



Optimizing Your Digital Marketing Strategy on Google and Facebook  
LegitScript and Dreamscape Marketing

# Today's Presenters



**Glenn Hadley**

Senior Vice President  
of Strategy



**Katie Murphy**

Senior Director of  
Paid Media



**Melissa Schalk**

Social Media Manager



Why are thousands of businesses LegitScript-certified, including more than **3,800** addiction treatment facilities?

- Grow Your Revenue Online
- Achieve Greater Return on Your Advertising Investment
- Prove Yourself Beyond Accreditation
- Build Trust and Demonstrate Ethical Behavior



“LegitScript has allowed us to create greater visibility across all forms of social media and through Google. We have an uptick in clients entering our website, spending extended periods to check us out, and entering treatment.”

– Mark Alexander, Executive Director, The Springboard Center

# About Dreamscape

- **A behavioral healthcare leader's true business partner in reliable, repeatable, scalable growth**
- **Performance-first website design + digital marketing campaigns**
- **A Google Premier Partner with \$20,000,000+ in paid search spend currently under management**





The background image shows a close-up of hands typing on a laptop keyboard. Overlaid on this is a network diagram consisting of blue circular icons with person silhouettes, connected by thin white lines. Some icons have speech bubbles, and there are also blue cloud-like shapes. The overall theme is digital communication and networking.

# **OPTIMIZING YOUR DIGITAL MARKETING STRATEGY**

## Why certification is a good thing and benefit

FIGURE 1. COST PER CLICK (CPC) AKA: "GOOGLEFLATION" OF TOP ADDICTION TREATMENT INDUSTRY KEYWORDS COSTS 2017-2021



- **Eliminates predatory operators and practices**
- **Remove real and perceived operator barriers to adoption**
- **Not a "nice to have" it's a "must have"**

## Two channels to invest in for your paid ads:

- At Dreamscape, paid ad services are handled by two departments
- Why? because these are two very specific platforms with specific strengths to meet your marketing goals, and specific skill sets to manage them
- So we'll talk about the best practices for each with an expert:



### GOOGLE ADS

- What are the strengths of the Google Platform?
- What stage(s) in the funnel is GA effective for?
- Which marketing strategies does it address?



### SOCIAL MEDIA ADS

- What social platforms are best for connecting with SUD patients?
- Which ones are regulated?
- What stage(s) in the funnel is Social effective for?
- Which marketing strategies does it address?

## What Should Your 2023 Google Ads Strategy look like?:

- **Google Analytics 4**
- **Capitalize on 2022 Increased Traffic**
- **Best PPC Mindset for Operators**
- **Approach to Blending PPC with SEO**
- **Seasonality**
- **Initial Budgeting Conversations**





## What Should Your 2023 Social Ads Strategy look like?:

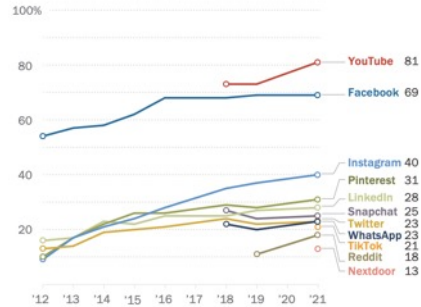
- **Best Social Platform for SUD Ads**
- **The Process of Setting Up Ads with Meta**
- **What Can Operators Promote with Facebook Ads?**
- **Facebook Ads: Goals and KPIs?**
- **Operator Best Practices and SM Manager Evaluation**
- **Boosted Posts VS. Ads**
- **Boosted Ad Ideas**
- **Refining Our Ads for Top Performance**
- **Facebook Campaign Ad Ideas**



## Widest Reach... Across Demos... Trusted Source:

### Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.  
"Social Media Use in 2021"

PEW RESEARCH CENTER

### Democrats more likely than Republicans to use many platforms, including Instagram and Twitter, but similar shares say they use Facebook

% of U.S. adults who say they ever use ...



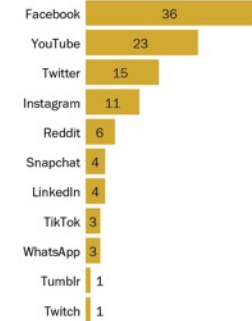
Note: Statistically significant differences in **bold**. The DIFF values shown are based on subtracting the rounded values in the chart. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

### Facebook stands out as regular news source for Americans

% of U.S. adults who say they regularly get news on ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

<https://www.pewresearch.org/fact-tank/2021/06/01/facts-about-americans-and-facebook/>

## Once LegitScript Certified, Complete Facebook's Onboarding Process Before Running Ads:

### Addiction Treatment Centers Onboarding Request

The following information will help us determine if you're eligible to advertise drug and alcohol addiction treatment centers. For more details, please see the Drug and Alcohol Addiction Treatment Centers policy and our announcement.

Drug and Alcohol Addiction Treatment Center policy  
Announcement on Addiction Treatment Centers and Bail Bonds

1. Advertiser name

2. Email address

We will use this email address to provide updates on the status of your application.

3. Name and address of addiction treatment center

4. Website URLs

Please indicate your Facebook Page and website for the addiction treatment center

5. Business manager IDs

Separate multiple IDs with a comma

6. Advertiser Account IDs

Please enter one Ad Account ID per form

7. Please provide a brief description of the addiction treatment center and services

8. Please provide a list of certifications held by the addiction treatment center (note: LegitScript certification required).

9. Documents of certification

Attach non-confidential certification documents associated with the addiction treatment center

No file chosen

☐ I certify that I am authorized to act on behalf of the advertiser and that all information provided is true and correct.

# Refining Your Facebook Audiences

## Create a Saved Audience

**Audience Name**  
Name your audience

**Custom audiences** Create new

Search existing audiences

Exclude

**Locations**

People living in or recently in this location

United States

United States

Include Search locations

Add locations in bulk

**Age**

18 65+

**Gender**

All Men Women

**Languages**

Search Languages

**Detailed targeting**

Include people who match

Add demographics, interests or behaviors

Exclude

**Potential reach is now estimated audience size**

Estimated audience size is an estimate of the range of people who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate may vary over time based on available data. You may see improved performance with a broader audience definition.

[Learn more](#)

**Estimated Audience Size:**  
209,000,000 - 245,000,000

Estimates may vary significantly over time based on your targeting selections and available data.

**Audience details:**

- Location: United States
- Age: 18 - 65+

Cancel Create Saved Audience

**Interests**

Business and industry

Entertainment (leisure)

Family and relationships

Family (social concept)

Fatherhood (children & parenting)

Friendship (relationships)

Marriage (weddings)

**Demographics**

Education

Financial

Income

Household income: top 10% of ZIP codes (US)

Household income: top 10%-25% of ZIP codes (US)

Household income: top 25%-50% of ZIP codes (US)

Household income: top 5% of ZIP codes (US)

**Size:** 1,029,906,930 - 1,211,170,550

**Interests > Family and relationships > Family (social concept)**

**Description:** People who have expressed an interest in or like pages related to Family (social concept)

The size of the audience for your selected interests is now shown as a range. These

Report this as inappropriate

**Size:** 23,093,127 - 27,157,518

**Demographics > Financial > Income > Household income: top 10%-25% of ZIP codes (US)**

**Description:** People who live in the top 10%-25% of US ZIP codes by average household income based on publicly available information.

The size of the audience for

Report this as inappropriate

# Specific Questions? Deeper Dive?

**Meet With Our  
Strategy Team**



*Glenn Camille Lucy*



**DIRECTOR**



**ACCOUNTS**



**PPC**



**SEO**



**SOCIAL**



**ANALYTICS**



**DEV**



**DESIGN**



**CONTENT**



# FREE TIP SHEET



## Top Tips to Improve Your Pay-Per-Click Advertising

Read our blog post and get a free downloadable tip sheet developed by Dreamscape Marketing.

Get yours at: [legitscript.com/PPCtips](https://legitscript.com/PPCtips)