug rehab marketing agency, it's paramount to be educated on drug and alcohol addiction treatment center marketing best practices. It is equally important to understand the outpatient rehab and inpatient rehab strategies that work while implementing drug rehab marketing to avoid costly mistakes. The information below provides in-depth information on drug rehab marketing agencies and what to look for when searching drug rehab marketing agencies.

- [Facebook #1 drug rehab marketing Agency](#)

- #1 Article on [drug rehab marketing agency](#) explaining how they trick addiction treatment centers with their marketing techniques.
- In-Depth [drug rehab marketing strategies](#).
- Best drug rehab marketing agency.
- Where can I find the best drug rehab marketing agency?
- [National drug rehab marketing agency generating treatment calls on Facebook](#).

Best Drug Rehab Marketing Articles and Resources

Drug rehab marketing requires being educated in drug rehab SEO website development, on page SEO, and social media marketing. There are many steps for addiction treatment lead generation on the web. Not following critical area wastes a tremendous amount of an addiction treatment center marketing budget.

- [Top 3 drug rehab marketing mistakes](#).
- Understanding [drug rehab social media marketing](#).
- [Understanding drug rehab social media marketing](#).
- [LinkedIn #1 drug rehab social media marketing expert](#).
- [Top 5 drug rehab marketing blogs](#).
- [LinkedIn #1 drug rehab marketing showcase page](#).
- [Yelp best drug rehab marketing agency](#).
- [Best drug rehab marketing resource guide](#).
- [All about drug rehab marketing](#).
- [Drug rehab marketing jobs](#).
- [Drug rehab marketing jobs Costa Mesa California](#).

Best Addiction Treatment Centers West Palm Beach, FL

The best addiction treatment centers West Palm Beach are difficult to find. When seeking substance abuse treatment or [opiate detox](#) there are critical areas to look for including; services offered, location, reputation of the recovery center and finding the best substance abuse IOP, and drug and alcohol addiction treatment center.

[Drug rehab marketing](#) is needed for inpatient and outpatient opiate detoxification. Many sufferings from prescription drug opiate addiction want to quickly get narcotics out of their system. There are solutions that offer a painless opiate detox without the use of addictive prescription pills. These options are available for all populations including pregnant women. Outpatient [opiate detox](#) can be done in as little as 5 days without pain using the bridge device. In some cases, there is no need for Suboxone Doctors or suboxone clinics West Palm Beach FL.

- [Drug addiction treatment and opiate detox for pregnant women](#).
- [Opiate detox West Palm Beach Florida](#).
- [Opiate detox specialist](#)
- [LinkedIn Article explaining addiction treatment West Palm Beach Florida Laws](#).
- What to look for in the [best drug addiction treatment centers West Palm Beach Florida](#).

- [History of the best drug and alcohol addiction treatment centers West Palm Beach Florida.](#)

Best Sober Homes West Palm Beach and Halfway Houses

Drug rehab marketing regulations on substance abuse marketing are focused on sober homes in West Palm Beach. However, they have connected to [addiction treatment](#) centers since many operate their own sober homes. The new laws as of July 1, 2017, are affecting alcohol and drug addiction treatment centers. Drug rehabilitation centers can no longer offer any incentives to entice addiction recovery clients. This has affected the best sober homes in South Florida. The sober homes are also attached to 12 step meetings including the best AA meetings in West Palm Beach.

- [Best sober homes West Palm Beach Florida.](#)
- [#1 sober homes West Palm Beach Florida article on LinkedIn.](#)
- [Is FARR mandatory for sober homes West Palm Beach Florida?](#)
- [Best AA meetings West Palm Beach, Delray Beach and Boynton Beach Florida](#)

Best Drug Rehab Marketing Consultants

Drug rehab marketing consultants play a critical role in the success of many drug rehabilitation recovery centers. Their business and marketing expertise provide pivotal intelligence and proven marketing plans and strategies saving addiction treatment center owners tens of thousands of dollars in a wasted marketing budget.

LinkedIn is a trusted source for drug rehab marketing consultants. Madison Richards is one of LinkedIn's most [popular drug rehab marketing consultants](#). She provides in-depth information on drug rehab marketing, substance abuse IOP marketing ideas and marketing strategies for addiction treatment.

[Yaneleisis Batista drug rehab marketing consultants](#) is one of the most popular profiles for addiction recovery marketing. She has 5 years' experience in drug rehab marketing that produces treatment calls and drug rehab lead generation. She provides drug rehab website development, SEO, drug rehab social media. Her specialty is marketing inpatient rehab and addiction treatment.

- Charles Davis [LinkedIn top 3 drug rehab marketing consultants](#).

Top 5 Drug Rehab Social Media Marketing Strategies

Drug rehab social media marketing is greatly misunderstood by many substance abuse rehabilitation centers, substance abuse IOP, opiate detox and sober homes. Social media is one of the best avenues for marketing inpatient rehab and must be included in addiction treatment lead generation.

- This article has the best information on [drug and alcohol addiction treatment center marketing](#) on social media.
- Top LinkedIn article explaining [drug rehab lead generation vs social media marketing](#).
- The article is an [in depth explanation of social media marketing for drug addiction recovery](#) .

- [LinkedIn drug rehab marketing Business Page](#) Offering Drug Rehab Marketing Information.
- [All about drug rehab marketing.](#)
- [Facebook #1 resource for drug rehab marketing.](#)
- [LinkedIn #1 drug rehab marketing company.](#)
- [LinkedIn highly viewed drug rehab marketing profile.](#)

Best Information for Addiction Conferences

Educating on Drug Rehab Marketing

[Addiction conferences](#) are more than just networking. They provide vital information for substance abuse treatment centers on effective business and marketing strategies. Behavioral Health Network Resources is a leading addiction conferences providers. Their addiction conferences cover all aspects of the business of addiction treatment and provide valuable drug rehab marketing education to generate treatment calls.

- [Addiction conferences EMP Series](#) Addiction conferences EMP Series.
- [Addiction conferences video on how to prepare to the event](#) and what you need to do at the addiction conference.

Addiction conferences can have benefits for addiction treatment centers, detox's, sober livings and

ancillary service providers. As behavioral health industry professionals, we are experiencing [moments of change addiction conferences](#) educating on drug rehab marketing and how to generate treatment calls. However, when attending mental health conferences there are

several key areas to focus on to get much-needed business and marketing tools.

- [What to see at addiction conferences](#) and how to prepare for behavioral health conferences.
- [Best addiction conferences](#) Information Page on LinkedIn.
- [Top addiction conferences provider on LinkedIn.](#)
- [Featured panelists at addiction conferences.](#)
- [Addiction conferences educating addiction executives.](#)
- [How to attend addiction conferences.](#)
- [Addiction conferences video](#) on How to Prepare for Addiction Conferences.
- [Addiction conferences #1 video on LinkedIn.](#)

Top Drug Rehab Call Centers and Producing Treatment Calls

Drug rehab call centers that procure quality treatment calls have been under scrutiny for many years in the addiction recovery industry. This is a short-term solution to maintaining a healthy census for drug and alcohol addiction treatment centers and drug rehabilitation centers. Understanding addiction treatment lead generation and drug rehab marketing is critical when seeking drug rehab call centers.

- This article explains the [obstacles of producing treatment calls when seek drug rehab Leads](#) obstacles of producing treatment calls when seeking drug rehab leads.
- Best web article to [read about drug rehab call centers.](#)
- [Best LinkedIn on drug rehab call centers being investigated by Congress.](#)

Resources for Drug Rehab SEO Website Development

[Drug rehab SEO website development](#) is the biggest mistake made in addiction treatment lead generation. When starting your marketing plan for a rehab center this is the #1 mistake. Drug rehab website development is the foundation and must be put into place correctly in marketing strategies for rehabilitation.

Best Substance Abuse Billing Resources

Drug rehab marketing issues have crossed over to substance abuse billing. [Substance abuse billing has been named in law suits from Anthem BCBS](#). Treatment center owners not only have to be educated on proper procedures, but they also need to investigate behavioral health providers to make sure they are not breaking the law. Drug rehabilitation centers owners need to have a clear understanding on the high receivables they have outstanding. This is greatly affecting their operating revenue.

- All About [Substance abuse billing](#).
- [#1 substance abuse billing and collections provider](#).

Opiate Detox West Palm Beach

- [Opiate detox West Palm Beach Florida](#) Resources.

Drug and Alcohol Addiction Treatment Center Marketing

- [Addiction treatment center marketing](#) has no IOT Assets.
- [Drug and alcohol addiction treatment center marketing](#) on Social Media for Millennials.

Drug Rehab Leads Generation

- [Drug Rehab Leads](#) Generation vs social media marketing.
- How to Generate Drug Rehab Leads.

Drug Rehab Marketing SEO Vs. Digital Darwinism

Digital Darwinism is a sign of the 21st-century demonstrating that conducting business, as usual, will eventually force you to close your doors. There are many addiction treatment centers and behavioral health organizations closing their doors nationwide. The one thing they all had in common is that they suffered from Digital Darwinism. They stayed with past drug rehab marketing and business strategies of a buy rehab leads mentality. They do not understand [why drug rehab marketing is important](#), and [how to generate drug rehab leads](#). These organizations should have learned from Google when addiction treatment ads were first banned on July 1, 2017.

Digital Darwinism Fuels Short-term Marketing Solutions

Digital Darwinism is when technology evolves faster than businesses can adapt. The substance abuse industry has ignored web marketing for short-term solutions to their long-term problem of maintaining a healthy census. Not realizing that the short-term solutions strategy has put them on a hamster wheel with their addiction treatment marketing. They are forced to pay over and over again for the [drug rehab lead generation](#). Many of the small to medium size recovery centers think that they cannot compete on the web with the big players spending \$100,000's every month. They can compete with proven strategies put into place properly. Many of these centers have also been burned by the large [drug rehab marketing](#) agencies with their cookie cutter option.

Many of these agencies do not even rank for key terms for their own business like; drug rehab marketing agency or drug rehab marketing consultants. If they can't rank their own business, how can you expect them to rank yours? Being educated on the many components of drug rehab SEO, knowing what to look for, and performing some of the SEO themselves will get the smaller centers on page one of Google.

Critical Business Areas Are [Drug Rehab Marketing](#) and Substance Abuse Billing

In any business, the #1 factor is generating revenue. In the drug and alcohol addiction treatment industry you generate revenue from marketing and billing. Many recovery industry businesses think they have these two areas under control. These are critical areas that CEO's must be extremely knowledgeable in. In many cases organizations are leaving huge chunks of revenue on the table. Marketing dollars are being thrown and wasted on top of a poorly developed website with poor drug rehab SEO. In-house billing and unchecked substance abuse billing companies are costing centers operating revenue. If you aren't getting paid in 14-days with some of your receivables, do not know how much is out in receivables, or have large amounts owed you may not be in business much longer.

Our industry is changing fast and the organizations that don't adapt will not be in business. You will not be able to operate with lazure fare strategies. Relying upon your marketing Directors and Outreach staff's book of referral sources puts your organization at great risk. Many are simply shuffling the same referral sources back and forth. This is a short-term strategy that is causing many centers to close their doors. Marketing Directors in our industry do not understand web marketing in general. They have risen to the position of Marketing Director because at some point they generated a referral base from boots on the ground tactics. What happens many times is that their referral sources dry up and they are let go because they have little value to the organization with [substance abuse marketing](#). They have no marketing education or skills that provide value to the organizations. Judging from the many LinkedIn profiles we see daily, the average length of employment for Marketing Directors is about one year.

What to Look for in [Drug Rehab SEO](#)

A Marketing Director position definitely says you are an addiction professional. As a professional, you should be skilled in every aspect of that position. This biggest chunk of that

position is web marketing. Web marketing if executed correctly outperforms all other marketing combined. There are only a few small to medium size addiction treatment centers, detox's, sober living facilities and sales/service organizations that have a decent web [drug rehab marketing](#) strategy. If your organization or [drug rehab marketing agency](#) are not on the first page of Google in the 3-pack or in the first three slots on page one organically for key longtail keywords you are not doing your job very well.

Drug Rehab SEO Checklist for CEO's and Marketing Directors

As a CEO or Marketing Director you should be able to answer the following marketing and drug rehab

SEO questions;

- Is our website structurally correct?
 - Is the hierarchy of our website good for Google?
 - Are the URL's for our website correct for SEO?
 - Does our website have an SSL certificate?
 - Do we have schema incorporated into our website?
 - Are our Google maps properly coded and placed on our website?
 - Does our website have a sitemap and have we told Google it's there?
 - What is our list of keywords based on our organization's services? And, out of those keywords which ones can, we easily rank for on the first page of Google?
 - Do the main pages of our website have SEO for these keywords?
 - Is our website fast enough on mobile for the new speed update released on July 9, 2018?
 - What marketing company is performing our SEO and have we recently looked at their performance? Do we rank in the first three slots of Google organically for any of the keywords?
 - What keywords are we ranking for in the Google 3-pack?
 - Do we understand Google analytics and how to use it to build our marketing campaign?
 - What posts are producing the most calls from our call tracking metrics?
 - How many calls are being produced by our marketing company?
 - When was the last time we posted in our Google My Business?
 - When was the last time we uploaded pictures in our Google My Business?
 - Are we using Yoast to check the bare minimum for our SEO?
 - Are our pictures on the website optimized?
 - Do we have a blog?
 - Does our blog have SEO for our keywords? If so, what are those keywords and how many of the blog posts have made it to page one of Google?
 - Is our blog attracting and engaging for our target audience?
 - How are we building quality back-links?
 - How many citations do we have?
 - Do we have a staff page?
 - Are we getting regular Google Reviews? If not, why?
 - Are we using email marketing to professionals, individuals seeking treatment and our alumni?
- Are we emailing EAP's, Labor Unions, Interventionists, Private Clinicians, Treatment Centers,

Detoxes and more...?

- How many of our staff are involved in our social media marketing? And, what are the uniform messages we are using?

- Are we building a targeted and captured social media audience of professionals and individuals?

seeking treatment with our [drug rehab marketing on Facebook](#) and LinkedIn?

- Are you utilizing addiction treatment email marketing?

- Is our direct addiction professional, and individuals seeking treatment audience over 10,000?

- Are you utilizing the World's #1 business networking site LinkedIn (500 million members)? Are you using [drug rehab marketing strategies on LinkedIn](#)?

- Do we understand how to maximize Facebook (2 billion members)

- Are you driving 500-1000 targeted visitors (per article) to your blog posts?

- Do we understand and utilize your Google Analytics?

- Do we understand and use call tracking metrics?

- Are we doing Lunch and Learns at our center for EAP's, Labor Unions, Interventionists, Private Clinicians and more...?

- Have we read the book on the [top 50 drug rehab resources](#)?

- Are we tracking [*Drug Rehab Call Centers [https://www.linkedin.com/pulse/8-drug-rehab-callcenters-](https://www.linkedin.com/pulse/8-drug-rehab-callcenters-investigated-congress-yaneleisis-batista/)

[investigated-congress-yaneleisis-batista/](#) drug rehab call centers] activity on treatment calls generated and conversions?

You can get answers to these critical questions and more at Behavioral Health Network Resources [addiction conferences EMP series](#) next event on 10/23/18. This conference will cover proper website development, SEO, branding, social media marketing, and substance abuse billing.

Outreach Needs More Marketing Education

This is even more evident for Outreach positions. There are many new pups that are in the role of Outreach. Many are out of treatment for less than a year, and again have some source for referrals. Once their referral sources dry up or get reduced they are given the talk by the treatment center owner that they have 30 days to start generating more referrals. In that 30 days, they are aggressively seeking new treatment centers for employment. Many times this is when they try to start using [LinkedIn for Outreach and addiction professional networking](#). As an Outreach professional and certainly as a Marketing Director you need to understand the complexities of web marketing.

Understanding Drug Rehab SEO Vs. Digital

Darwinism

Your drug rehab SEO and marketing plan should utilize many different areas. Not getting up to speed with Digital Darwinism could be a deadly mistake. Once you have set-up the proper foundation you need to drive your target market to your website. Many drug and alcohol addiction treatment centers, opiate detox's, sober livings and behavioral health sales/service

organizations do not have the proper foundation in place. Without the proper website foundation, you are wasting large amounts of money on marketing.

Stop Wasting Drug Rehab Marketing Dollars

Many behavioral health organizations waste a tremendous amount of money on marketing. There are many reasons why this is occurring. CEO's, Executives and Directors need to be better educated on marketing and what is exactly involved. Marketing is a complicated process and there is no magic bullet or one particular thing that is going to generate revenue. Effective and targeted marketing takes education and experience to be fruitful. Owners must stop resorting to short-term solutions to their long-term problems of generating enough revenue to be successful. Every organization is unique in their marketing and business strategy there are no cookie cutter solutions.

A website is like an iceberg only 10% of it is showing. The 90% underneath is the critical piece to be examined. Many organizations judge their website on how it looks. This is a critical and costly mistake. Drug rehab SEO is extremely complicated and behavioral health organizations need to be educated on what needs to be done. SEO involves key search words, H tags, internal and external links, high PR backlinks, citations, Google My Business, Google 3-pack, schema, site speed, SERPS, and this list goes on. While this article provides a healthy checklist for drug rehab SEO, there is much more. SEO is an ongoing task and treatment centers must take on more of this role. We not only perform [drug rehab SEO](#), but we also teach our clients to be able to perform many tasks needed for SEO. Give us a call at 561-235-6195 and ask about our 90-day program that also provides you SEO training.