Your Social Ads Blueprint

The exact strategy that's won qualified leads for our clients

If you're reading this blueprint, you know:

The era of easy paid leads is over for addiction treatment.

At the time I write this, Adwords, after banning addiction-related keywords for more than nine months, is back...

...but it's not the panacea treatment center owners hoped it would be.

The only reliable sources for qualified inquiries are SEO and referrals...

...except for the social ads funnel we've developed.

In this guide, I'll give you the "Cliff's Notes" version of what we do, and why it works. If you're interested in learning more, we have more detailed materials, up to and including *custom strategies* for your center, with ad creative and audience advice.

Before we jump in, a brief word about why social ads may not have worked for you...

THE *WRONG* WAY TO DO SOCIAL ADS

When we've seen social ads strategies fail, it's for three reasons:

1. Bad, or vague, creative
2. High-friction funnels
3. No tracking

Amongst the 3, numbers 1 and 2 are the most damning.

To understand why, let's look at a redacted example of a real ad, and contrast it against the way an addict or family member might make a decision to attend rehab in real life...
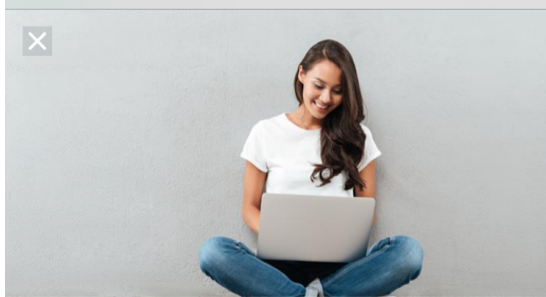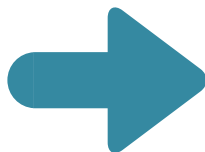
When someone tells me they're "not getting results", and we take a look at their ad creative, we often see something like the above.

Let's look at how the "3 mistakes" manifest:

1. The ad is from a little-known treatment center, and offers no additional information about who they are. Would *you* make a kneejerk decision to send your loved-one here with zero information?

2. The next page doesn't provide any additional information: it's just a form. The decision it's forcing is "will you trust a complete stranger to help you or a loved one through a crisis".

3. I hope they're doing some off-page attribution tracking using analytics. If they *are* getting any calls, it's likely from people who find the website on their own.

Now let's look at an example of an ad that produced actual results for a client:

If you're considering getting sober, rehab is one of many options.

Deciding to commit time, money, and, quite-frankly, hope to a recovery program is a heavy lift.

What's more, considering rehab can be scary if… More

[Free Download] Don't Call a Treatment Center Until…

LEARN MORE

👍❤️😆 35   12 Comments   11 Shares

Don't Speak To A Treatment Center Until You Read This

Real recovering addicts share...
The Five Essential Questions to Ask if You're Considering Recovery

You'll learn...

- The secret reason recovery **may be a waste of your time** (it's a question many of them don't ask)
- **The single most important factor** in whether you'll stay sober long term (many treatment centers don't even offer this)
- A simple way to cut through the bull and find out if a center **has really produced results**
- One big "red flag": if an admissions rep does this **you should get off the phone immediately**

Free Download

Start Reading

We'll get into more detail about the strategy behind this ad, but for starters...

1. Creative addresses a specific problem (and mentions some differentiators farther down).

2. The next page is congruent with the ad, and provides **even more** information about the guide, which *itself* is more information.

3. With the use of this landing page, we're able to track how well the ad is performing.

Now, let's get into how we structure the campaigns...

We've seen success with two different types of ads:

One is the more traditional "direct-to-offer" ad: it's what you'd think of when you think of an "ad"...

The other is the more "indirect" approach you saw above...

We'll get to exactly what to offer in the second type of ad, but first, why the two approaches?

Eugene Schwartz, author of *Breakthrough Advertising*, arguably the best marketing resource ever-created, talks about the "customer journey".

(In treatment, we're seeking treatment clients to help, not "customers", but the analogy holds.)

Early on, a prospective client has a problem you have the ability to solve. Only he doesn't know it yet.

Later, he's aware he has a problem, but is not yet aware solutions exist.

Finally, he's aware of solutions, and is at the "research" phase, trying to decide among them.

Part of what makes our social ads funnel unique is its ability to show ads to people *at multiple stages in that journey*.

To capture the attention of those who *already know they have a problem*, we show the direct-to-offer ads.

To interest those who are earlier in their realization, we show the others.

LEAD MAGNET ADS

For anyone but the *most committed* readers, completing a form to speak directly to an admissions person is a pretty high bar.

Providing their email addresses for a zero-commitment guide that solves a specific problem? A much lower one.

First, let's talk about what the lead magnet funnel looks like:

| Lead Magnet Offer | → | Consult Offer | → | Consult Request |

Consult Offer → Email Follow-Up → (back to Consult Request)
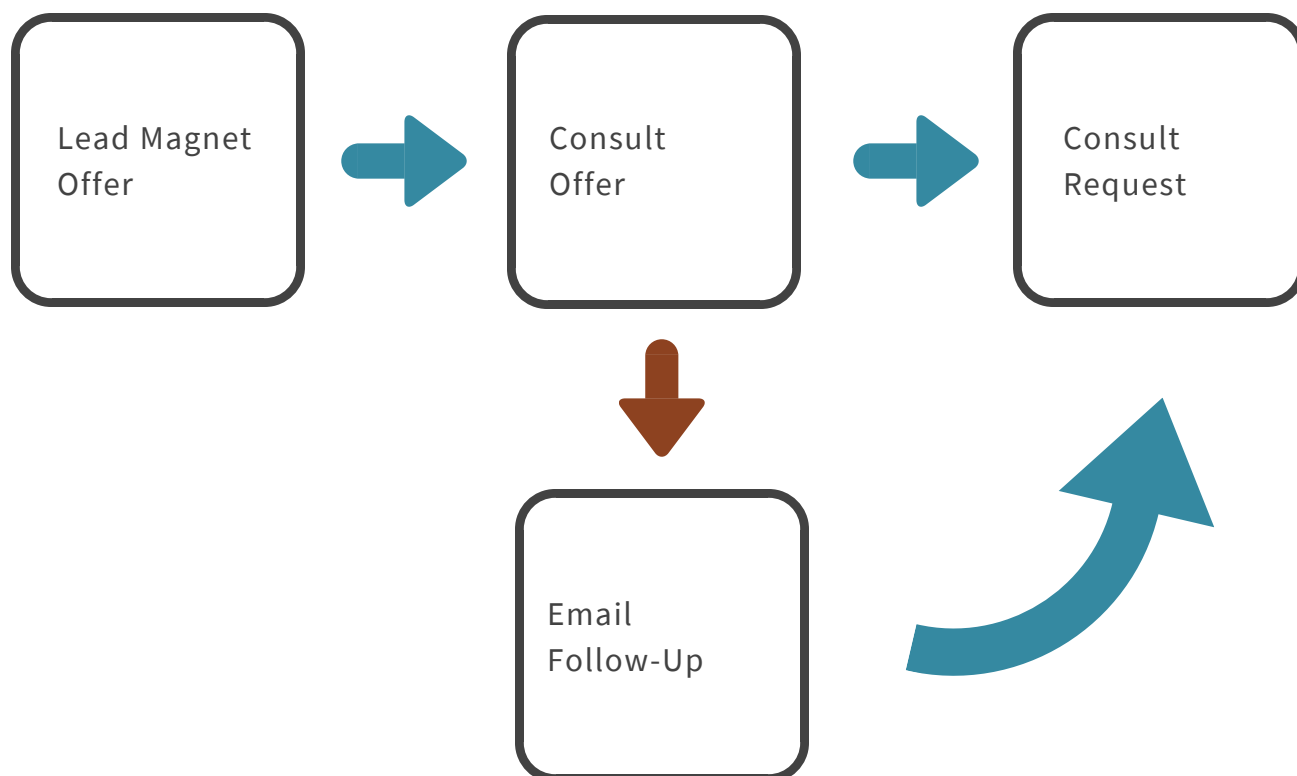
Potential clients see the lead-magnet ad, offering them something valuable that solves an urgent/specific problem.

In exchange for the guide, a certain percentage will "opt-in", by providing an email address, and permission to email them.

On the page immediately after the opt-in offer, we'll give them an opportunity to get a consult with an addiction expert.

For those who don't take us up on that offer, we'll follow-up via email for a couple of weeks, and a certain percentage will request a consult later on, as a result of that follow-up.

Here's one example of the post-opt-in offer page:

Just check your email for your guide...

Don't want to wait? You can also read it [here](#).

While you're here, why not get a no-commitment, personalized assessment?

As you'll read in the [Five Things To Consider guide](#), two of the most important factors are...

- Should I, or the person I'm inquiring for, travel?
- Is it a financial fit?

When you complete the form below, we'll help you determine...

- If you or your loved-one qualifies
- If ██████ is a financial fit
- If we're a clinical fit

We're ████████████ **, and we've helped over** ████ **people take charge of their lives and get on the path to recovery**

Ok...

I know what you're probably thinking:

"If you're just going to show them a consult offer, why not just cut-to-the-chase right from the ad?"

A few reasons:

First, in the lead-magnet scenario, people have had more time to get to know us, even if it's just a few minutes. By the time they see an offer, they know we're relevant to them, and they've seen crucial details they'd likely miss in a direct-to-offer ad.

Second, they've made "micro-commitments". Statistically, someone's more likely to buy a full container of juice if they've asked for a free sample.

Finally, we've gotten them to agree to give their email address - by ethical means: we've offered them something valuable and relevant, and when they *receive* that guide, we want to make sure it lives up to the promise.

That's because we'll have another chance to offer them a consult, via email (and, in the "black belt" version of the funnel, via retargeting), *after they've consumed it*.

WHAT TO OFFER

We run ads for multiple clients...

...and, while it's rare that audiences overlap, we like to operate as if a potential reader might see ads from multiple different clients.

If they're all the same "carbon copy" offer, our clients will lose credibility that they're offering something unique and specific. That's why we create unique offers for each of our clients.

If you're doing this yourself, try to draw on *your own* experience, by making two lists:

1. Things you're uniquely situated to help with

2. The biggest fears and misconceptions people have before they check into rehab

Look for areas where the two coincide.

Something *a lot* of potential clients want to know about, that you're an expert in? Try writing a quick guide about it.

Okay: so you've got your two types of ad.

Now, who do you show them to?

AUDIENCES: WHY "WHO" IS JUST AS IMPORTANT AS "WHAT"

Many clients don't understand the singular importance of audiences.

"We've got the creative already," they'll say...

"Why not just show it to as many people as possible?"

Think of it this way:

You wouldn't show ads for male hair-loss prevention to teenage girls...

...so why would you show addiction treatment ads to people not interested in them?

We've run split tests between two audiences we've got a pretty good idea will convert well, and *still* seen a 4x difference in cost-per-lead.

Showing ads to irrelevant viewers is a quick way to get negative feedback on social media, and to go broke.

How do we determine whom to show ads to? 3 ways:

1. Audience research/interest targeting: you can still target people by the people/places/music/celebs/pages they "like" publicly. To get a file of "educated guesses" about which interests are a good proxy for the people we want to show ads to, we use Audience Insights, pages "liked by" our client's page, and years of "spidey sense", then use the ads manager to see by which of those interests we can *actually target*. (It's about 10% of the total interests.)

2. Split tests: once we build one "interests list" for each type of ad, we choose the top 5-10 (depending on the budget), and run the same ad creative to them in parallel. We won't know for sure which is working best until we start getting leads. Once we have data, we cut the losers and double-down on the winners.

Here's what one of those split tests looks like in the ads manager:

In the above example, the differences in performance between the first and last ad sets probably aren't statistically significant, but those between the first and *second,* given the amplitude of the difference, probably are.

3. Lookalikes: we've always asked new clients for a list of the email addresses of at least 100 past clients (the way we use them is HIPAA compliant), but we're starting to *require* it.

With a file of 100-or-more past clients, Facebook can look at thousands of non-obvious parameters those people have in common, and build an audience of around 2 million with the same characteristics.

There's no "magic bullet", though. We've tried running ads to "lookalike only" audiences, and our "synthetic" audiences that a mixture of lookalike and human-researched interests *always* perform better.

Great: you've got your creative, and you've got your audiences. You've got the two most important elements to help you succeed where others have failed.

Even if there weren't some instinct and "dead reckoning" involved, building a good Facebook funnel has some elements that are beyond the scope of this guide...

RETARGETING

Do we run content ads just to see who's interested, then use retargeting to those who clicked or watched?

Sure.

Do we even get "fancy", setting up certain ads to fire at the same time the emails send?

Sure.

Retargeting is great, but it's not crucial to get started.

COPYWRITING

Ever listen to a podcast that got you more fired up about an issue than you would have been if you'd just read a dry account of it in the paper?

If you're evoking emotions, and persuading, you're copywriting.

Copy only works if the offer and the audience are in place, but if they are, it can make a huuuuge difference.

PIXELS, CONVERSIONS, AND THE ALGORITHM

By copying-and-pasting a little code into the your site header, and setting up what are called "custom conversions", you can make Facebook "conscious" of if-and-when the ads are working.

This is important, because the Facebook's AI will look for more people *similar* to those who converted, even within your existing audiences.

Working with the algorithm is part-art-part-science, and a laundry list of mistakes can cause the algorithm to reset, which, generally, is *bad news*.

What's more, setting the right conversion goals will ensure the algorithm is optimizing for the *right things*.

CALL ATTRIBUTION AND OFFSITE CONVERSION ATTRIBUTION

We use Callrail to track any calls originating from *our* landing pages.

Recently, we started using Google Analytics to track *offsite* conversions.

Here's an example:

Somebody views your ad, clicks through to your landing page. Doesn't convert *there*.

Instead, she leaves the site to do research, then fat-fingers the *homepage* URL into the address bar, and calls the number on the site.

Most of our conversions are from within our funnel, but these offsite conversions *do happen*, and it's important to track them.

SOCIAL MARKETING: IT WORKS BECAUSE IT'S HARD

If the above seems like a lot, just remember:

It's *also* a lot for your competitors.

Even if they copied your creative, they're not going to go to the trouble to copy your audiences. (And even if they did, it probably wouldn't resonate as well because it's not *specific*.)

If you're interested in learning more a *specific* strategy for your center, including custom ad creative, just click the link in the page footer.