

Drug Treatment Facilities:

16 Ways to Get New Patients from Social Media



Ovus Medical



Are you finding it difficult to find new patients on social media? Or maybe you think engaging with your followers doesn't seem to work?

The question is – does your target audience know who you are, what you do and what you stand for?

Readers are getting to be more skeptical, so before they engage with you, or open their wallets for you, they want to know more about you before they decide to choose you as their drug and alcohol rehab. They want to see if you'll be a good fit for their needs and desires.

And you can't blame them, because we all do the same thing before we purchase anything of value. We do careful research, from scouring the internet for the best drug and

alcohol rehab to asking former patients about what the rehab you're considering for yourself or a loved one is like.

In the good, old days, people used the Yellow Pages to look for the telephone numbers of different rehabs. Because let's face it – anything rehab was something to be held in the utmost discretion.

People were not bold enough to admit they're using drugs, much less have themselves or their loved ones admitted to rehab. Although the stigma exists today, it was nothing like what users of yesteryears had to go through.



Today, most people in your target market are on social media, from Facebook to Instagram to Pinterest. So engaging with them online has proven to drive the most impact on sales.

In the following pages, you'll find 16 ways on how you can attract and engage with your target audience.

Feel free to use them to build a strong online presence that attracts and engages readers who may convert into happy, satisfied clients.

1. Define Your Marketing Goals



What do you want your would-be and current patients to think of you?

A reputable rehab famous for your loving and caring staff?

World-class facilities?

List down at least six qualities that would make you unique in their eyes.

Those qualities will help you stand out from the sea of drug treatment facilities.

2. Commit time, people, and a specific budget



A lot of drug and alcohol rehab owners want to be active on social media.

But here's the thing- they do not have the bandwidth for it. Others simply do not know where to start so they hire social media managers.

This, of course, requires a specific budget, anywhere from \$400 to \$1,500 a month.

3. Identify and describe your ideal client



Who do you want to serve? What are their pains – the type that keeps them awake at night? Then how can your drug and alcohol rehab help solve those pains? Would you like to serve high-end clients? Then do careful research about their interests, likes, dislikes – basically what makes them tick and you'll have a good handle at how to best communicate and engage with them.

4. Post high-quality content regularly



When we say high quality content, this means blogs, ebooks, whitepapers, infographics that are well-planned and efficiently created. And when we say regularly, we mean posting on specific days every single week, not when you just feel like it.

Then post them across all your social media platforms, taking care to change the verbiage that go with each post.

5. Make your updates more interactive



Yes, we suggested you post regularly on your social media channels. But it shouldn't end there. Get your readers thinking by asking thought-provoking questions. Let your personality shine in every post you make! And do stick to the topics that are relevant to your audience.

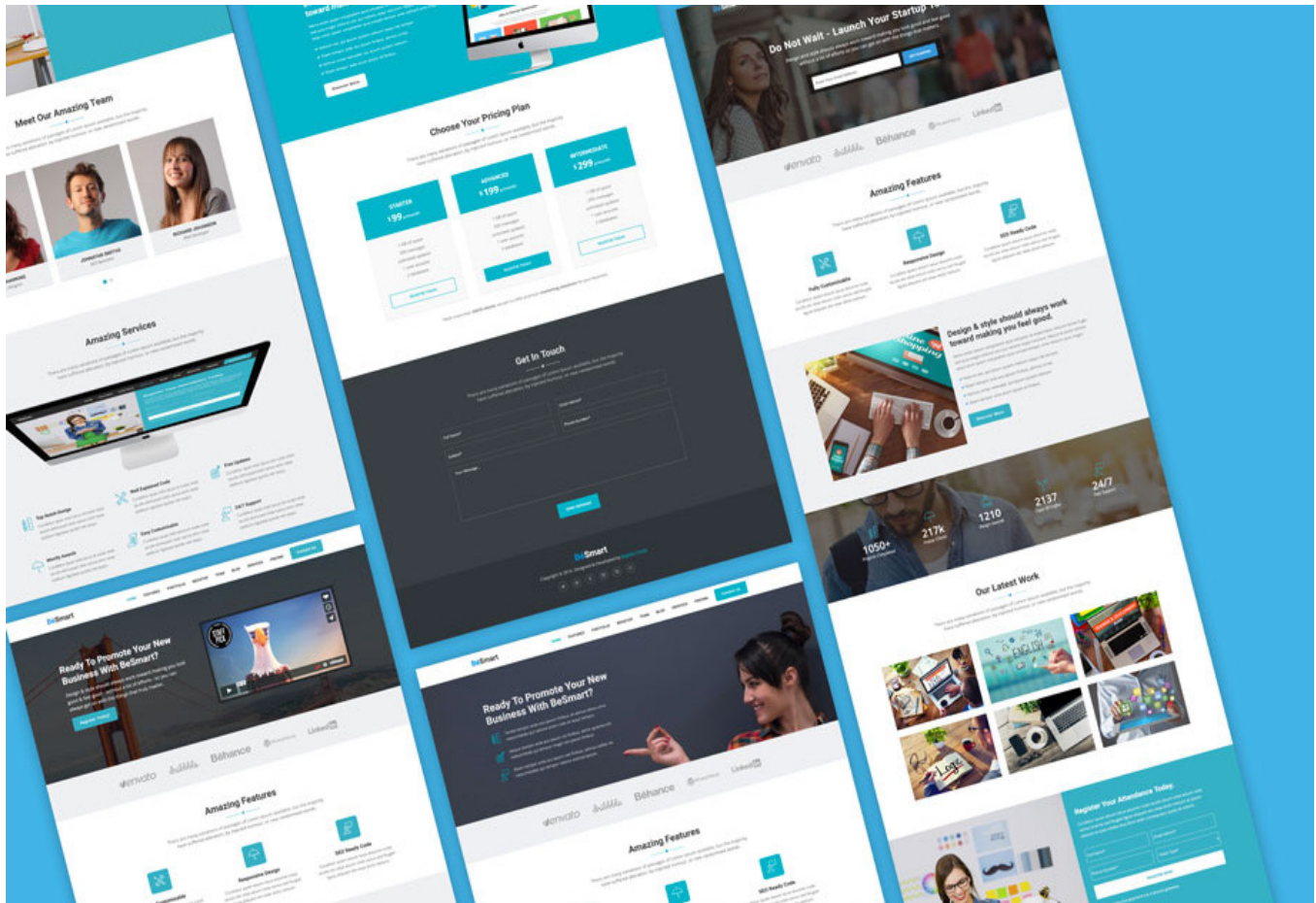
For example, when you post about the benefits of a good rehab, ask them, "Can you share other benefits of a good rehab?" Or something like, "If you're considering a rehab, what benefits are you expecting?"

6. Include social media buttons on your website



We've seen this time and time again – websites that do not have the “like”, “tweet”, or “share” buttons. And it's such a huge waste not to include them – because clicking one of those buttons immediately shares your blog to the chosen platform. Let your readers make sharing your content easier by adding these buttons.

7. Make use of landing page apps



Use apps to create beautiful and captivating landing pages then share your link on social media. It will help your marketing efforts in awesome ways – increase traffic to your website, increase conversions, create focused and targeted content, simplify campaign tracking, and more!

8. Sharing is caring



No man is an island – and that includes you. Engage your audience more by providing them with local news and events, inspiring people, or causes you support. And, sharing other's content has an additional benefit if you tag their creators – you get to be seen by their audiences too!

9. Have a blog and syndicate it on your social media channels



A blog can do wonders to your rehab. Not only will it help your audience get valuable tips and advice from you – blogging regularly does increase traffic to your website. The higher you rank on search engine pages, the more you'll be seen by the people who matter – your target audience. The more people seeing your stuff, the higher the chances of you getting more new patients!

10. Everyone likes free stuff



Who doesn't love anything free? From discount coupons to free consultations to small keepsakes (key chains, stickers, coasters, etc.)? Post one offer on your social media accounts once a month (it won't be special if you post the same thing every single day). Let them have a taste of your services and you'll see an increase in engagement – and new patients too!

11. Deal with negativity openly and clearly



In social media, everyone is entitled to his own opinion. Your posts (especially since they're drug-related) might annoy some people or worst, make them angry. You might get some emotional, even violent reactions. In cases like these, use your best judgment. Acknowledge their feelings. Be friendly. But if the comments just seem to go overboard, do not reply. That too, shall pass.

12. Include your social media handles in all your offline media



Got posters, flyers, or any free stuff for promotions? Maximize their power by putting your social media handles on all of them. This will make it easier for new patients to find you. Then distribute them to places where your target audience frequent.

13. Leverage the power of FB ads



Yes, you will need to spend extra, but FB ads bring you right in front of people who might need your awesome services. It can help you target users by location, demographics, age, gender, interests, behavior, and connections.

But why not just post on FB and let organic reach work? Because organic reach is long dead. FB has discouraged its use years ago so that business pages will avail FB ads.

14. Always track



Whatever social media platform you use, make sure to check on the analytics side of things and use the results to improve your brand's performance. FB, for example, has Insights where you can view the times your fans are online, their ages, locations, and so on. It also shows you your most popular posts. You can repurpose those posts later on or create similar ones.

15. Start a Facebook group and encourage your patients to join it



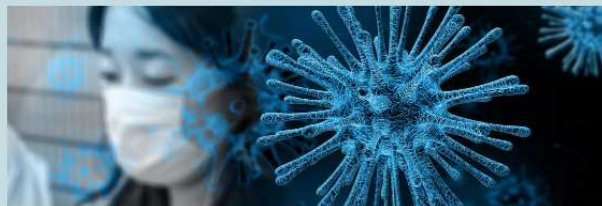
If you check out most social media pages, you'll notice that posts only have a few likes, comments, or shares. Why? It's because people don't want to build relationships with brands – they want to engage with humans.

And what's the best way to “humanize” your brand than in a group where real people can share their thoughts and ideas, tips and tricks, console or lift each other up at times when they need it most?

16. Know how to spot a lead when it comes your way



If you want to get more patients to your rehab, always monitor your social media pages. Someone liked a post on your page? Send an invite to like your page as well. Someone commented on your post or asked about your services? Respond immediately. Why? Because once people post a comment, they expect a timely reply. Otherwise, they'll move their sights to another rehab that can provide them with the answers they need, when they need it.



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