



**Recovery Marketing Consultants, leaders in the addiction and mental health industry, provides custom-fit marketing and sales solutions that will fill your beds and achieve your growth rate initiatives.**

Changing the lives of people who struggle with addiction or mental health is what you do. Helping you improve more of those lives than ever is what we do. It begins with acknowledging that the recovery business is just that. Business. Doing better business means building a thriving center that helps more people who need it.



## **We Fill Beds, Ethically. Here's How:**



### **Treatment Center Growth Strategies**

Today's Recovery Industry continues to be more competitive with every passing month, and only the most calculated approach to your marketing and sales implementation will keep your business in business. We provide meaningful guidance that is already ethically and efficiently growing healthy centers nationwide. For centers who are pursuing increased treatment center market share and a consistently defensible position, Recovery Marketing Consultants knows the way.



### **Integrated Marketing Solutions**

There is a great difference between purchasing third-party leads and commanding complete control over your internal marketing campaigns. Balancing all of the various media channels effectively while scaling your own campaigns is key to reducing your cost per acquisition and increasing your admits. With all media channels being contracted to you, Recovery Marketing Consultants can develop your integrated marketing plan and manage your campaigns while leveraging your internal resources.



### **Intelligent Lead Generation**

Though "lead-gen" is an absolute necessity, an ineffective or poorly managed campaign can bankrupt your treatment center. Recovery Marketing Consultants understands that every center has its own unique marketing requirements. We implement your own internal lead generation machine, generating both addiction and mental health leads at a per-lead cost, by building an integrated marketing system. This is the kind of intelligent lead generation that truly maximizes your admits and minimizes cost per acquisition.



### **Sales Admissions Services**

At Recovery Marketing Consultants, we understand that your admissions strategy should be scalable and flexible, allowing you to grow your admissions department to meet your admit goal projections while building a strategic foundation for sustained growth. With the high conversion teams and systems we can provide, which include lead qualifiers and admissions closers, you'll see lower costs per acquisition with measurable increases in the right kinds of admits.



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## Call Center Services

Like most technology in the last 20 years, traditional call center technology is no longer what many in the recovery industry are used to. Recovery Marketing Consultants puts its knowledge of this technology on the same level as all other key elements of building a successful treatment center: cutting edge. We can structure and implement your physical or virtual call centers, providing for an efficient, scalable operation that will meet your growth requirements.



## Content Generation

In the world of organic online lead generation, sheer content is no longer king. Updated Google algorithms have made it not just about content - but about great content. Successful recovery operations understand that organically generated leads significantly lower overall cost per acquisition. Recovery Marketing Consultants understands that effective, great content generation strategies will consistently result in successful organic lead generation.



## Call Management Implementation

To determine if a call management system is a right fit for your recovery operation, your business model and marketing techniques must be expertly assessed. As is often said, "The devil is in the details," and Recovery Marketing Consultants knows this. We confidently present the expertise required to know what call management systems are out there and, more importantly, what the right solution is for your virtual or physical call center operations.



## CRM Optimization

This year addiction and mental health treatment center operations will talk to over 2 million people suffering from addiction or struggling with mental health issues only to hang up the phone and never talk to most of them again. Much like call management systems, the right customer relationship management (CRM) platform is key to your treatment organizations success. Let Recovery Marketing Consultants be there to assess your CRM requirements and provide the full implementation of these lead management systems.



## The RMC Engagement Process

Your first step in our relationship will be a short discussion to learn more about each others' operations to determine that there is a good fit. This will be followed by series of discussions with experts that will ultimately apply their craft to your organizations imminent success.

These discussions will be in the spirit of discovery, in learning where and how RMC can help you the most. Getting to know you and your organization in this way will give our specialists the input and data required to deliver a detailed proposal that not only provides a scalable solution but also shows the fiscal impact and - **more importantly** - fiscal benefit of working with Recovery Marketing Consultants.



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