

Call us to connect with people looking for your services: 866-690-4235



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transfer. transform. transcend.

How to Translate Lead Generation on the Internet to the Addiction Treatment Field

It's hard to use the word 'lead' when you're talking about somebody that is desperate for hope. They wouldn't be searching online and stumbling upon a help line or hotline if they knew where to go. If they had the answer or they trusted a friend, or family member, or a pastor, or a teacher, or a loved one with that kind of information, they would ask those people for help.

Ultimately the anonymity of this disease, and the kind of stigma around the disease, has created this environment where people often go online first when they are looking for information on addiction and recovery. So, in most any business, that person would be considered somebody who is a lead, but that is not the best word to use for a potential patient or client.

Looking for Help Online

When somebody is seeking help for a substance use disorder, for themselves or a family member, they are desperate at that point. The first line of defense is often times the treatment center's web presence. People find your facility through your online footprint; your website, your social media accounts, your online reviews. The main goal, and the biggest challenge for most rehab facilities, is understanding the human side of the industry.

The person who's calling on the other end of the phone is somebody's son, is somebody's daughter, it's somebody's mother and often times, because we take these calls as an industry so often, we become numb to the reality that this lead that we are talking about is a human being. Their call for help is probably something that's been building up for a long time. They may never have reached out for help before so this cry for hope is something that shouldn't

really be looked at as a lead. Their call for help is something that most people would credit for saving their life.

So as we take a closer look at the marketing side of the industry, we should look at the caller more as somebody seeking hope than someone who is a possible lead. We're dealing with people who are seeking a solution to their problem, and the question is, are we going to be there for them and are they going to reach out to us when it's time to make the call?

FIND QUALITY LEADS FOR YOUR TREATMENT CENTER

We can help you with your addiction treatment and rehab marketing lead generation efforts. TreatmentCalls.com provides qualified leads for alcohol and drug abuse treatment centers and programs around the country. We generate these leads by finding potential patients seeking treatment and help connect them with a facility who can properly address their needs.

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