

Digital Magnet Case Study: Mental Health and Substance Abuse Rehabilitation Center

Situation

Based on the West Coast, the client is a mental health and substance abuse treatment center with four locations and 12 years of experience. They operate in a highly competitive market, with more than 1,000 substance abuse and mental health treatment centers within their immediate market.

Challenge	Solution	Results
Part of the client's challenge has been to increase their brand awareness in this highly competitive market space. The client's business model has been shifting from B2B to B2C. While they have posted to social media in the past, their postings were not aligned with business objectives and did not necessarily reflect the clients' high success in treating substance abuse.	We built and implemented an comprehensive strategic online marketing campaign that helps raise brand awareness. Knowing that nearly 75% of all content consumed on the Internet is video, we developed a compelling narrative through testimonial videos to help drive engagement and brand awareness of the client's services.	To date, the online campaign has generated more than a million video views at a cost of about \$14,000, or \$.01 per view . The video series has aided in raising brand awareness, while highlighting the important aspects of what differentiates this client from its competitors.
The client also needed a process for tracking leads and opportunities. For example, their phones were ringing, but there was no tracking mechanism in place to determine from where potential leads were coming and which marketing campaigns were yielding results.	We implemented a call tracking and capture system that automatically integrates with their customer relationship management (CRM) system to ensure data is as complete as possible. Lead capture has been automated through sophisticated call tracking and web form integration with clear calls to action.	In five months, we have generated more than 900 leads , with more than 80% being captured from direct phone calls. Integrating the online web forms means that information is automatically captured, improving data capture, reporting and overall response time . The contact information is being captured in the client's CRM to ensure they can retarget the leads with additional messaging.
Finally, they were looking to increase their filled beds by converting leads to patients.	We have the ability to track new patients through the client's integrated system.	To date, we have helped increase the total number of beds filled — and gross revenue — by 40% in five months. This is a 4:1 return on the marketing investment.

Let us help you, too!

Leverage Digital Magnet for your online marketing needs. Email us for more information.

