Optimizing Your Digital Marketing Strategy on Google and Facebook

Today’s Presenters

Glenn Hadley
Senior Vice President of Strategy

Katie Murphy
Senior Director of Paid Media

Melissa Schalk
Social Media Manager
Benefits of LegitScript Certification

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
A Brief History of Certification

Why certification is a good thing and benefit

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

**Figure 1. Cost Per Click (CPC) AKA: “Googleflation” of Top Addiction Treatment Industry Keywords Costs 2017-2021**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drug Rehab</td>
<td>$38.71</td>
<td></td>
<td>$21.39</td>
<td>$18.44</td>
<td>$19.44</td>
</tr>
<tr>
<td>Alcohol Detox</td>
<td>$39.19</td>
<td></td>
<td>$22.80</td>
<td>$27.08</td>
<td>$32.99</td>
</tr>
<tr>
<td>Rehab Near Me</td>
<td>$29.61</td>
<td></td>
<td>$19.03</td>
<td>$16.06</td>
<td>$21.63</td>
</tr>
</tbody>
</table>
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
### Why Facebook in 2023?

**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](image)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach/Loan Rep</th>
<th>Demo/Loan Dem</th>
<th>Debt/HELP CENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>20</td>
<td>49</td>
<td>-19</td>
</tr>
<tr>
<td>Twitter</td>
<td>17</td>
<td>33</td>
<td>+15</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>16</td>
<td>30</td>
<td>+14</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>25</td>
<td>35</td>
<td>+10</td>
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<tr>
<td>Reddit</td>
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<td>+6</td>
</tr>
<tr>
<td>Snapchat</td>
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<td>27</td>
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<tr>
<td>Facebook</td>
<td>05</td>
<td>73</td>
<td>+3</td>
</tr>
<tr>
<td>Medium</td>
<td>12</td>
<td>15</td>
<td>-3</td>
</tr>
<tr>
<td>Pinterest</td>
<td>31</td>
<td>34</td>
<td>-1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Facebook stands out as regular news source for Americans</th>
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</thead>
<tbody>
<tr>
<td>% of U.S. adults who say they regularly get news on...</td>
</tr>
<tr>
<td>Facebook</td>
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<td>YouTube</td>
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<tr>
<td>Twitter</td>
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<td>Instagram</td>
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<td>TikTok</td>
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<td>WhatsApp</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Twitch</td>
</tr>
</tbody>
</table>
Once LegitScript Certified, Complete Facebook’s Onboarding Process Before Running Ads:
Refining Your Facebook Audiences

Create a Saved Audience

- Audience Name: Name your audience
- Custom audiences
  - Search existing audiences
- Exclude
  - Locations: People living in or recently in this location
  - United States
- Include: Search locations
- Add locations in bulk
- Age:
  - 13
  - 65+
- Gender:
  - Male
  - Female
- Language:
  - Search languages
- Detailed targeting:
  - Include people who match:
    - Add demographics, interests or behaviors
- Exclude

Potential reach is an 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 performs compared to 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

Extended Audience Size:
292,591,690 - 961,442,856

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

Audience details:
- Location
  - United States
- Age

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: 1,029,906,939 - 1,211,170,550

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

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.

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
Top Tips to Improve Your Pay-Per-Click Advertising

LegitScript Certification is an important part of growing your business, but so is online advertising. Maximize the impact of your ad spend by following these tips from the experts at Dreamscape Marketing.

1. **Target the right keywords.**
   - Only target keywords that your levels of care allow and speak directly to your ideal patients.
   - Example: If you don't offer a detox program and don't want detox leads, make sure you avoid targeting detox-related keywords.

2. **Your negative keyword research is just as important as your keyword research.**
   - In the complex sectors of addiction treatment and healthcare, it’s not enough to focus on target keywords — you also need to identify and block keywords that drive the wrong type of traffic. Without a robust negative keyword strategy, a large percentage of your budget will be wasted on unqualified audience clicks.
   - Example: Failure to block the words “free” or “affordable” will generate a high volume of lower insurance coverage inquiries.

3. **Aim for a balanced mix of digital marketing-driven business.**
   - Regardless of industry, your PPC campaigns should be a balanced part of your overall digital marketing strategy and work in tandem with your search engine optimization (SEO) and other digital campaigns and initiatives to drive admissions or customers. When one part of your mix is heavily out of balance, your overall marketing strategy is not optimized for maximum return on investment (ROI) and you risk wasting marketing budget.
   - For addiction treatment providers, driving more than 35% of patient census from PPC risks increasing costs by double digits because of the increasing cost of the market and new competitors. On average, your cost-per-admission (CPA) from PPC will increase by 2% to 5% per year based on the competition.

Get your free tip sheet at: [legitscript.com/PPCtips](http://legitscript.com/PPCtips)