

Addiction Treatment + Social Mirroring = Success & Treatment Solutions

Digital campaign drives new patient conversions

Category: Healthcare – Addiction Treatment

Overview:

A regional Addiction Treatment Center, who turned to digital advertising to generate more leads saw great success and was looking for new ways to reach more people who suffer from addiction, especially during COVID-19. The goal was to increase patient lead intake online.

Digital Strategy:

Facebook Social Mirroring was recommended to broaden the reach of social audiences outside of their Facebook app. An online campaign was designed and launched utilizing a Social Mirror strategy to engage adults who feel isolated and alone and need help. The call to action was, “I want treatment now” or a click to landing page with comforting messages about positive connections that could connect them with help and encouraged them for them to fill out a form or engage in live chat messaging.

Results:

The additional impressions that ran for this campaign on social mirroring were 150,806 and resulted in 4,421 clicks with a click thru rate of 2.93%. This is a remarkable percentage as it is nearly 42 x the national average. Plus the campaign had 163 view thru visits (home page visits) and 11 new patient conversions in the first month of launch. With a per patient ROI of \$3500, the client was thrilled with the results of this cutting-edge strategy.

