



2018

DIGITAL MARKETING

TRENDS

FOR ADDICTION
TREATMENT CENTERS

TODAYS PRESENTERS



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Founder & CEO



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TODAYS AGENDA

- 10 Digital Marketing Trends for 2018
- Trends
- Predictions
- Actions
- Summary Actions Checklist
- Q&A





OVERVIEW

- Founded in April 2004
- Headquartered in Westlake Village, CA
- Google Premier Partner
- Inc 500 recipient 5 years in a row
- Forbes Agency Member and Published Contributor to Forbes Magazine
- 62 Employees
- Special Addiction Treatment Vertical



2018

DIGITAL MARKETING

TRENDS

FOR ADDICTION
TREATMENT CENTERS



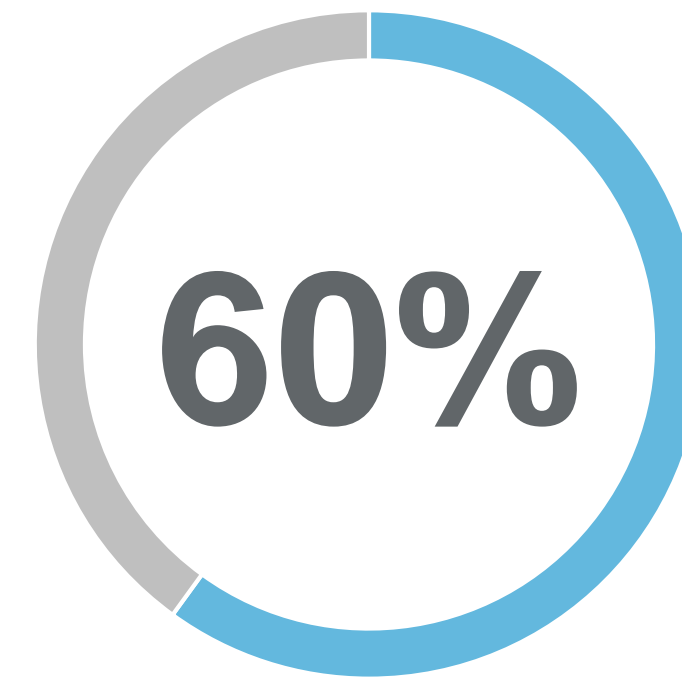
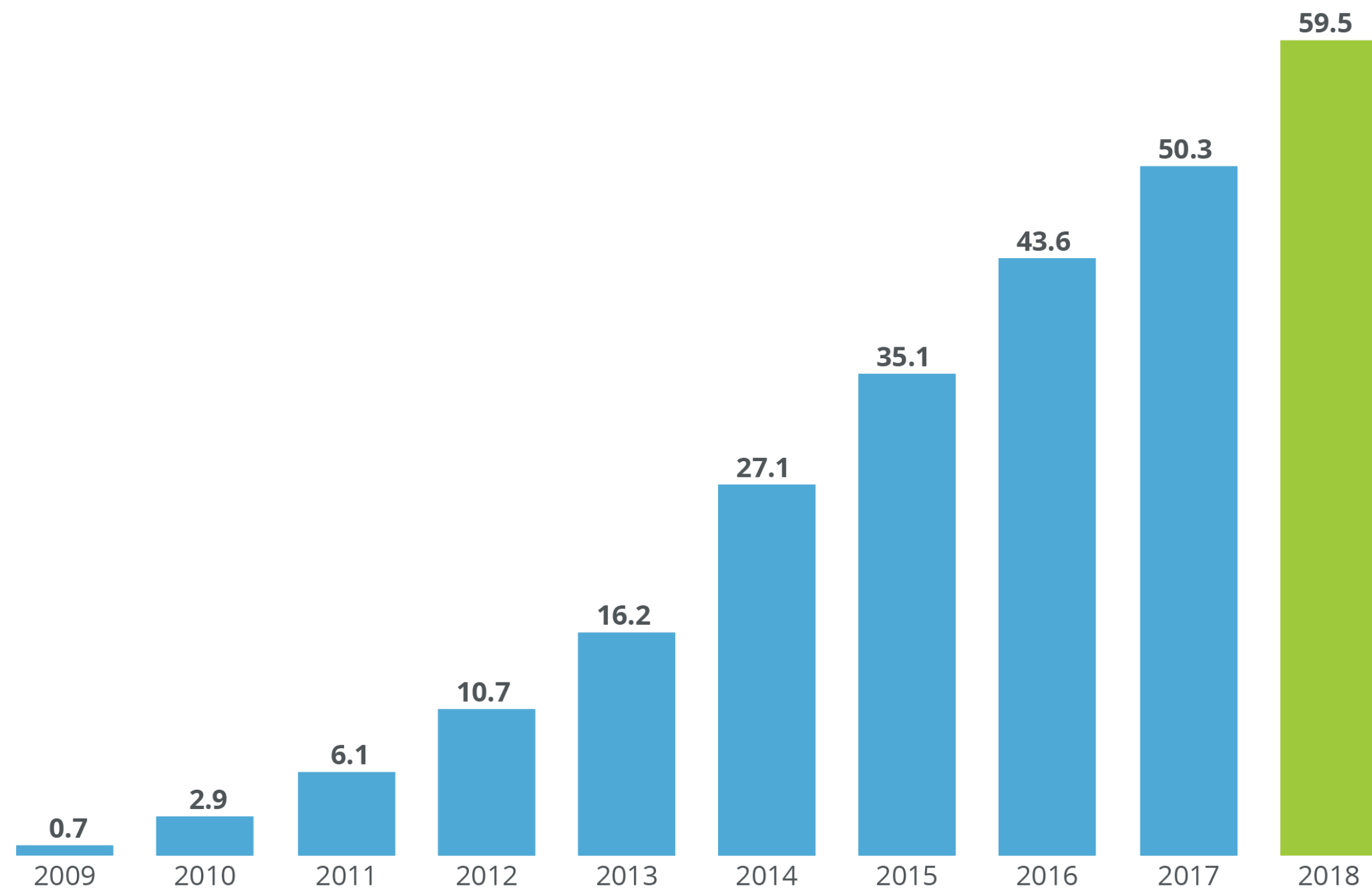
TREND #1

MOBILE DOMINATION

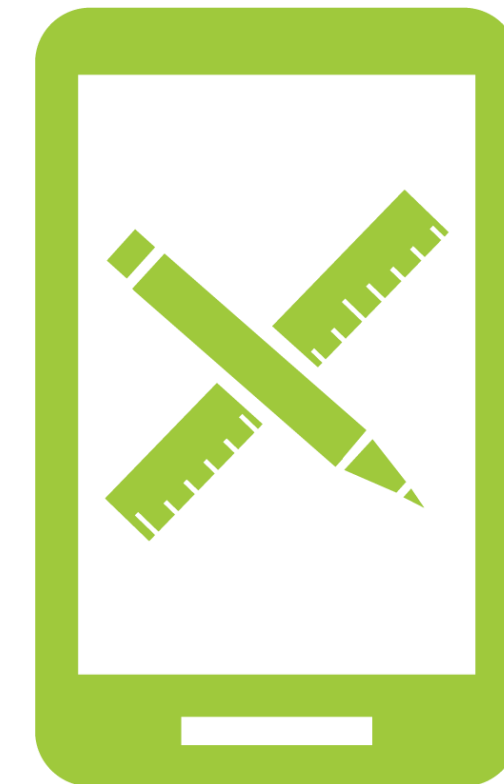
PREDICTION

- Treatment Centers will need to build dedicated mobile first environments and move away from responsive designs.

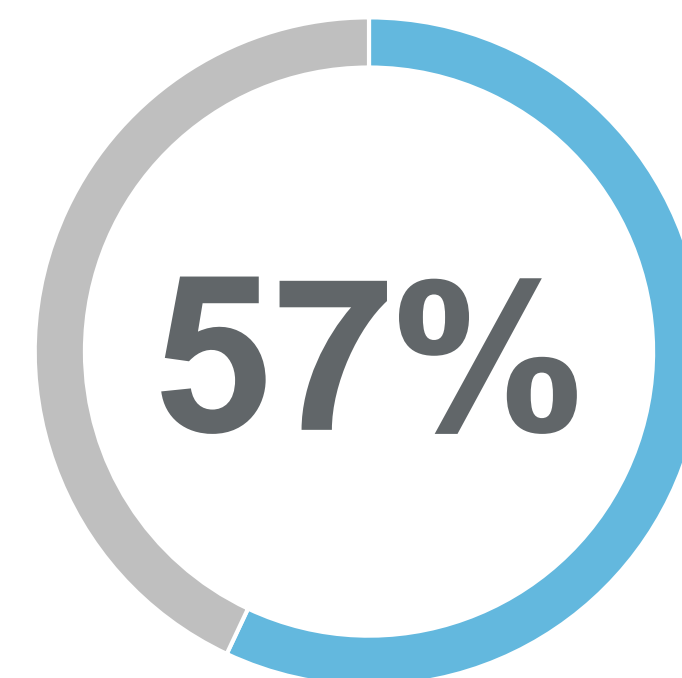
Rise in mobile search (2009-2018)



The amount of traffic made up by mobile devices.



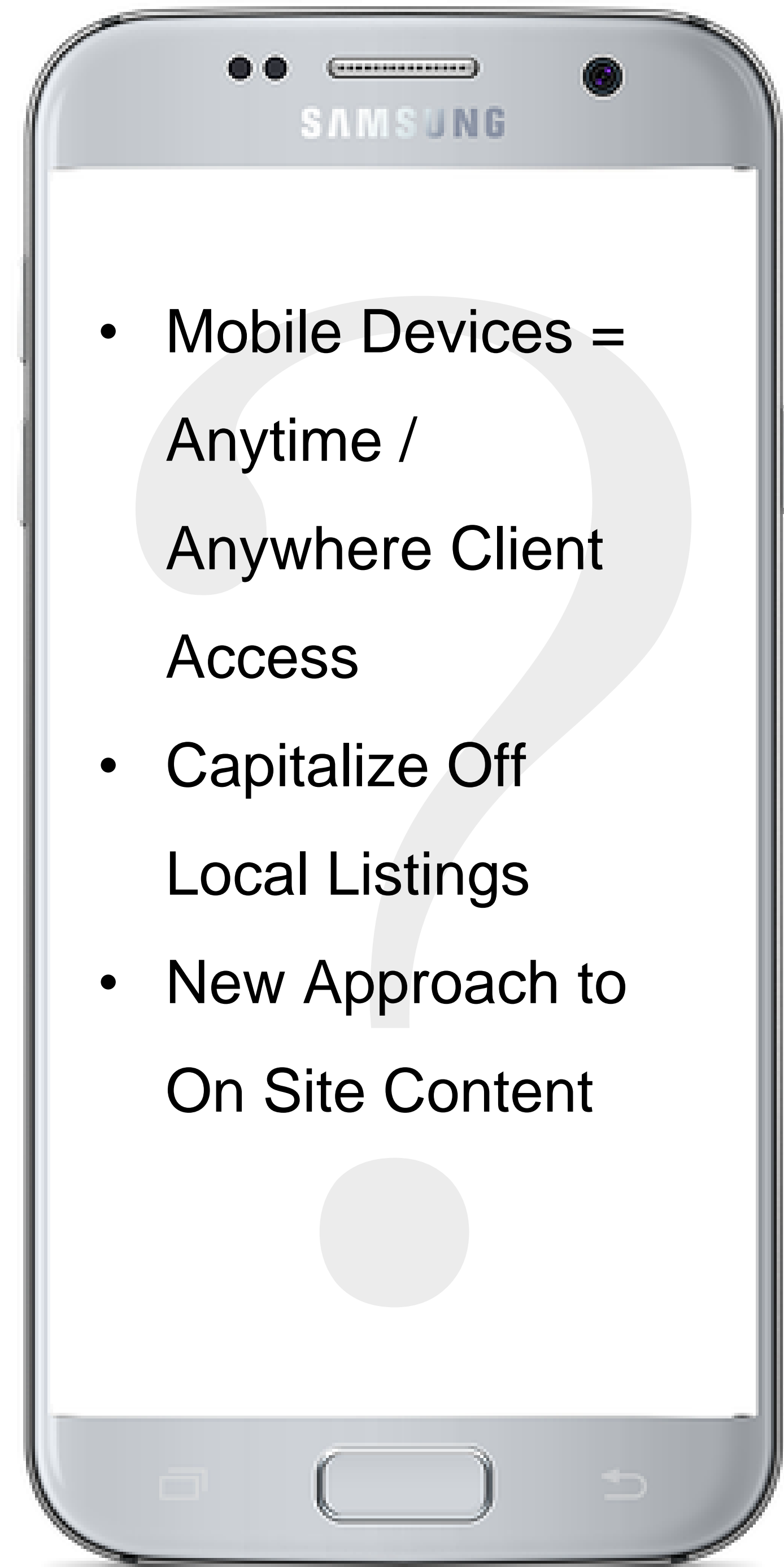
websites and UX (user experience) need to be designed for mobile first in 2018.



Users will not recommend a company that has a poorly designed mobile website.

What Does Mobile- First Mean For You?

- Mobile Devices =
Anytime /
Anywhere Client
Access
- Capitalize Off
Local Listings
- New Approach to
On Site Content



Read Our Article on



<https://www.forbes.com/sites/forbesagencycouncil/2018/01/26/how-to-prepare-for-the-mobile-first-world-of-2018/#59e166023108>

How To Prepare For The Mobile-First World Of 2018



Forbes Agency Council

PR, media strategy, creative & advertising execs share trends & tips [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

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Bernard May, Forbes Council



Photo
Photo

The past few years have brought us mobile-friendly marketing, and the next few will herald the age of mobile-first marketing. In order to prepare for the transformation, businesses and their digital marketing gurus need to adopt smart strategies that will meet the needs of customers and search engines alike. The goal is not to cope with the new

ACTION

- **Start with mobile first design and keep mobile experience your primary consideration**



TREND #2

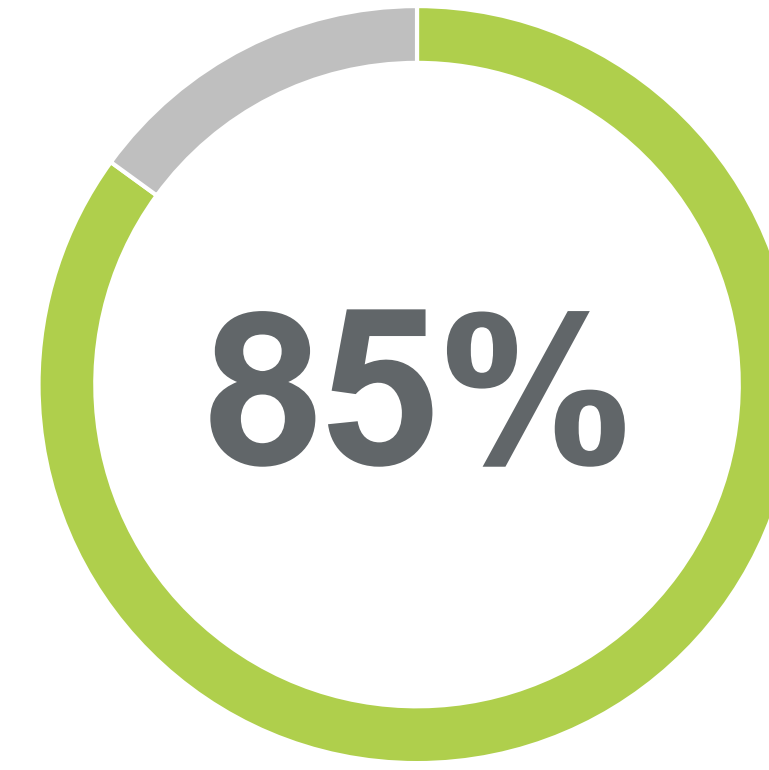
REALLOCATION OF BUDGETS
TO PAID FACEBOOK

PREDICTION

- Due to rising costs and restrictions on Google PPC, addiction treatment centers will shift their emphasis to alternative advertising channels such as Facebook.



Facebook video ads receive **10%** to **30%** more views, and populate up to 11 times longer in news feeds⁴.



of video viewed on Facebook is watched **without sound**.



The average amount of time spent on Facebook is **35** minutes per day.



Facebook users check their newsfeed and average of **8** **times per day**.

What Does Social Media Advertising Mean For You?

- 
- Advertising is Not Restricted
 - Better Targeting Opportunities
 - Cost & Reach

ACTION

- Increase your reliance on video in your Facebook advertising starting with shorter “more digestible” video advertising with text, transcriptions, and or subtitles .
- Use “boosted” posts and ad placement to reach your targeted audience.



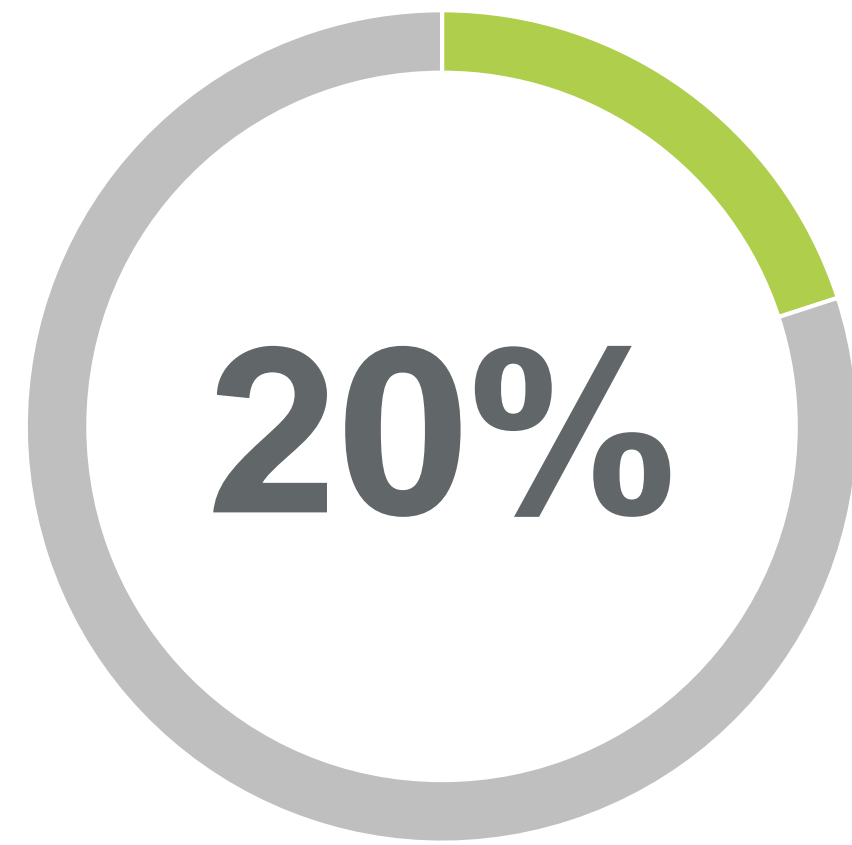
TREND #3

THE POWER OF INFLUENCER
MARKETING CONTINUES TO GROW

PREDICTION

- Investment in social media influencers will grow exponentially in 2018 as addiction facilities try to capitalize off the influencers “built in” audiences and extended reach.

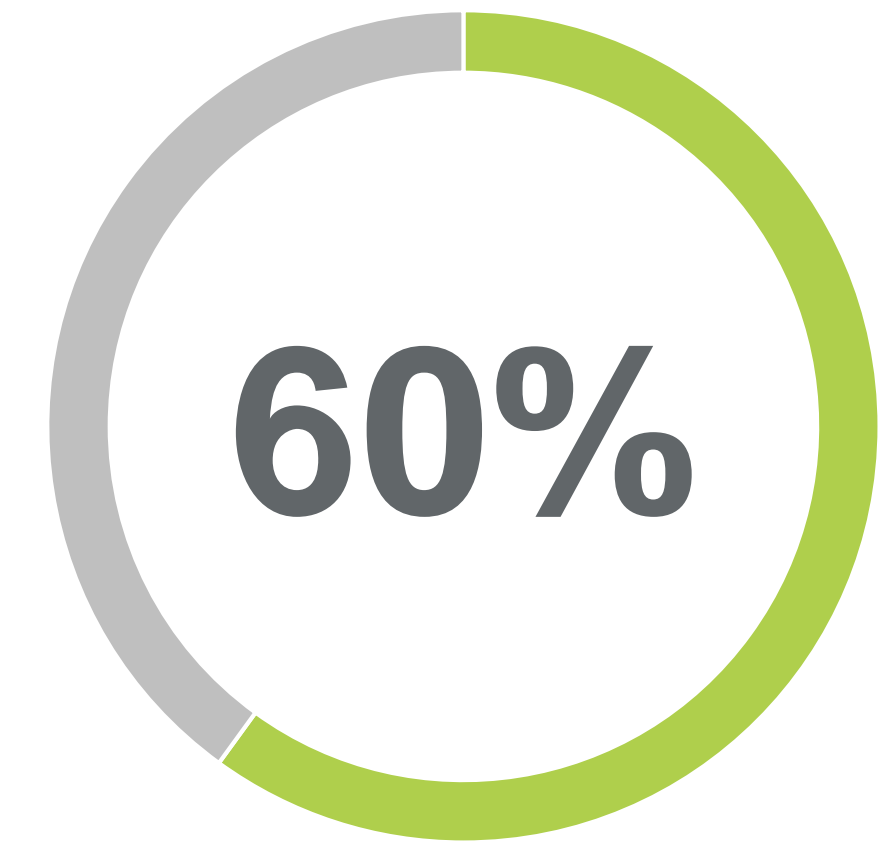




Studies have shown that nearly **20%** of conversion decisions are influenced by Facebook posts or YouTube videos.

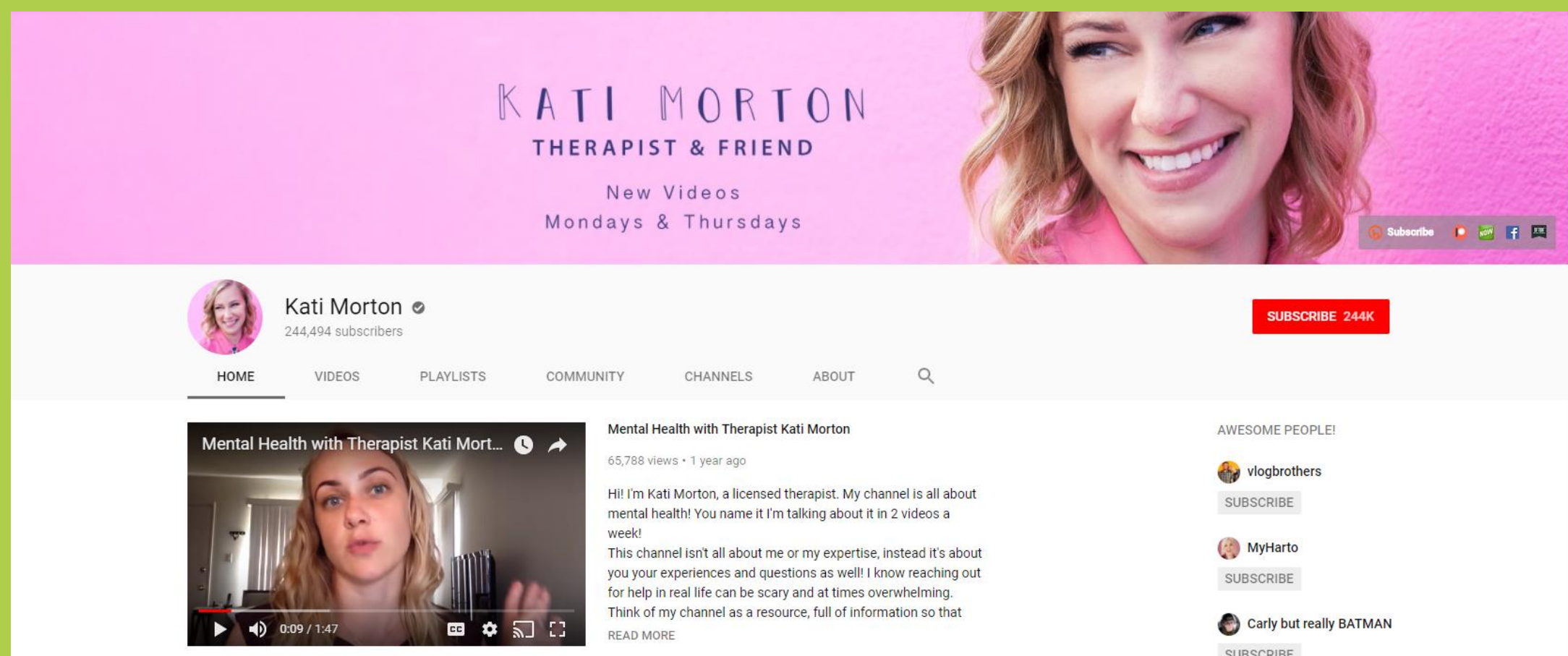


On average, companies generate **\$6.50** in revenue every dollar invested in influencer marketing⁸.



While **60%** of clientele have been influenced by a social media post or a blog review⁷.

How Can Influencers Work For You?



Addiction Treatment Center Campaign Example

Client: Seasons of Malibu

Influencer: Kati Norton

Niche': Licensed Therapist

YouTube Content: Mental Health & Addiction

Campaign: Video & Social Media

Results: Thousands of Views, Site Traffic, Exposure, Advertising, Warmer leads, and SEO benefits.

ACTION

- Consider using influencer marketing and focus your efforts on the highest value platforms: Instagram, Facebook, and YouTube.



TREND #4

VIDEO REIGNS SUPREME

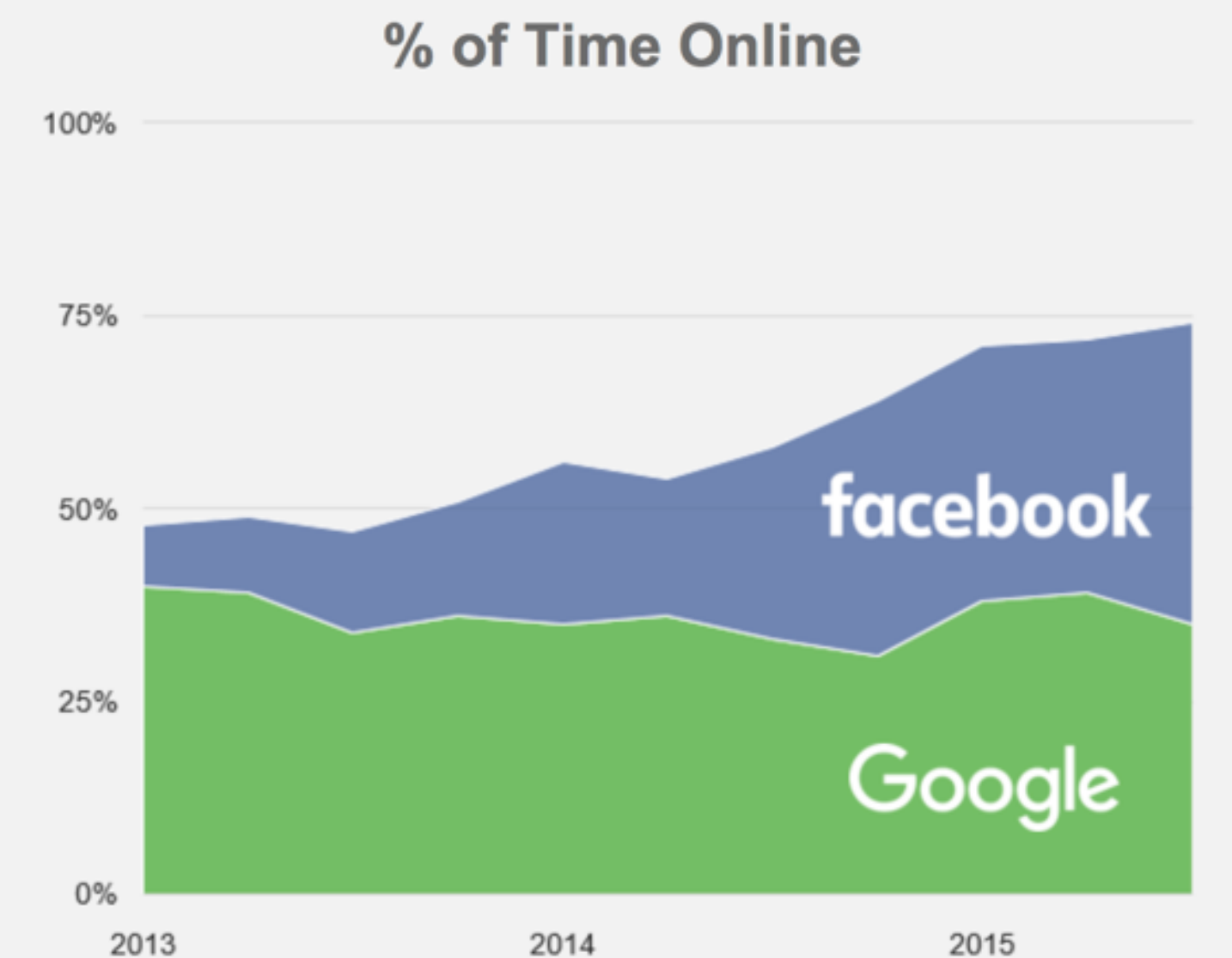
PREDICTION

- Video content will replace long form content as more people use their mobile devices to visit addiction treatment websites

75% of customer time spent online

> 60% of digital advertising spend

Digital ad spend set to surpass TV in 2017

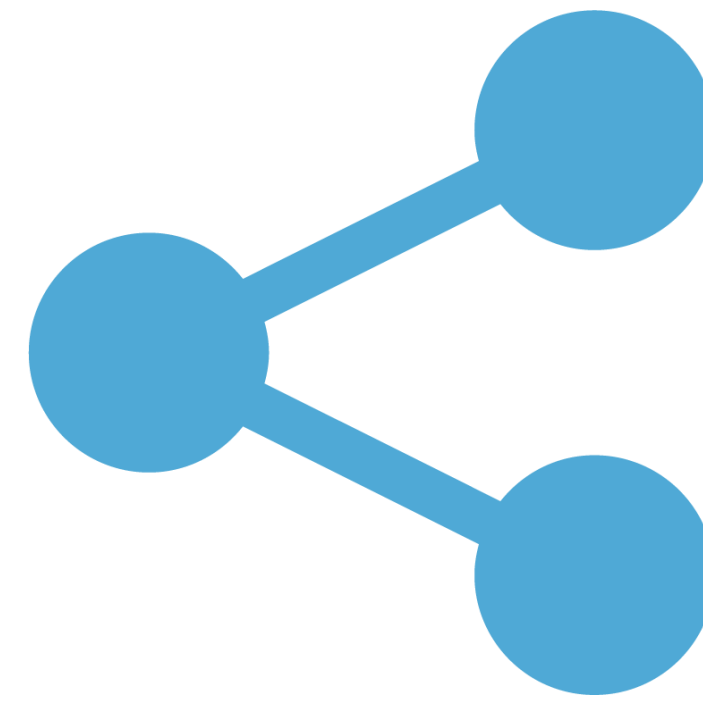


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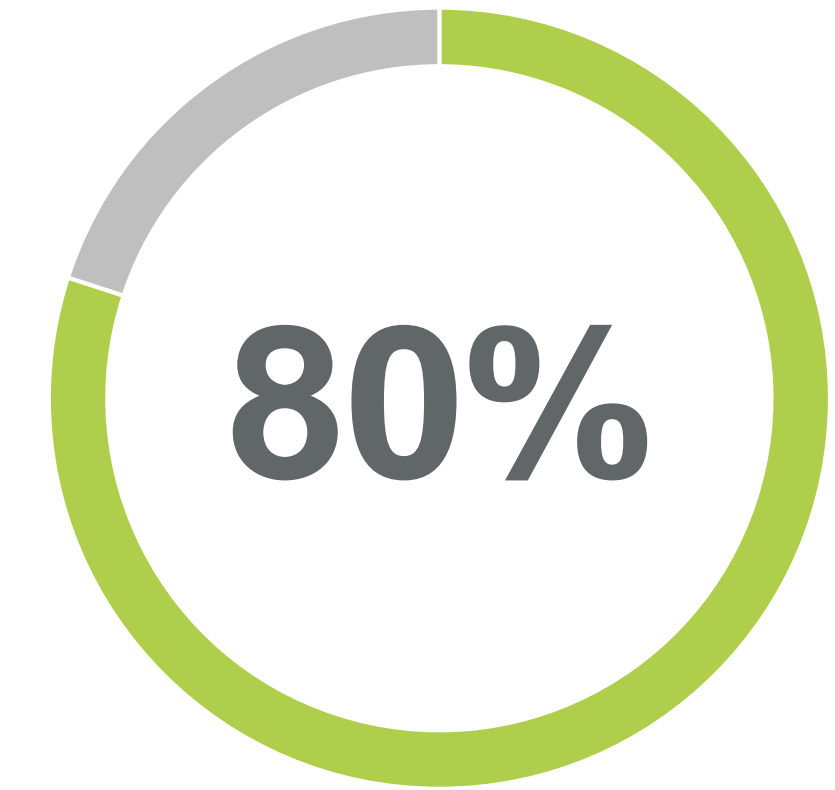


YouTube viewership averages.

40 min a day & **40%** of all video views are done on YouTube.



Video accounts for **88%** higher time on site, has **1200%** more shares than images and text combined, and drives **157%** more search traffic.



80% of individuals would prefer to watch live video than read a blog, and **82%** prefer live video from a company on social posts.

How Can Video Content Work For You?

- Testimonials & Success Stories
- Trust & Transparency
- Facility Tours, Staff Introductions, Program Overviews

ACTION

- Build video content to replace long form text content.
- Upload your video content directly to Facebook for higher engagement and reach
- Invest time in producing live video

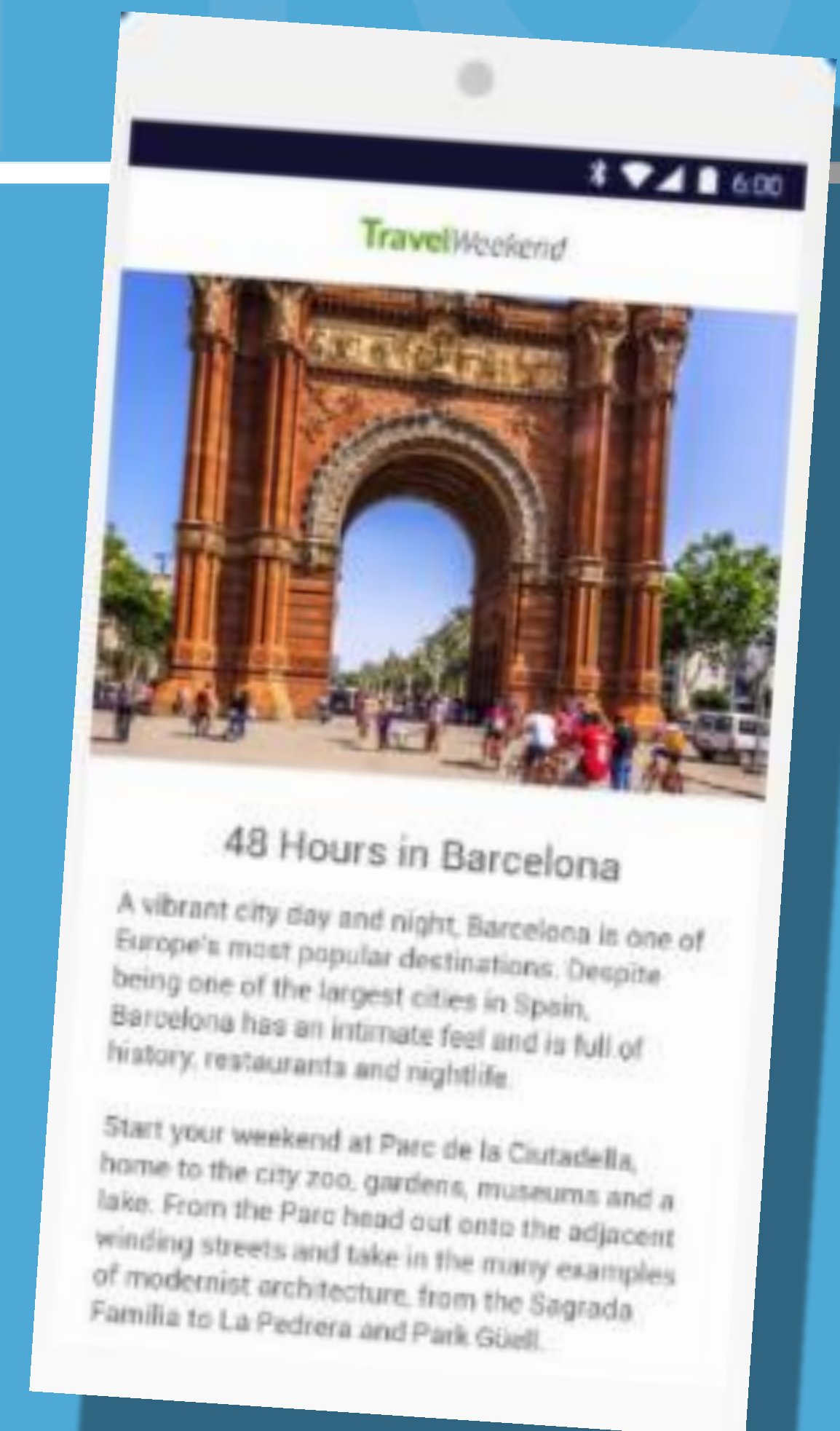


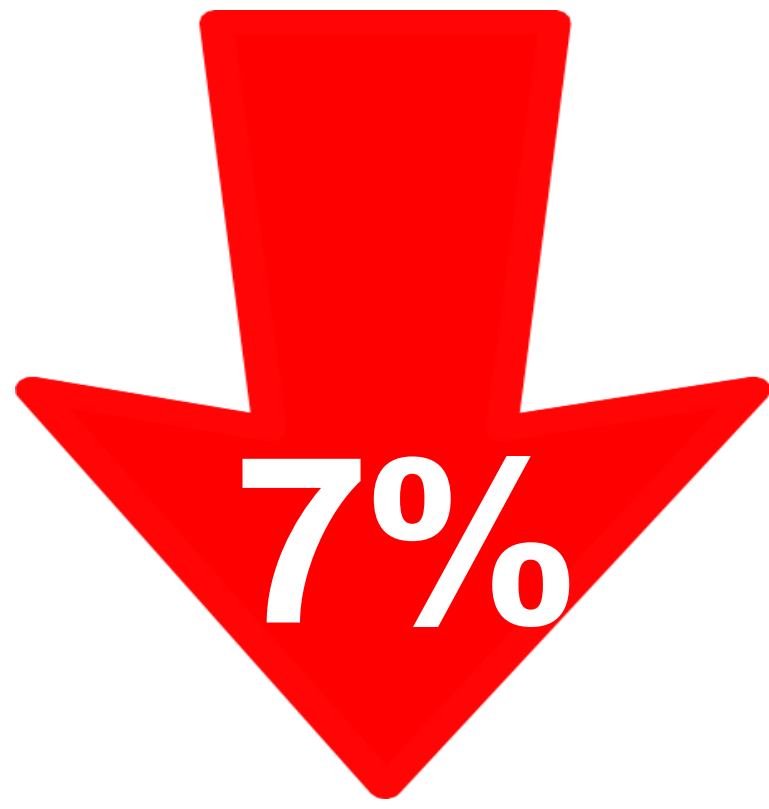
TREND #5

2018 IS THE YEAR FOR AMP

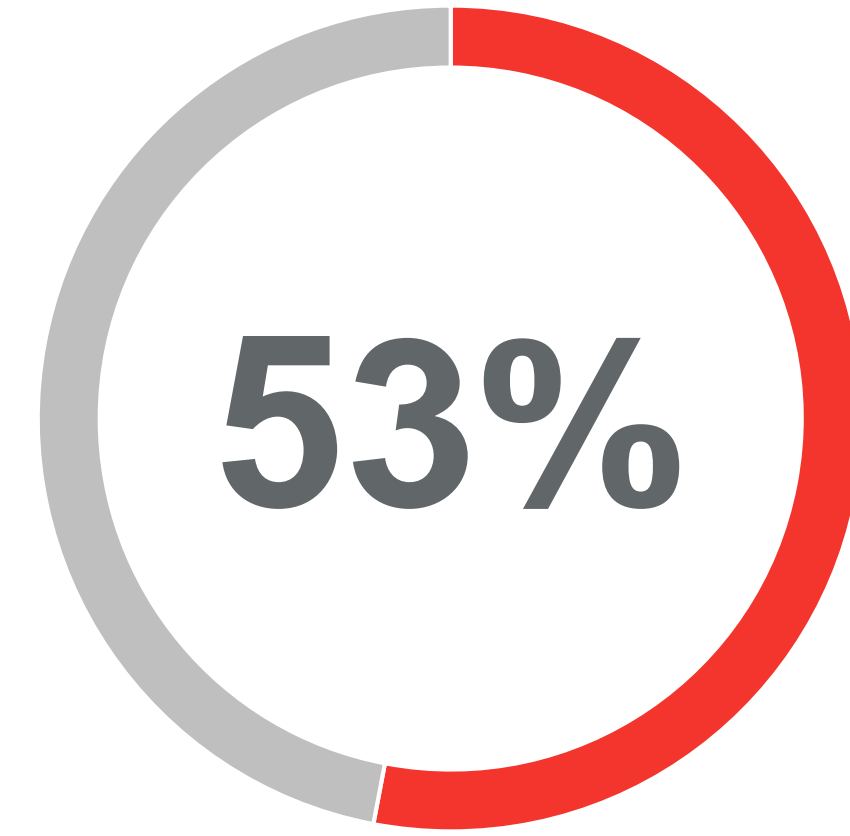
PREDICTION

- Accelerated Mobile Pages will be embraced by traditional lead generation websites in 2018.





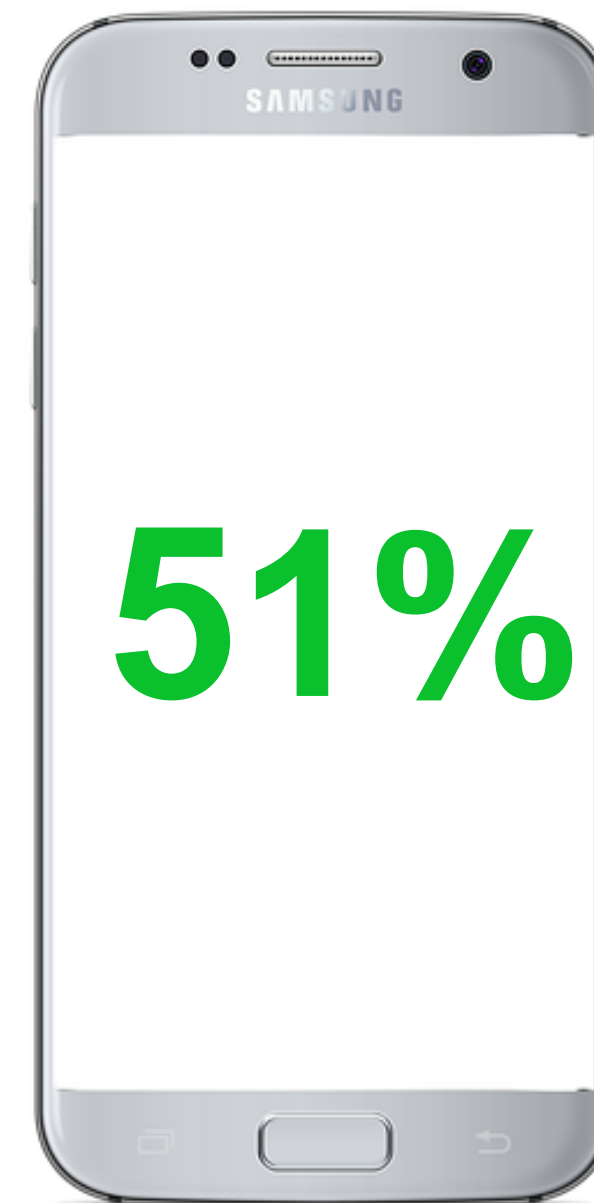
Google studies have shown that a one second load delay results in a **7% reduction** in conversion.



Google showed that **53%** of users will abandon a site if it takes longer than **3 seconds** to load.



Google showed that some sites using AMP pages have an average **20% higher** conversion rate.



prefer to click an **AMP link** site because they prefer “a *stripped-down version of a site when reading something*” on their mobile device.

How Can AMP Work For You?

- Fast Loading Pages
- Better User Experience
- AMP is Easier & Less Painful than Before

ACTION

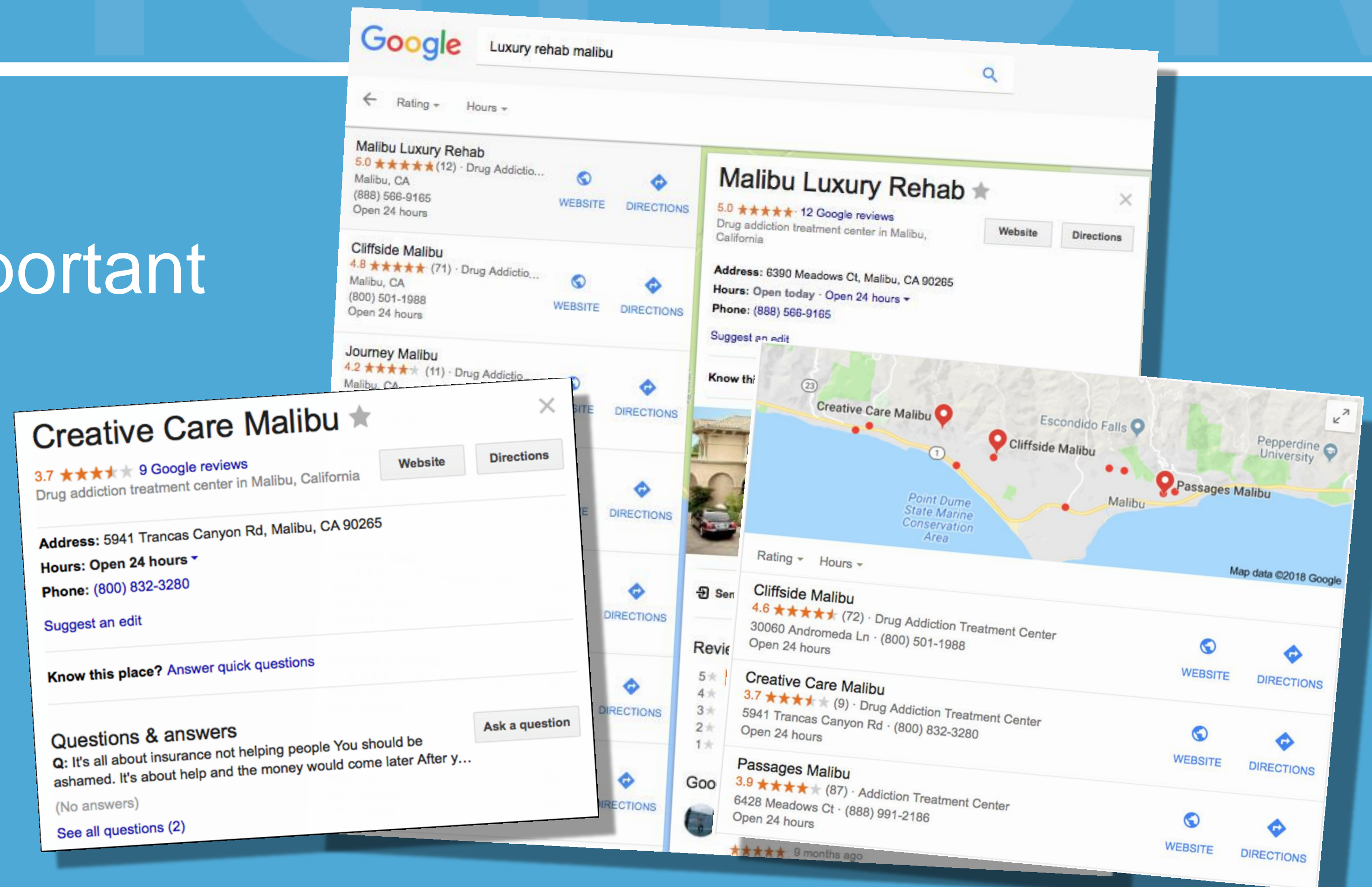
- Invest in AMP development for your key pages
- Prioritize improving load speed to improve conversion rates.



TREND #6
GOOGLE MY BUSINESS TO OWN
LOCAL BUSINESS LISTINGS

PREDICTION

- GMB will replace your website as the most important source for local results.





Google will continue to focus on mobile enhancements to make their local mobile experience the best in the industry.

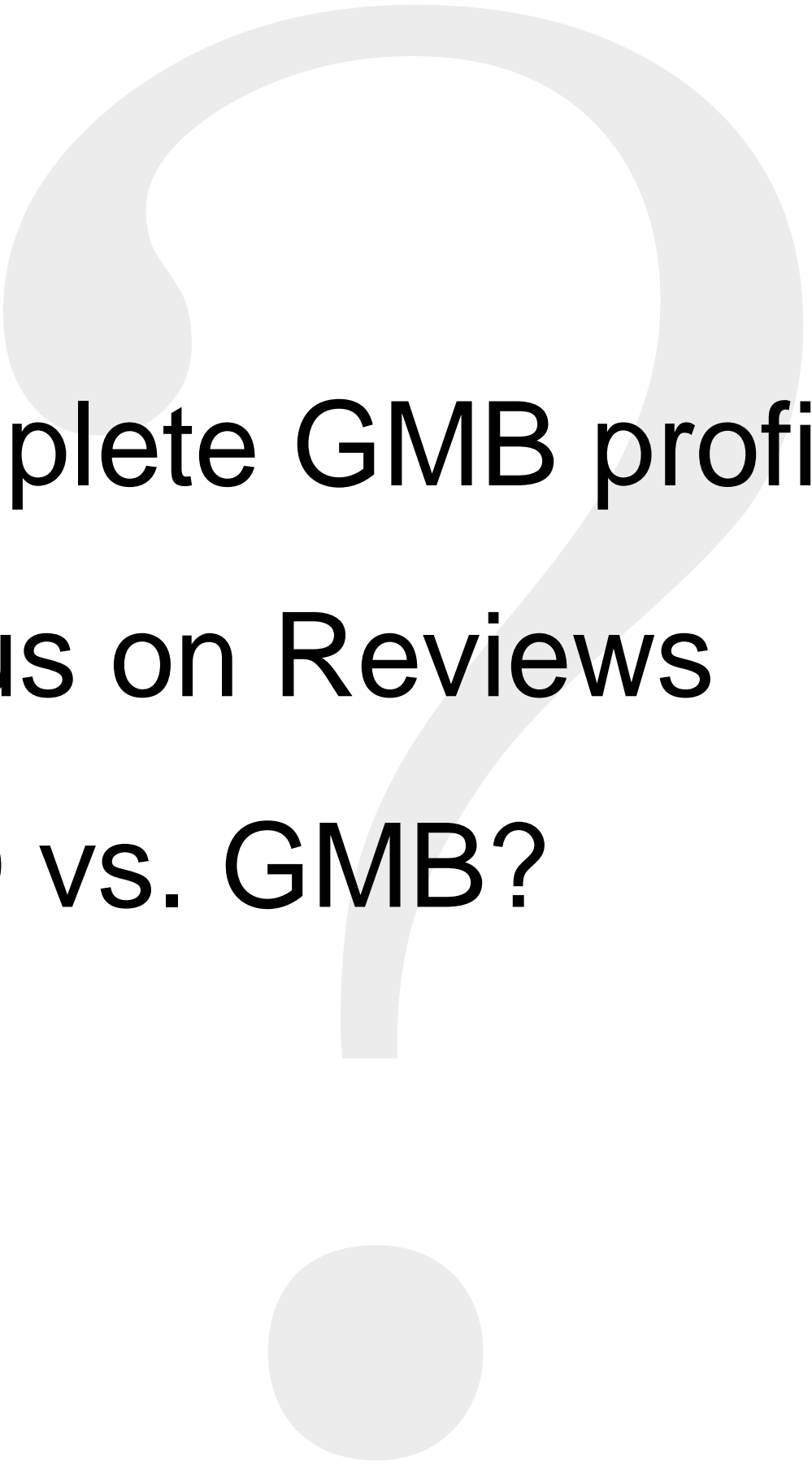


Google is expected to continue to take direct aim at Yelp to further solidify their position as the number one lead source for local.



To get the best ROI out of your local search use GMB reviews, posts, and myriad of other GMB features.

How Can GMB Work For You?

- 
- Complete GMB profile
 - Focus on Reviews
 - SEO vs. GMB?

ACTION

- **Generate as many positive reviews as possible**
- **Post often on GMB**
- **Use new features like Q & A**



TREND #7
VOICE SEARCH CONTINUES
TO GAIN POPULARITY

PREDICTION

- As voice recognition technology gets better more and more people will be using voice for search.



Voice trends for owners of digital assistants

As an alternative to typing or swiping

58%

More use of phone based assistant

44%

Talk more, generally

40%

Making phone calls to family

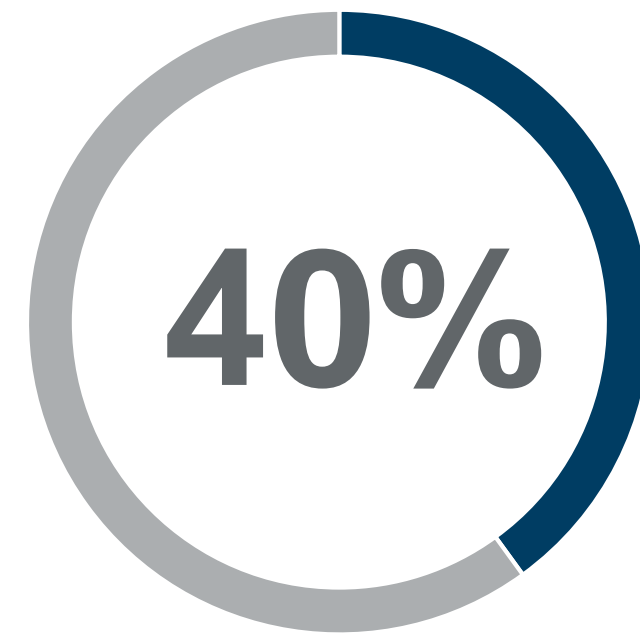
35%

Making calls to businesses **24%**



3X

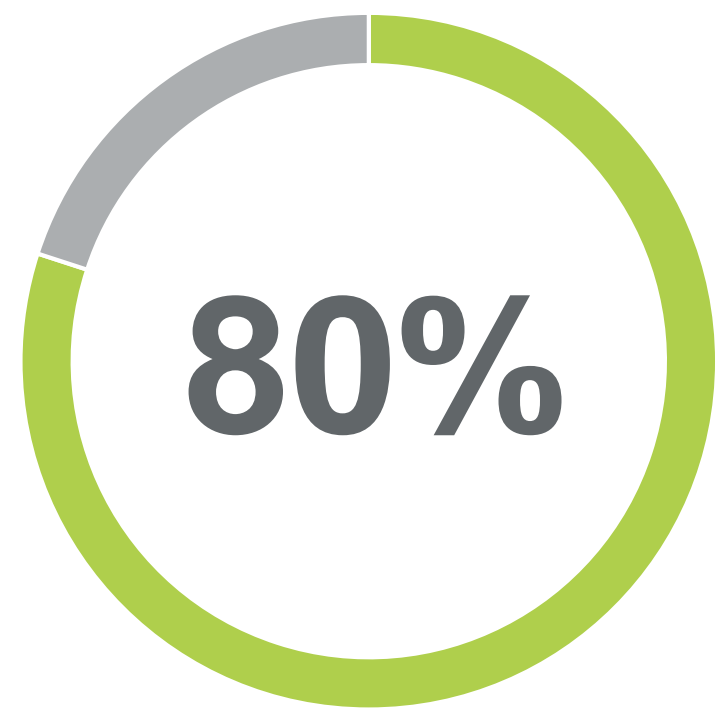
Voice search is **3x** as faster
with **20%** fewer errors



Adults using voice search
at least once per day



Content needs to answer questions and
on-site facility descriptions need to be
more detailed and keyword/phrase rich.

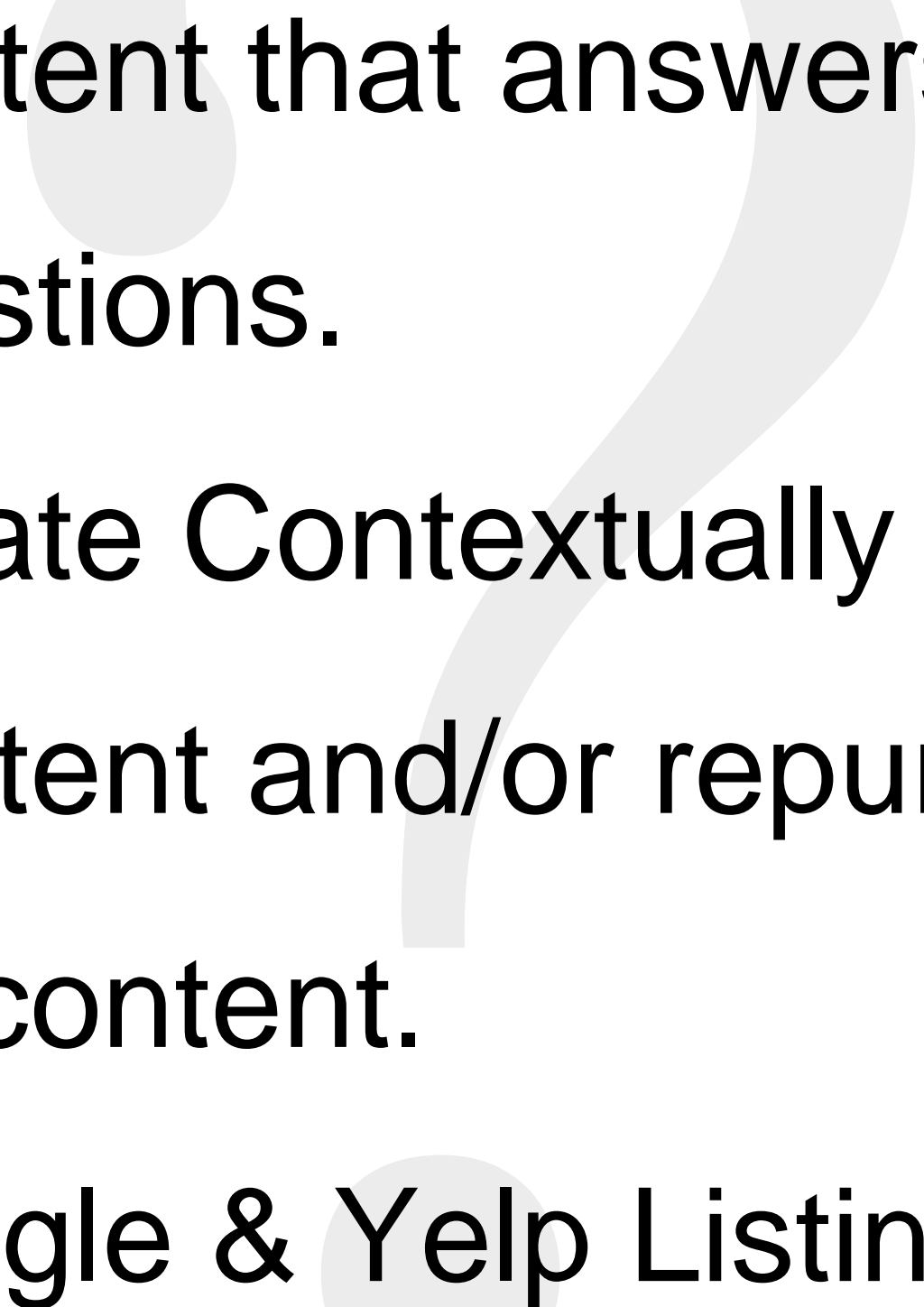


Over **80%** of local search
queries utilizing voice search.



1 in every 5 searches on
Google Android is a voice search.

How Can Voice Search Work For You?

- 
- Content that answers questions.
 - Create Contextually Based Content and/or repurpose old content.
 - Google & Yelp Listings

ACTION

- Curate content for Voice that answers questions, utilizing longer tail keywords, and phrases.
- Optimize your YELP and GMB listings for voice search to take advantage of local search traffic.



TREND #8

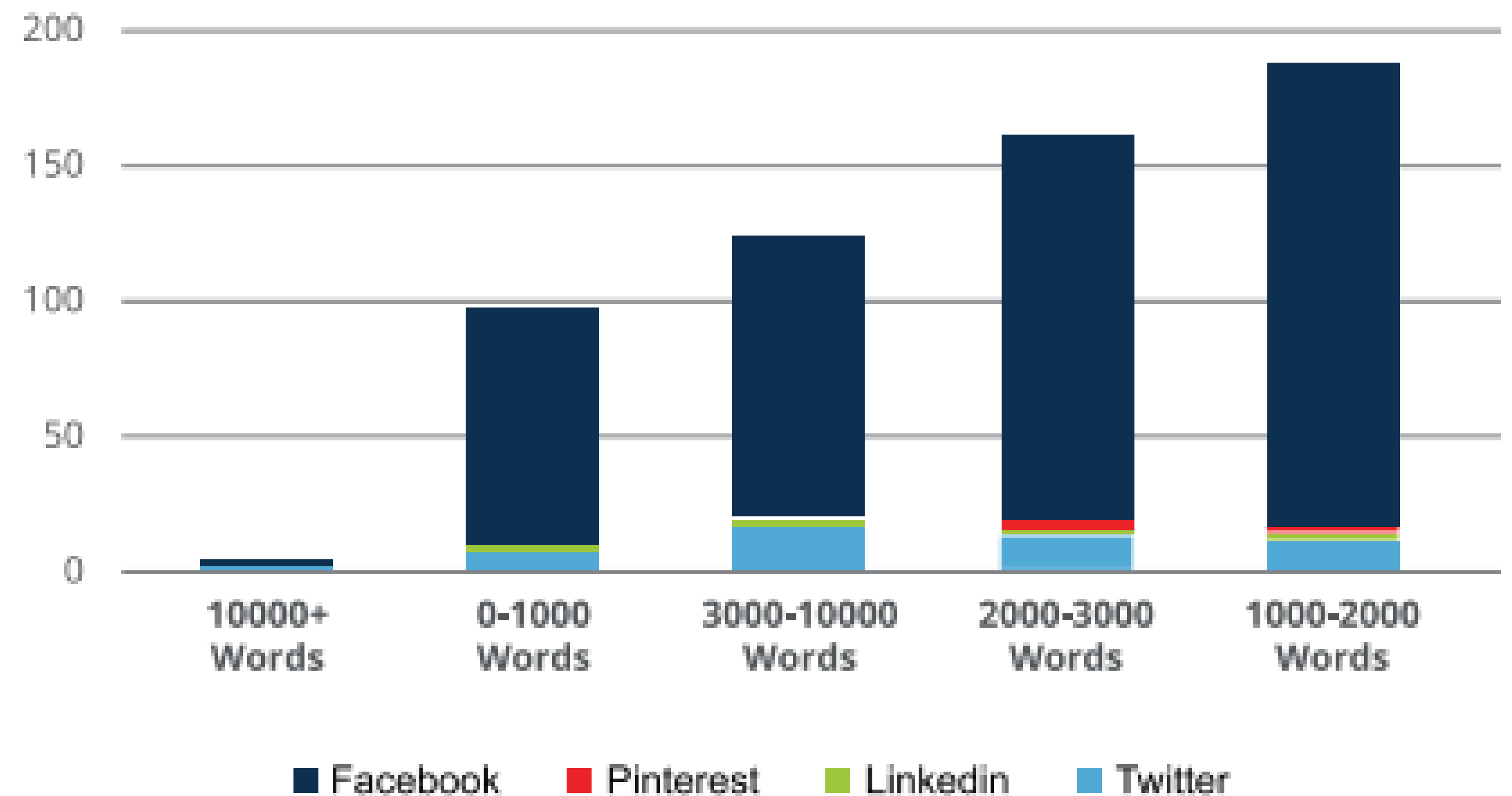
ARTIFICIAL INTELLIGENCE

PREDICTION

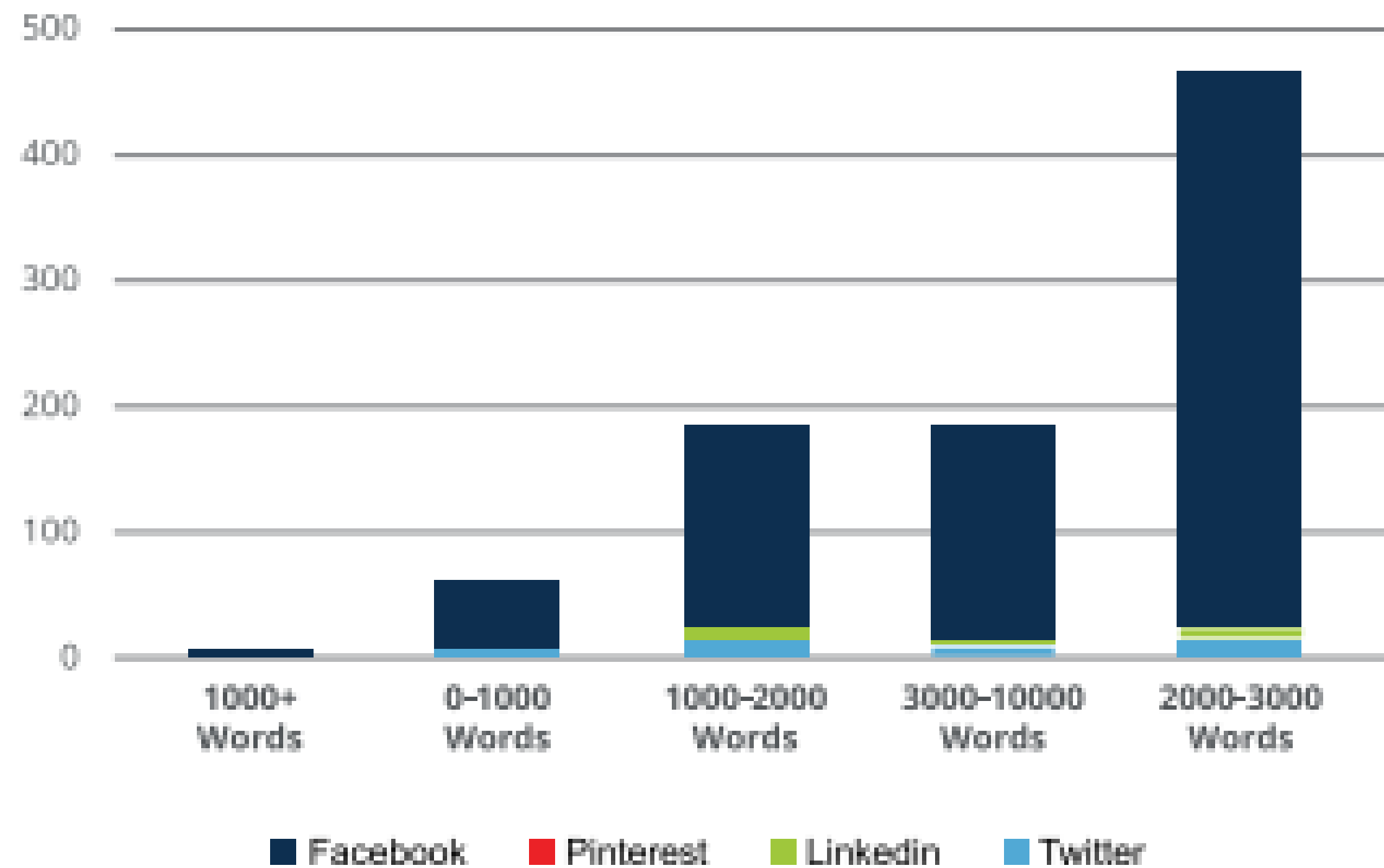
- RankBrain, Google's Machine learning algorithm will require us to produce rich, valuable, and highly targeted content.

Content centered around “**eating disorders**” with a word count ranging from 1,000-2,000 words had the highest rate of shares.

Average shares by content length

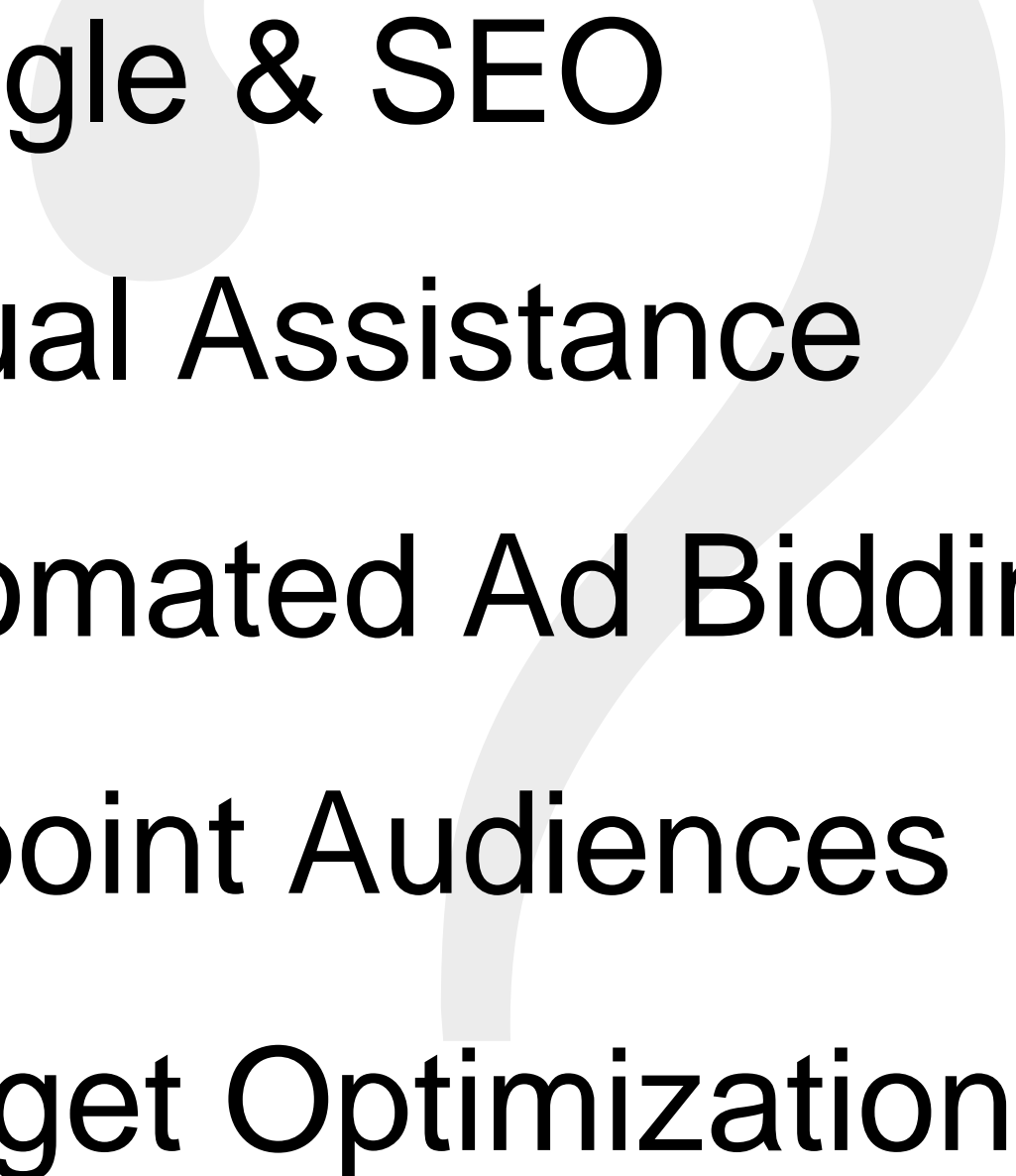


Average shares by content length



Analyzing over 10,000 pieces of content centered around **“addiction treatment”** showed that content ranging from 2,000-3,000 words had the greatest level of social sharing.

How Can Artificial Intelligence Work For You?

- 
- Google & SEO
 - Virtual Assistance
 - Automated Ad Bidding
 - Pinpoint Audiences
 - Budget Optimization

ACTION

- **Build highly targeted content for your niche**
- **Focus on building content of the correct length**

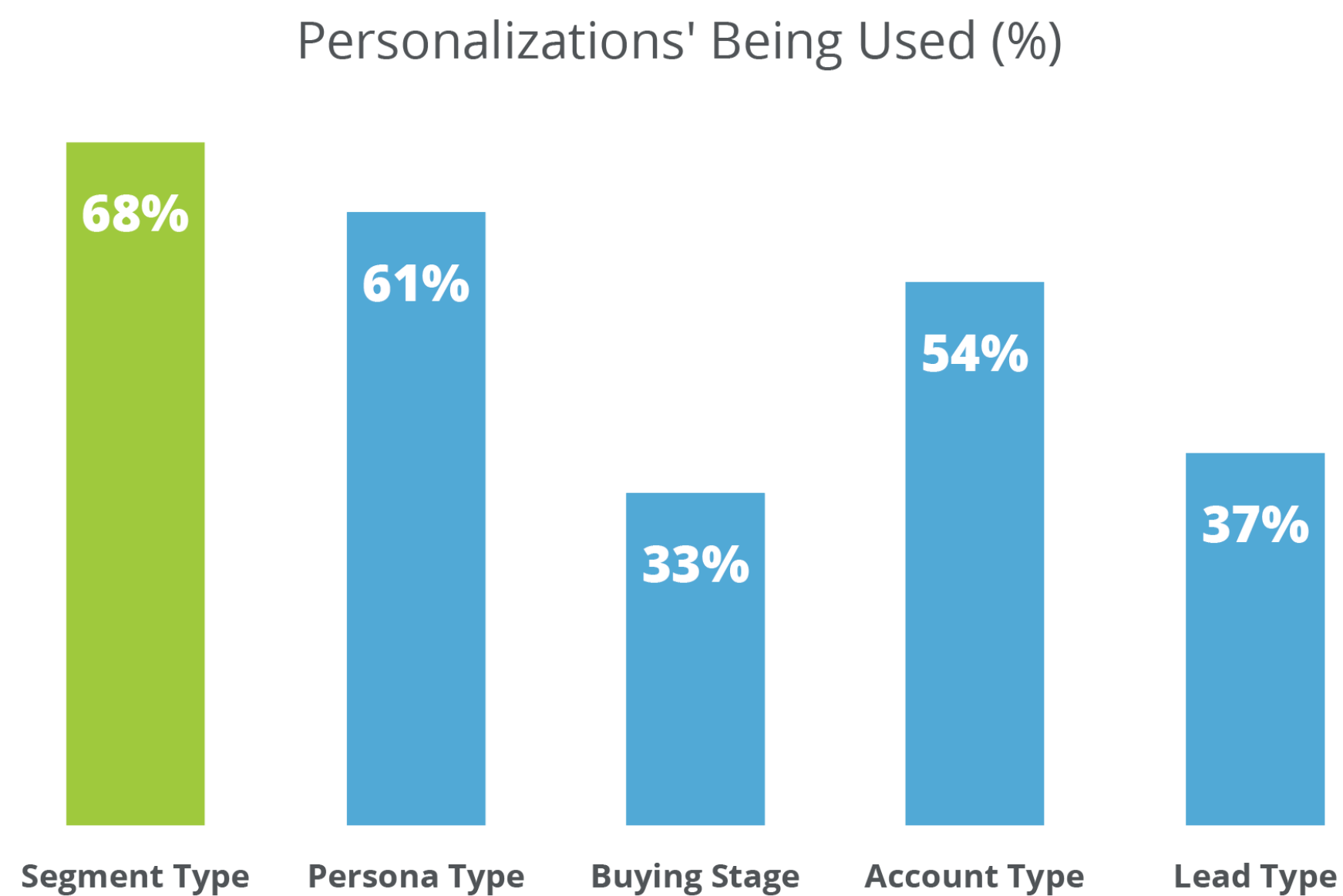


TREND #9

THE IMPORTANCE OF PERSONALIZATION

PREDICTION

- Addiction treatment centers will focus on creating more online personalized experiences.



70% of clients visiting an addiction treatment website are not ready to convert.



Of companies don't personalize their content.

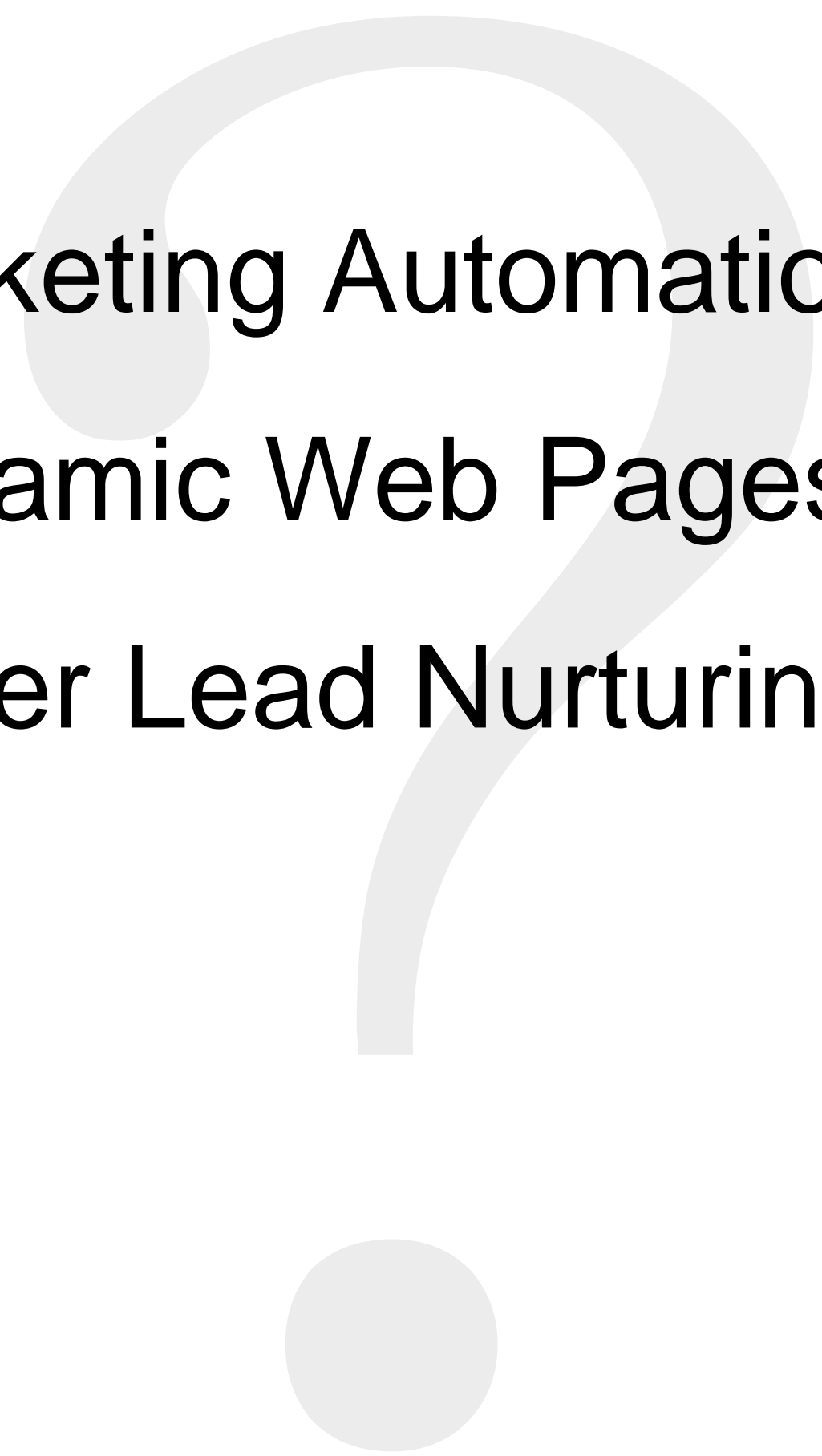


Facilities using personalization saw a 40% in conversion rate.



of companies using personalization rated the practice as "more effective" or "much more effective" in converting leads.

How Can Personalization Work For You?

- Marketing Automation
 - Dynamic Web Pages
 - Better Lead Nurturing
- 

ACTION

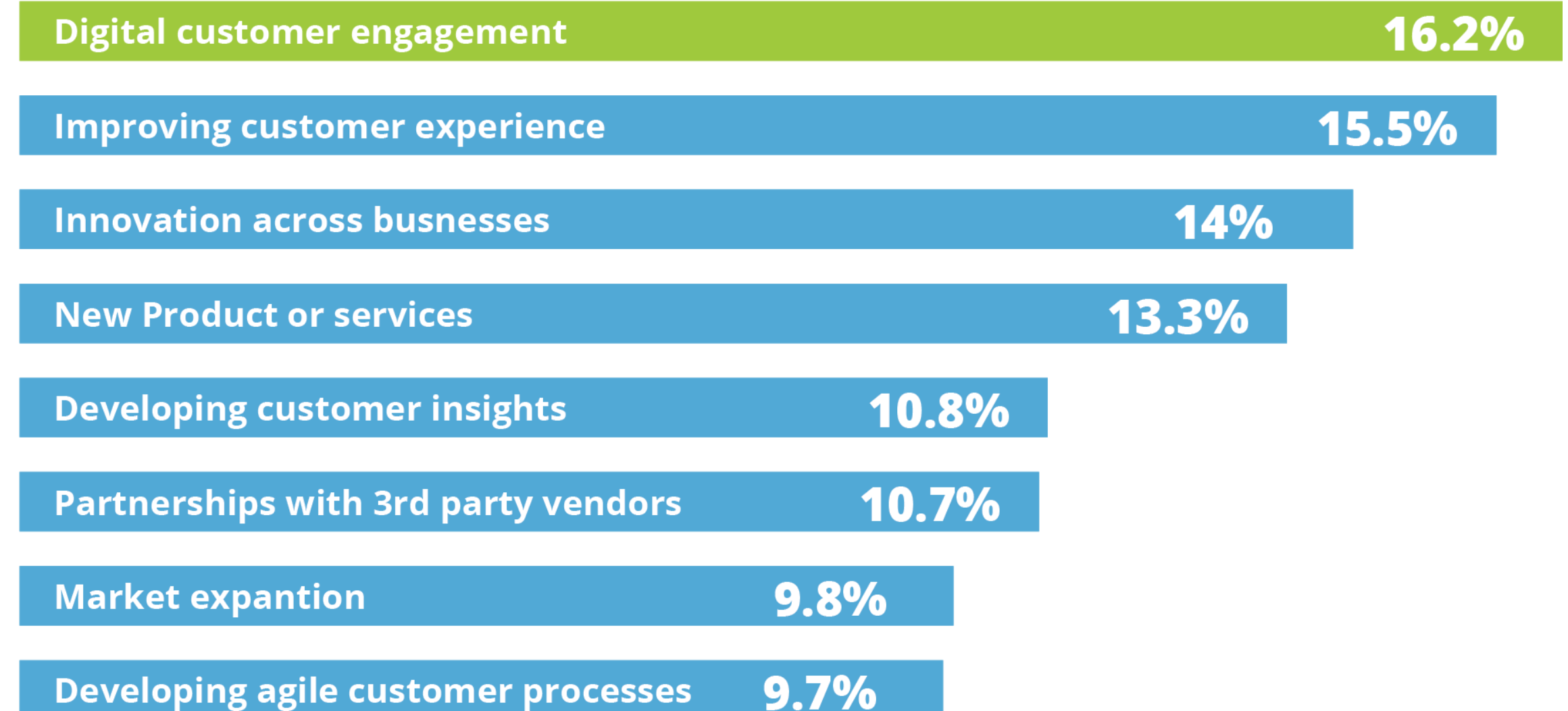
- Personalize your content and value proposition throughout your lead nurturing funnel for better conversion and ROI.
- Create personalized content based on addiction types, specific to affected clients or family members, geographic locations, age group(s) and sources (such as advertisements vs. site visitors).



TREND #10
AN INCREASED EMPHASIS
ON CLIENT ENGAGEMENT

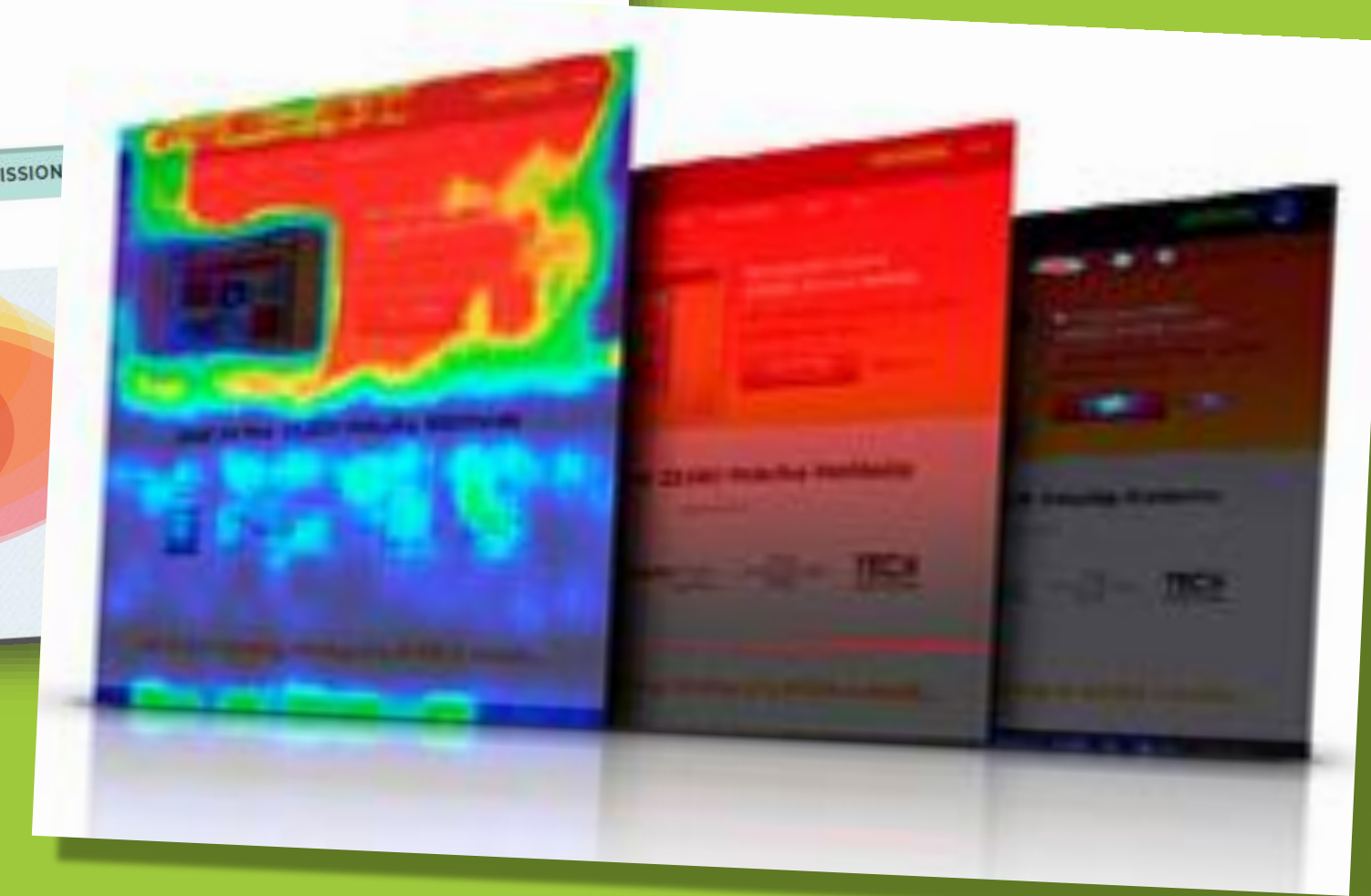
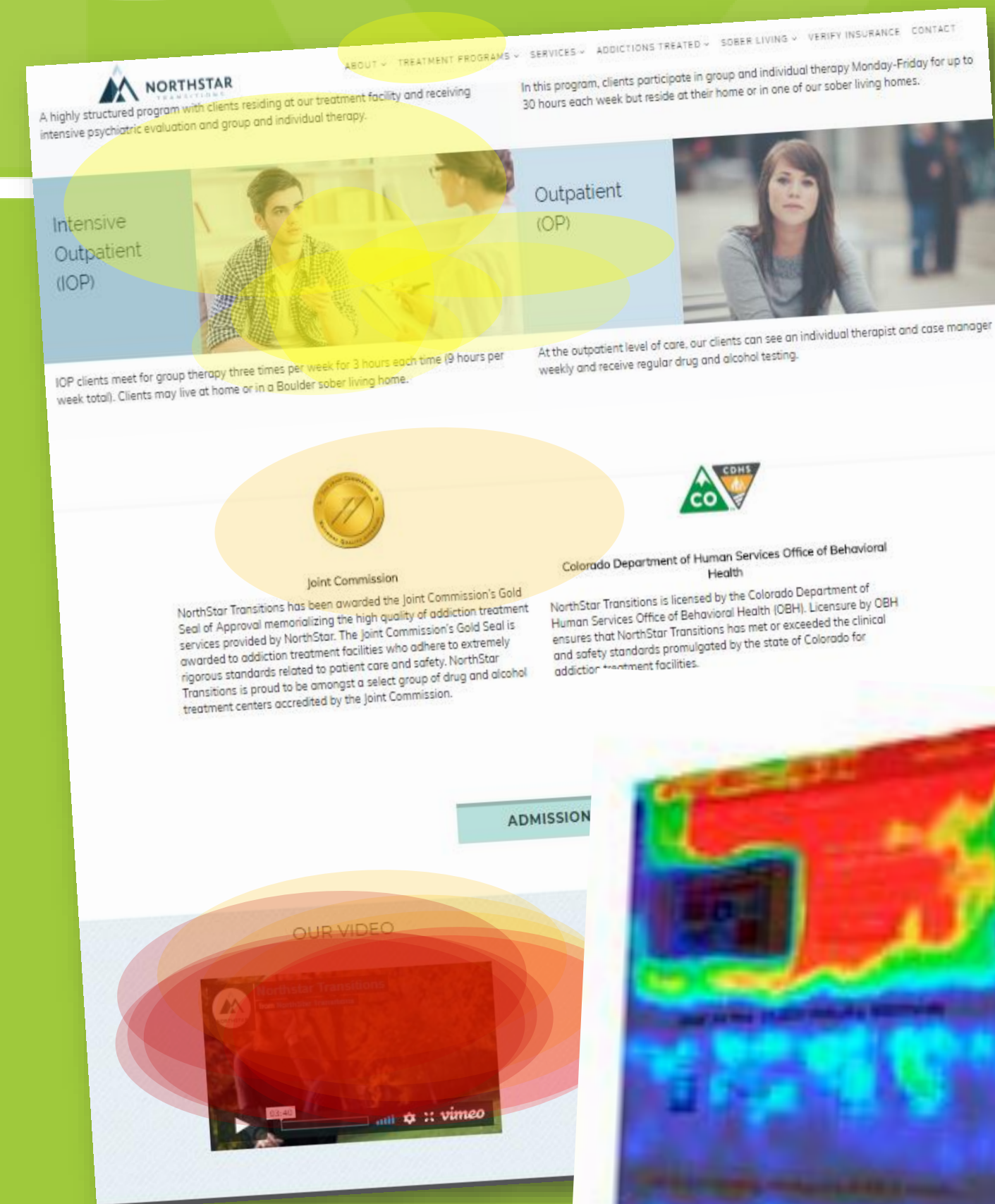
PREDICTION

- With google removing paid ads, driving traffic has become more difficult. Addiction treatment facilities will need to focus on the user experience to improve conversion.



ACTION

- Consider moving beyond analytics to user experience tools that record and review visitor sessions across devices.
- Also add heatmaps, form analytics and conversion funnels to improve your overall client engagement.



IN CONCLUSION

COMPANION EBOOK!



ROADMAP for Q1' 2018 CHECKLIST

2018 Trend	Suggested Actions
Mobile Domination	<input type="checkbox"/> Start with mobile first design and keep mobile experience your primary consideration.
Reallocation of Advertising Budgets to Paid Facebook	<input type="checkbox"/> Use Facebook and Instagram stories to take advantage of the “fresh” content factor. <input type="checkbox"/> Test various video lengths in your advertising but start with shorter “more digestible” video advertising with clear text. <input type="checkbox"/> Optimize video to be viewed silently
Influencer Marketing	<input type="checkbox"/> Work with influencers in your industry niche’ for the greatest ROI <input type="checkbox"/> Focus your influencer efforts on the highest value platforms. (Instagram, Facebook, and YouTube)
Video Reigns Supreme	<input type="checkbox"/> Build video content to replace long form text content. <input type="checkbox"/> Upload your video content directly to Facebook for higher engagement and reach. <input type="checkbox"/> Invest time in producing live video directly from a mobile device.
The Year for AMP	<input type="checkbox"/> Invest in AMP development for your key pages <input type="checkbox"/> Prioritize improving load speed to improve conversion rates.
Google My Business to Own Local Search	<input type="checkbox"/> Use every GMB feature that applies to your specific business, keep your facility profile content fresh. <input type="checkbox"/> Work towards continuously gathering positive public reviews on Google and Yelp.
Voice Search Continues to Gain Popularity	<input type="checkbox"/> Write content for Voice that answers questions, utilizing longer tail keywords, keyword phrases, and speaks to your niche’. <input type="checkbox"/> Optimize your listing for voice search to take advantage of local search traffic. <input type="checkbox"/> Apply basic chatbots to streamline the client experience.
Content Marketing Gets Smarter	<input type="checkbox"/> Build highly targeted content that contextually robust and the proper length for your specific type of addiction treatment center.
The Importance of Personalization	<input type="checkbox"/> Personalize your client nurturing funnel(s) for better conversion and ROI.. <input type="checkbox"/> Create personalized content based on geographic locations as well as your client demographics. Apply automation technologies for streaming personalized client journeys.
Increased Emphasis on Client Engagement	<input type="checkbox"/> Consider moving beyond analytics to user experience tools that record and review client sessions across devices. Also add heatmaps, form analytics and conversion funnels to improve your overall client engagement.

Q&A

