

# Unlocking the Power of Digital Admits

How to leverage digital marketing to reach full census and stay there.  
Learn the exact system that generated over 10,000 admissions.

By Tyler Collins



# Hello, I'm Tyler Collins

- ✓ 22 Years in Digital Marketing
- ✓ Rehab Marketing Consultant
- ✓ National Speaker & Author
- ✓ Recovery Enthusiast
- ✓ Founder, Digital Admits
- ✓ Over 10,000 Admissions

*Passionate about growing rehabs through digital marketing.*



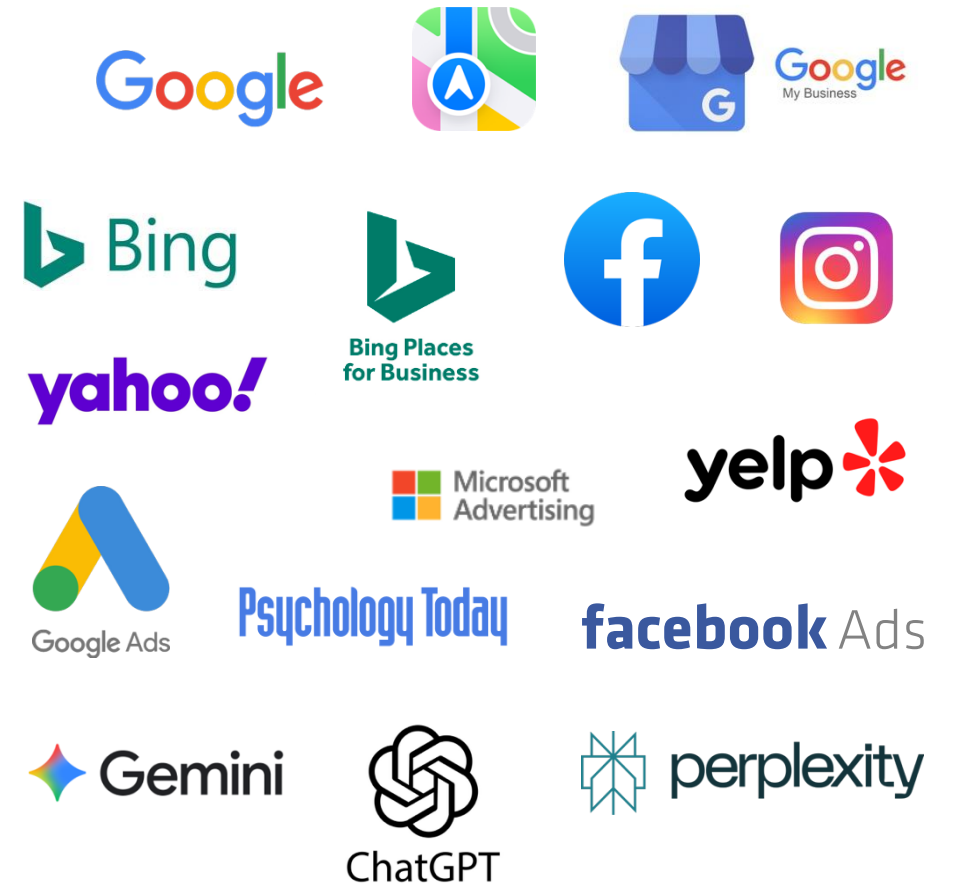
# What is a digital admit?

An admission to treatment that originated from digital marketing.

# Where do digital admits come from?

Common sources of digital admissions.

- ✓ SEO
- ✓ Paid Ads
- ✓ Local Profiles
- ✓ Social Media
- ✓ Directory Sites
- ✓ Sponsored Listings
- ✓ Direct Website
- ✓ AI Answers\*



## What Problems We Are Solving?

Common challenges for program operators when digital marketing is not done effectively.

- ✗ High-cost marketing retainers
- ✗ Wasted ad spend
- ✗ Increasing competition
- ✗ Low volume of qualified leads
- ✗ High CPA (cost per admission)
- ✗ Decreasing admits & referrals
- ✗ Strain on business development
- ✗ Empty beds, low census, \$ losses
- ✗ Inability to scale & grow
- ✗ Unfulfilled mission





# The FULL CENSUS Formula

Core components of effective digital marketing strategy for treatment centers.

Website

Paid Ads

Attribution

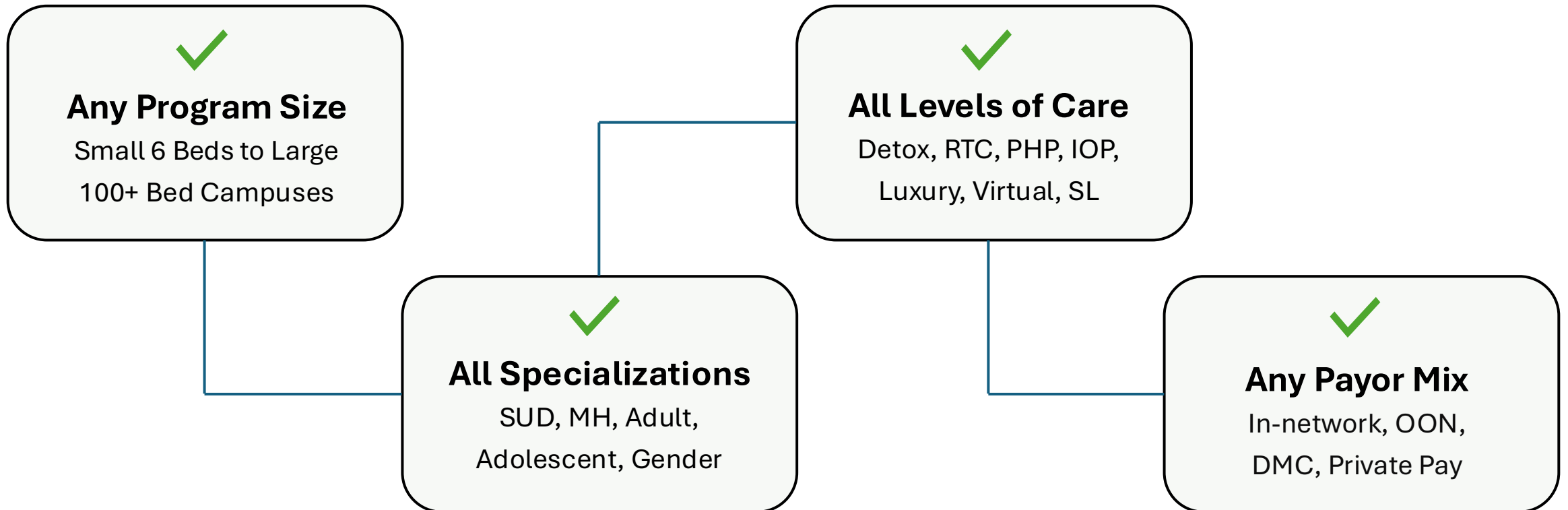
SEO

Reputation

Admissions

# Who is this for?

The Digital Admits Full Census Formula works for all types of programs.



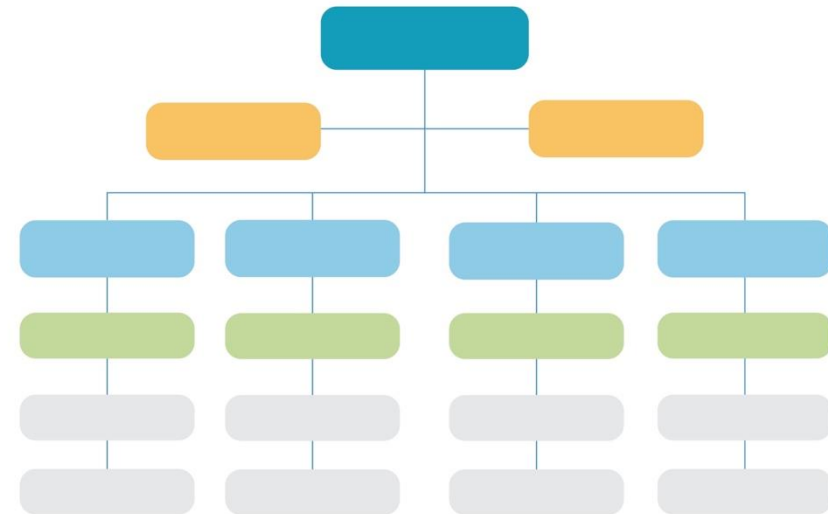
# Your Website

The most important component of your digital marketing strategy.

## Program Website Blueprint

We have proven that having these 12 Key Pages on your website results in more admits.

- ✓ **Home**
- ✓ **About Us**
- ✓ **Meet the Team**
- ✓ **What We Treat**
- ✓ **Levels of Care**
- ✓ **Facility**
- ✓ **Our Approach**
- ✓ **Why Choose Us**
- ✓ **Verify Insurance**
- ✓ **Admissions**
- ✓ **Blog**
- ✓ **Contact**





## Website Best Practices

General recommendations for increased website performance.

- ✓ Professional quality design
- ✓ Mobile-first & responsive
- ✓ User friendly interface
- ✓ Fast loading pages
- ✓ Easy to navigate
- ✓ Convenient access to information
- ✓ Unique original content (no duplication)
- ✓ Real photos over stock images
- ✓ Compelling copywriting (build value)
- ✓ Strong CTA's (calls to action)
- ✓ Multiple lead captures (Phone, Webforms, & Chat)
- ✓ Leverage videos (human element)
- ✓ Social proof (showcase testimonials)
- ✓ SEO & AI optimization
- ✓ Analytics & tracking (GA4, CrazyEgg)

# What is SEO?

Search engine optimization

The process of optimizing a website (or business) to achieve higher rankings in organic search and map results.

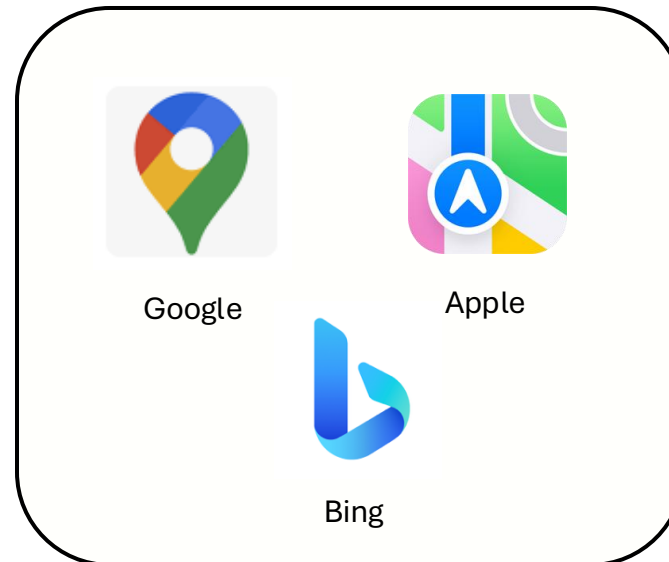
## SEO – The Search Ecosystem

Where people search for treatment (and where your program should be found).

### Search Engines



### Maps



### AI Engines

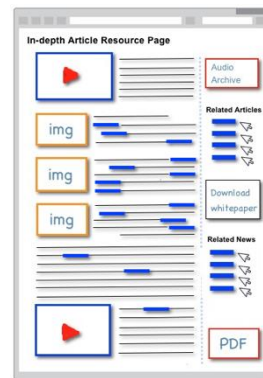


## How SEO Works

### On-page SEO

Optimization done on your website.

- Page titles & descriptions
- Content & keywords
- Images & video
- Navigation & links
- Page load times
- Schema markup
- Authority signals



### Off-page SEO

Optimization performed off your website.

- Links from other websites
- News & editorial mentions
- Directory placements
- Social media signals
- Reputation & reviews
- User-behavior



## Top SEO Ranking Factors

### Local SEO ( more admits )

Focused on a specific geographic area.

- Google Business Profile
- Business Listings
- Positive Reviews
- Check-ins & Directions
- Hyper-local Content
- NAP Consistency



### National SEO ( more traffic )

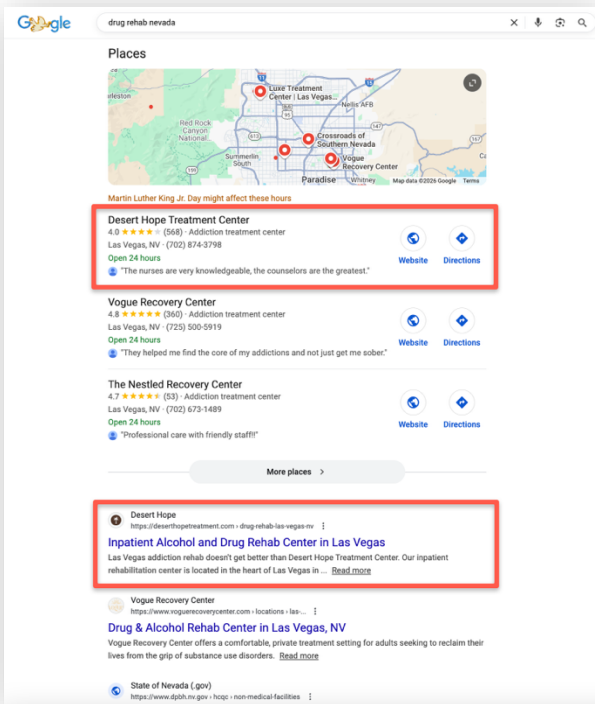
Nationwide for broad non-location keywords.

- Quality Content
- Backlinks
- Technical SEO
- Keyword Optimization
- User-experience (UX)
- Schema Markup

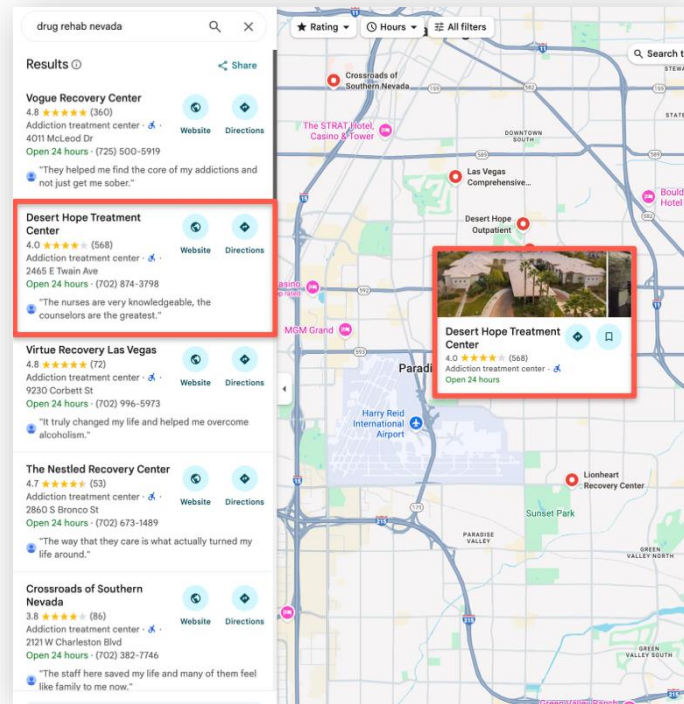


# Local SEO Placements

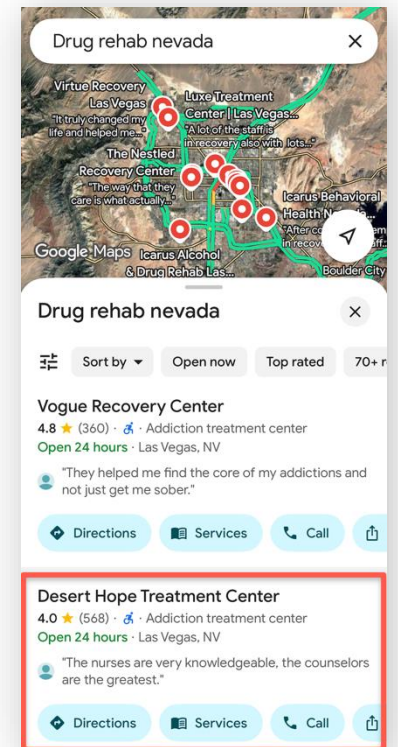
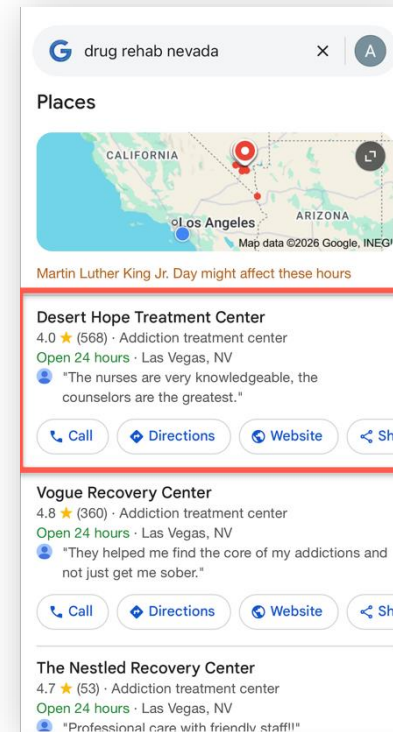
## Desktop Search



## Desktop Maps



## Mobile Search & Maps



## AI Answers, Mentions, Overviews

How to be the answer AI recommends.

1. Have great Local SEO.
2. Create profiles in national directories.
3. Enable website crawling (robots.txt file).
4. Add structured data markup (schema / rich snippets).



ChatGPT 5.2 ▾

↑ Share

### 3. **Source** Aggregation (Not a Single Map)

I did **not** pull from one live map or proprietary feed.

Instead, I synthesized results from **overlapping public data sources** commonly used for healthcare discovery:

#### Primary source types

- **Google Business Profiles (Maps data)**
  - Business existence
  - Category matching
  - City/location verification
- **National rehab directories**
  - Addictions.com
  - Recovery.com
  - Psychology Today
  - Similar treatment aggregators
- **Provider websites**
  - Confirmed service type (detox, residential, outpatient)
  - Location claims (Newport Beach vs "near Newport Beach")
- **Health system listings**
  - Hospital-affiliated programs (e.g., Hoag)

Facilities that appeared in **multiple sources** were prioritized.

# Paid Advertising

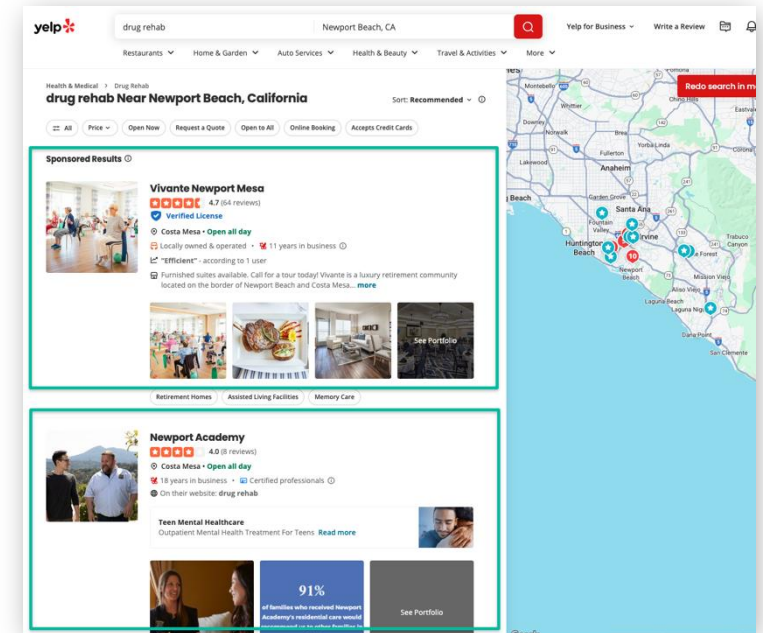
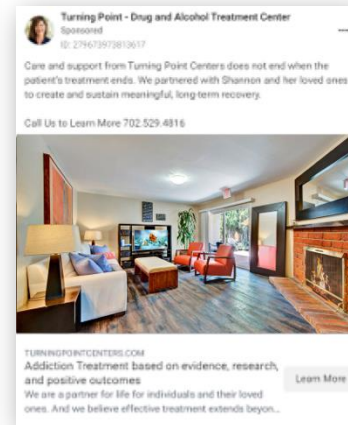
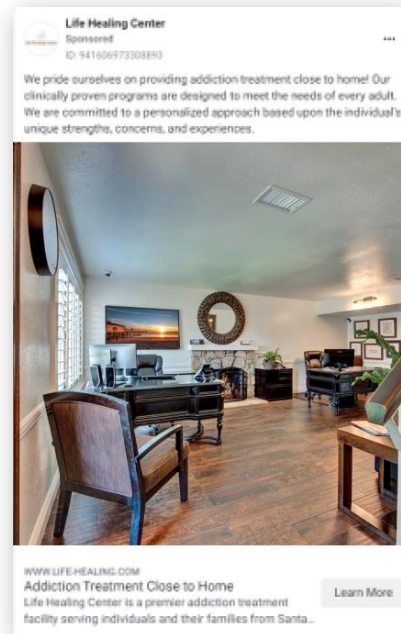
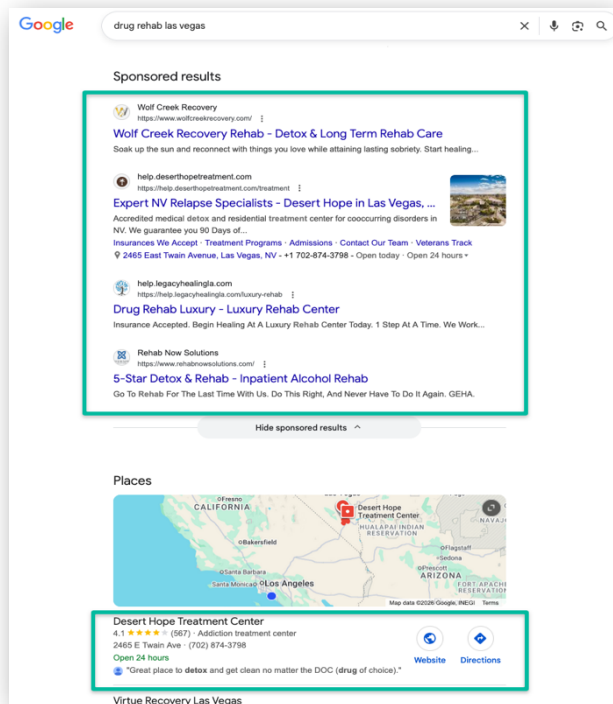
Paid placement in exchange for impressions or clicks.

# Paid Advertising Placements

## Search Engines (primary)

## Social Media (retargeting)

## Business Profiles (sponsored)





## Paid Ads: 4-Level Targeting Strategy



Most effective for generating qualified VOB's and reducing CPA (cost per admission).

### Substance / condition

- Alcohol
- Drug
- Fentanyl
- Anxiety
- Depression

### Level of Care

- Detox
- Rehab
- Residential
- Inpatient
- MAT
- PHP/IOP

### Location

- Long Beach (city)
- Los Angeles (county)
- California (state)


### Insurance

- Aetna
- Blue Shield
- Anthem
- Cigna
- PPO
- Medi-cal

## Example Search Queries & Ads

drug rehab los angeles cigna

Sponsored results

 help.riseinmalibu.com  
https://help.riseinmalibu.com/get-help


**Rehab That Takes Cigna - Drug Rehab That Takes Cigna**

Addiction treatment center · 26901 Sea Vista Drive · **Open 24 hours**

4.7 ★★★★★ (43)

Instant Verification of Benefits. Find Out Your Personal Options for **Addiction Treatment**.

[Website](#) [Directions](#) [Call us](#)




Google

alcohol detox that accepts anthem sonoma county

AI Mode All Images Short videos Shopping Forums Videos More Tools

Sponsored


 help.amhealth.com  
https://help.amhealth.com/blue-cross/alcohol-rehab

**Anthem Blue Cross Alcohol Rehab - Centers That Accept Blue...**

Did You Know Your BCBS Policy May Cover Alcohol Rehab? Compare BCBS Alcohol Rehab Programs. Your Blue Cross Blue Shield Insurance May Cover The Full Cost Of Alcohol Rehab! Learn More. Most Insurance Accepted.

MAT detox santa barbara anthem insurance

Sponsored results

 sanctuarytreatmentcenter.com  
https://www.sanctuarytreatmentcenter.com/addiction

**Anthem Blue Cross Rehab Center - Anthem HMO & PPO Covered...**

We Accept Anthem Insurance. Nationally Accredited Drug & Alcohol Treatment. 7 Day Medical Detox. 30, 60, & 90 Day Residential Programs. Inpatient & Outpatient. Medically Supervised. Luxury Retreat.

[Call us](#)



## PPC Landing Page Elements

Features to include on your paid ads landing pages – battle-tested with over \$5 Million in ad spend.

- High quality images
- Program features
- Facility amenities
- Client testimonials
- Levels of care
- Team photos
- Insurance accepted
- Compelling copywriting
- CTA's (calls to action)
- Phone & form buttons
- Insurance verification
- Custom navigation
- Sticky header on scroll

### Verify Your Insurance to Check Coverage for Treatment

Please complete the information for the person seeking treatment. One of our dedicated team members will contact you immediately to go over your options.

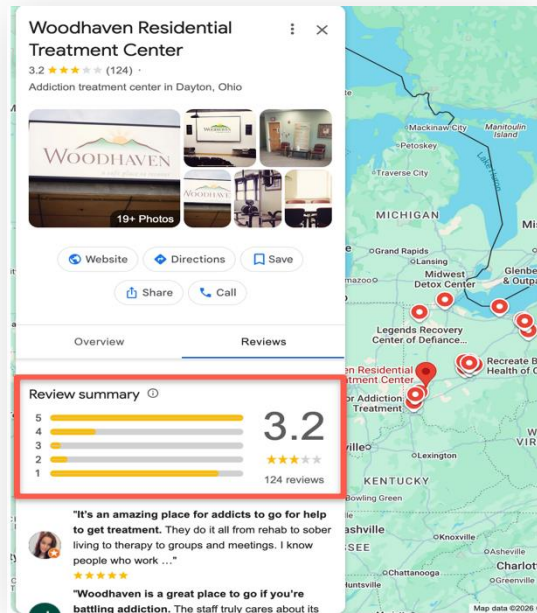
**Verify My Insurance**

# Online Reputation

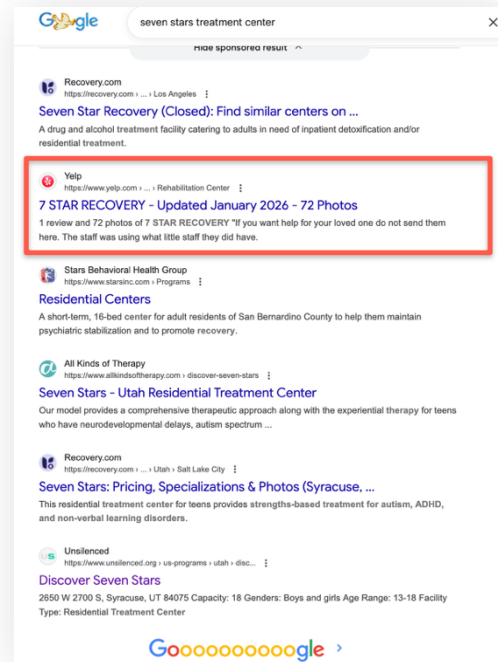
Brand image and online reviews are an important component to success.

# Common Online Reputation Problems

## Negative Reviews



## Bad Press



## Outdated Website



## Control Your Reputation Online

Proactive steps you can take to protect and build a positive reputation online.

### Positive Reviews

- Ask for Reviews
- Build Into Your System
- Respond to Positives
- Negative Removals

### Search Results

- SEO Strategy
- Business Profiles
- Press Releases
- Blog & Articles
- Earned Media
- Podcasts & Interviews
- Content Removals

### Website & Profiles

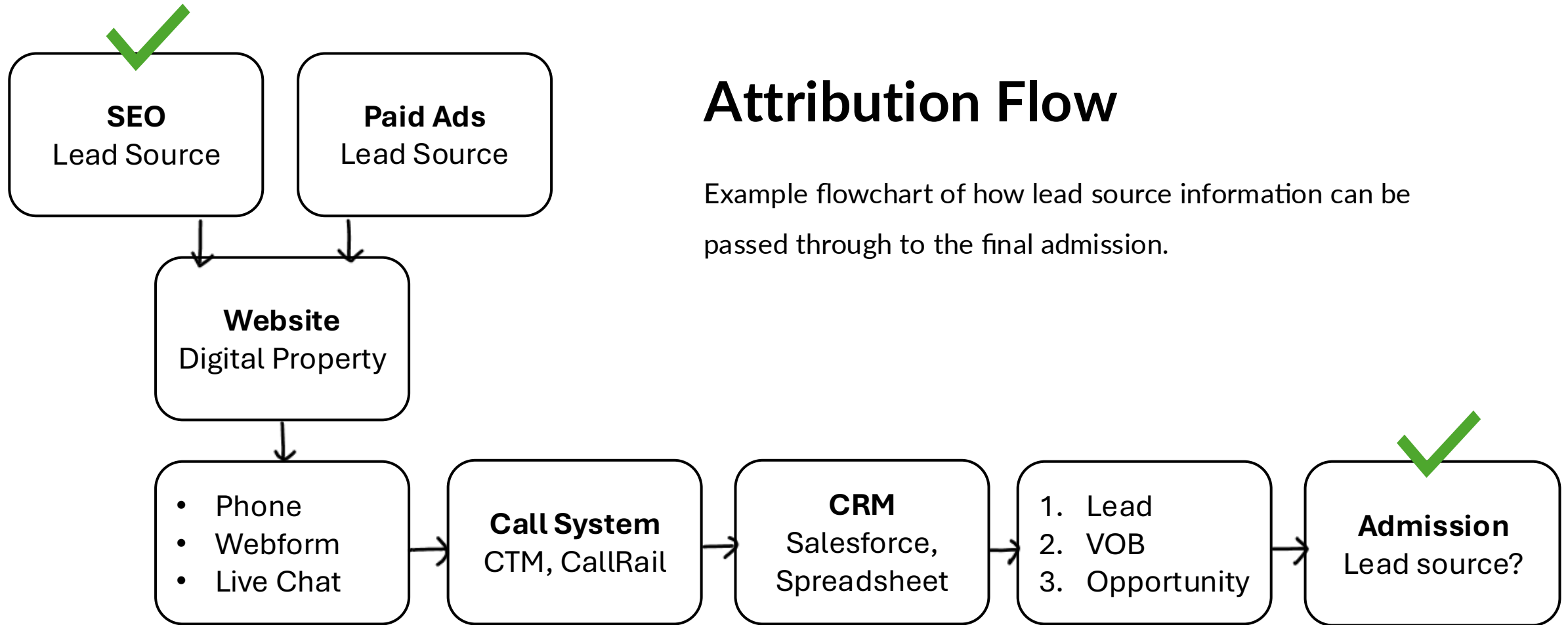
- Redesign Website (5 yrs)
- Audit Your Profiles
- Update Text & Images
- Refresh Information
- Facility & Team
- Program Information

# What is marketing attribution?

How you measure where your admissions are coming from.

# Attribution Flow

Example flowchart of how lead source information can be passed through to the final admission.





# Admissions Team

Call center and phone specialists.

## Level Up Your Admissions Team

💡 The best marketing in the world will not matter if your admissions team underperforms.

### Call Center

- Director
- Team
- Call System
- CRM
- Incentives

### Phone Skills

- Experience
- Understanding
- Compassion
- Program knowledge
- Ask for the close

### Lead Admin

- Call scoring
- Data collection
- Detailed notes
- Verifying benefits
- Accountability

### Follow Up

- Outbound calls
- SMS messages
- Sense of urgency
- Persistence
- BD reps

# Thank you!



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