Web and Social Media Strategy Overview

Max Spiegel



Web strategy

From Wikipedia, the free encyclopedia

A web strategy is a strategic web direction for an organization. It outlines the most advantageous positioning for the company on the web, the experience it should create for its customers, the brand image it should project, the way it should engage the prospect and existing clients, partners, and suppliers, the way it should convert traffic to sales.

As the web is evolving into so many directions hard to keep track of, a profession - the web strategist - is emerging. A web strategist is a professional with a business and marketing acumen, knowledgeable about the web technologies and trends, brand experience creation online, web design and technical solutions. The objective of such professional is to guide the organization towards performance and success online and oversee the successful performance of the organization's web team.



































- ■22 Web Sites
 - Over 880,000 visitors
 - Reading 1.7 million pages

- ■68+ Social Media Profiles
 - ■58,000 Followers
 - ■6.5 million people touched

Behold... the awesome powers of...



"...And the majority of addicts or their parents — 61 percent, according to Google's internal statistics — use the internet to find help."

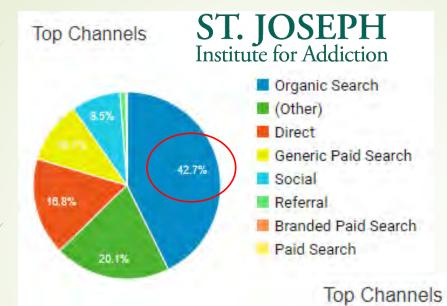
Usual Web Traffic Types



- Organic Search
- Referral (+Social)
- Direct
- PPC (pay per click)

Organic Traffic









Content Strategy

468 New Blog Posts in 2018

- Bringing in 85,500 readers.
- Who stay an average of 2:48.
- 163 people-hours of brand exposure.

450 New Blog Posts in 2019 so far.

We always need topic ideas. We people to show us a facility's personality.

EVERY WEEK!

Inquiry: Admit Date	Phone Label	Inquiry: Admit Type	Inquiry: Referral Number	URL Tag	Landing Page ↓	Operating System	Referrer Root Domain
2/5/2019	Waypoint SEO	RTC	0082663		/tolerance-dependence- and-addiction-what- common-substance-abuse- terms-mean/	Mac OS X	www.google.com
4/18/2019	Waypoint SEO	RTC	0090024	-	/tolerance-dependence- and-addiction-what- common-substance-abuse- terms-mean/	Windows	www.bing.com
3/17/2019	TLRC Social Media	RTC	0087197	social	/tlrc-events/understanding- emerging-threat-heroin- atlanta-ga/	ios	m.facebook.com
6/24/2019	Willingway SEO	RTC	0097893	-	/tips-for-sober-socializing/	Linux	www.google.com
5/1/2019	Twin Lakes SEO	Detox Only	0091081	-	/tips-for-dating-someone- in-recovery/	ios	www.google.com
4/3/2019	Twin Lakes SEO	RTC	0088668	-	/tips-for-dating-someone- in-recovery/	ios	www.google.com
12/7/2018	Aviary Inpatient SEO	RTC	0077466		/timeline-heroin-epidemic/	Mac OS X	www.google.com

All sorts of reports we can do in Salesforce that shows how people are finding us.

We don't just post blogs and hope Google finds them and improves our rankings. We actively "push" new content through Social Media.

Follow your facility pages and share the posts we put on our pages (if you use your personal social media for promotion). Up to you.

68 Social Media Properties



Instagram in a couple cases. We'll try anything, and we probably have. My team knows that if a stakeholder (BD, CEO, etc) asks about a site or feature or software and we haven't already tried it, we're failing. Try us.



Social Media Audience



= Alumni



ReferralSources

Facebook alone...

- An additional 65,000 visitors to our digital properties.
- Our posts appearing in over 11.5 million user news feeds.
- 9,304 new followers, a 32% increase, or 2x the 2017 growth.

Why We Use Social Media

Engage our alumni

Attract new audience

We have to start collecting ALL alumni data and consent to email them FOR EVERY DISCHARGE.

- How to we do this? Compel professional referral sources
 - Evangelize recovery awareness
 - Promote our research Do we have any?
 - Highlight (humanize) our clinical professionals Anyone introduce my team to them?
 - Pinpoint demographic targeting
 - Saturate 1st page of Google search results

Directions

Ask a question

Website

Maps

Images

Shopping

More

Settings

Tools

About 32,200 results (1.16 seconds)

Victory Addiction Recovery Center | Rehab in Lafavette, LA

https://myvictorycenter.com/ *

Victory Addiction Recovery Center, a Drug and Alcohol Rehab Center in Lafayette, Louisiana. Our Team · Inpatient Treatment · About Victory Drug & Alcohol ... · Admissions

Outpatient Program - Victory Addiction Recovery Center

https://myvictorycenter.com/outpatient-program/ •

Our Intensive Outpatient Program provides the benefits of treatment with added flexibility. With sessions at night, you are able to continue to live your life going to work or school. IOP combines group, individual and family therapy to provide a solid foundation for recovery. Sessions focus on education, relapse prevention, ...

Inpatient Treatment - Victory Addiction Recovery Center

https://myvictorycenter.com/inpatient-addiction-treatment/ >

Our inpatient treatment programs are led by licensed counselors utilizing treatment methods including individual, group, and gender-specific therapy.

Our Team - Victory Addiction Recovery Center

https://myvictorycenter.com/our-team/ *

Melanie Courville, RN CEO. Melanie Courville, CEO of Victory Addiction Treatment Center, has an extensive history not only in behavioral healthcare but in the community of Lafayette. Melanie was born and raised in New Iberia, Louisiana, and she is a registered nurse by trade, having graduated in 1986 from the University ...

Victory Addiction Recovery Center, Treatment Center, Lafavette, LA ...

https://treatment.psychologytoday.com > Treatment Centers > Louisiana > Lafayette > Jul 25, 2017 - Victory Addiction Recovery Center, Treatment Center, Lafayette, LA 70508, (337) 393-6523, At Victory Addiction Recovery Center, we understand the importance of choosing the best provider for your treatment needs. Our experienced clinical and medical team will provide you and your family with ...



Victory Addiction Recovery Center - Home | Facebook

https://www.facebook.com > Places > Lafayette, Louisiana > Mental Health Service ▼ ★★★★ Rating: 4.8 - 30 votes

Victory Addiction Recovery Center, Lafayette, Louisiana, 834 likes, Victory Addiction Recovery Center strives to provide the best and effective treatment...

Victory Addiction Recovery Center - Lafayette, LA - Yelp

https://www.velp.com > Health & Medical > Rehabilitation Center >

Specialties: Detoxification - Detoxification is our most intensive form of treatment that begins upon admission. We can detox all substances (alcohol and drugs), and you will be monitored around the clock by our healthcare professionals to provide...

Victory Addiction Recovery Center - Lafayette, LA | Rehab.com

https://www.rehab.com > Louisiana > Lafayette *

Victory Addiction Recovery Center is a Substance, Drug and Alcohol Abuse center in Lafayette, LA. Research Victory Addiction Recovery Center or find alcohol and drug treatment through Rehab.com.



Victory Addiction Recovery Center

5.0 * * * * 3 Google reviews

Drug addiction treatment center in Lafayette, Louisiana

Address: 111 Liberty Ave, Lafayette, LA 70508

Hours: Open today · Open 24 hours ▼

Phone: (888) 991-2237

Suggest an edit

Questions & answers

Q: Do y'all take the Medicaid card I have a patient who needs help and has seen dr Mayer's before at Lafavette general he wants help for addiction and recovery and really wNts to see dr Mayer's again he claims he understands and helps him. Please let me know something soon

(2 answers)

See all questions (1)

Reviews from the web

4.8/5 Facebook 30 votes

Reviews

3 Google reviews

Write a review

Add a photo

View 15+ more

People also search for



Center

Center

(11) Acadiana Addiction Drug Addiction

Palmetto Addiction Recovery Alcoholism. Treatment



Mental Health

Acadiana Recovery Center Addiction Treatment



Addiction Treatment





Sign in

About 1,130,000 results (0.44 seconds)

Waypoint Recovery Center | South Carolina Addiction Treatment

https://waypointrecoverycenter.com/ *

Waypoint Recovery Center in beautiful South Carolina offers a wide range of substance use disorder treatment services. Learn more and get help now.

Meet Our Team - About - Contact - Treatment Services

Meet Our Team | Waypoint Recovery Center

https://waypointrecoverycenter.com/meet-our-team/ *

Meet our team of dedicated and passionate treatment professionals, who are here to help you or your loved one recover from addiction in a safe place.

Waypoint Recovery Center-Residential, Treatment Center, Cameron ...

https://www.psychologytoday.com/.../treatment-rehab/waypoint-recovery-center.../34... ▼
Oct 11, 2018 - Waypoint Recovery Center Services are facilitated by a licensed, master's-level professional with significant experience in the treatment of ...

Waypoint Recovery Center - Home | Facebook

https://www.facebook.com > Places > Cameron, South Carolina > Medical & Health

*** Rating: 5 - 7 votes

Waypoint Recovery Center - 499 Wild Hearts Rd, Cameron, South Carolina 29030 - Rated 5 based on 7 Reviews "I was at Waypoint for 16 days, had to leave...

Waypoint Recovery Center Reviews, Cost, Complaints - Rehab Reviews https://rehabreviews.com → Rehab Reviews → Mid-range Rehabs ▼

May 4, 2018 - With locations in North Charleston and Cameron, South Carolina, Waypoint Recovery Center is a Joint Commission-accredited drug and ...

Waypoint Recovery Center Outpatient Reviews, Cost, Complaints

https://rehabreviews.com → Rehab Reviews → Mid-range Rehabs ▼

May 7, 2018 - With facilities in Cameron and North Charleston, South Carolina, Waypoint Recovery Center is a Joint Commission-accredited alcohol and ...

Recovery center draws concerns | Local | thetandd.com

https://thetandd.com/.../recovery-center../article_808f0ff1-bb22-5442-81c0-19f3b9fbb...
Mar 2, 2017 - Orangeburg County Council on Tuesday discussed the Waypoint Recovery Center
planned for the Four Holes Community. LARRY HARDY 1

Waypoint Recovery Center, Cameron, South Carolina (29030 ... - Rehab https://www.rehab.com → South Carolina → Cameron ▼

** * * * Rating: 5 - Review by Rehab.com User

Oct 15, 2018 - Connect with Waypoint Recovery Center in Cameron, SC. Résearch rehab reviews, awards and drug treatment programs. View cost, insurance ...

Waypoint Recovery Center - Cameron - Top Luxury Rehab

https://www.choosehelp.com > South Carolina > Orangeburg County > Cameron *

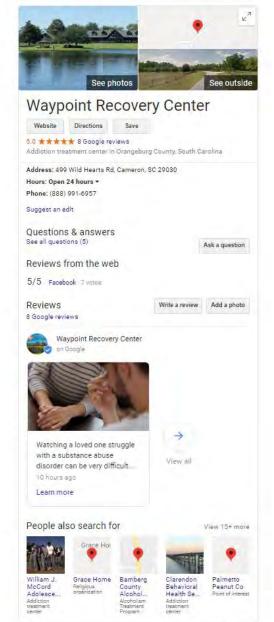
Waypoint Recovery Center is a South Carolina-based private and exclusive luxury rehab for Adults. The facility is located in Cameron. The program's focus is on ...

Waypoint Recovery Center | LinkedIn

https://www.linkedin.com/company/waypoint-recovery-center

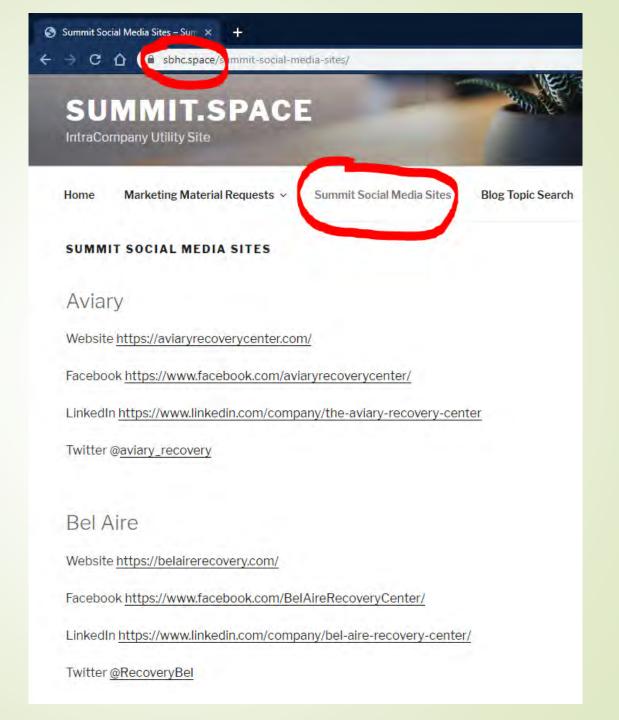
Learn about working at Waypoint Recovery Center. Join LinkedIn today for free. See who you know at Waypoint Recovery Center, leverage your professional ...

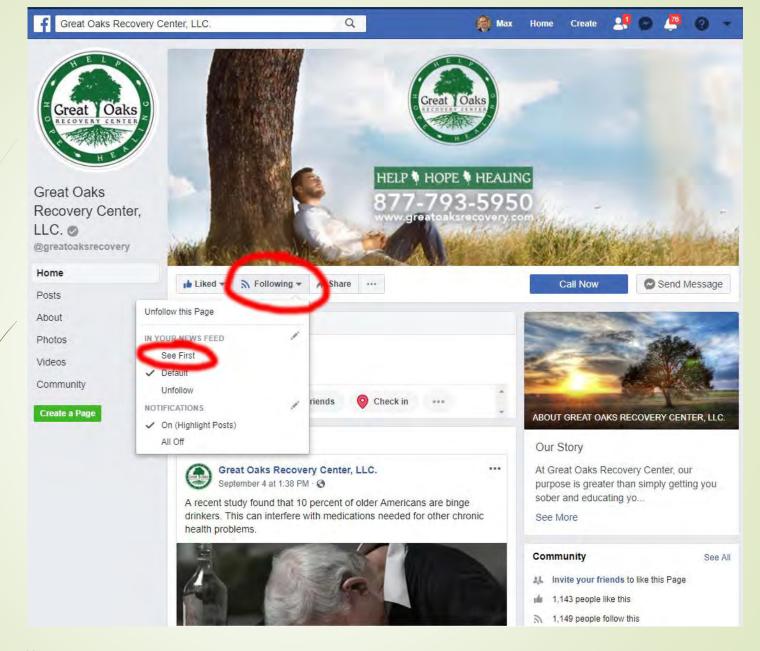




How to "follow" us.

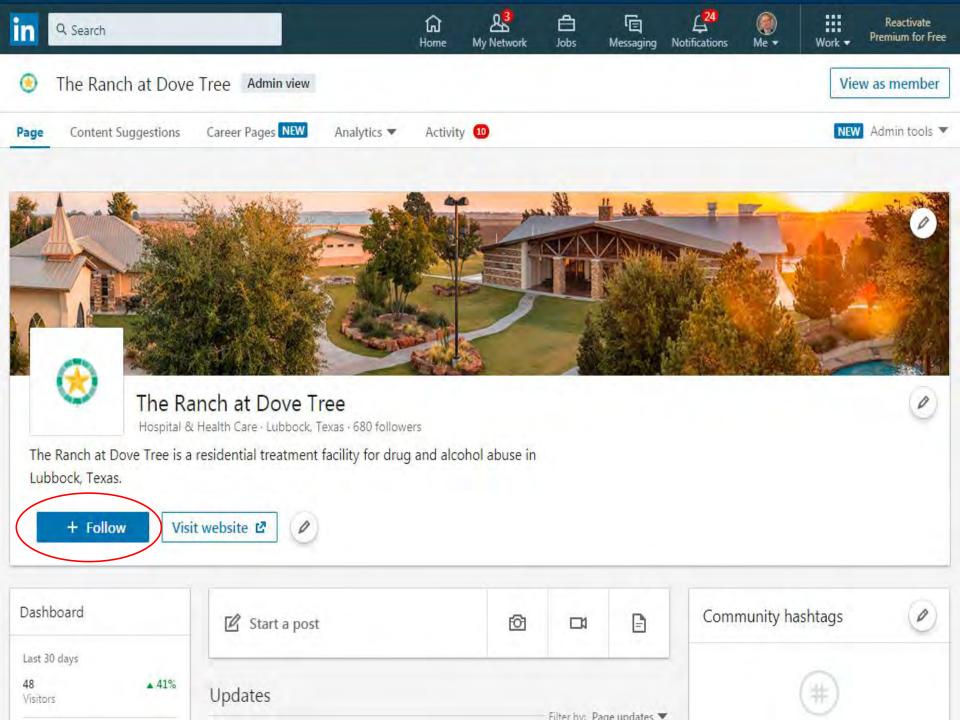
Instructions how to "like" us on Facebook and follow our companies on LinkedIn.

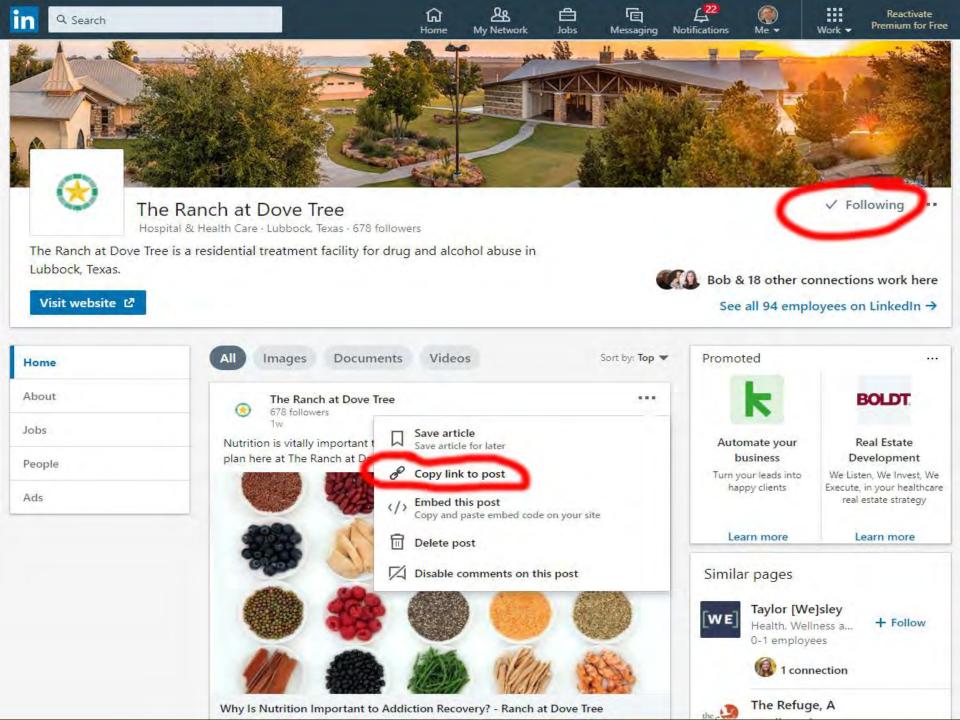




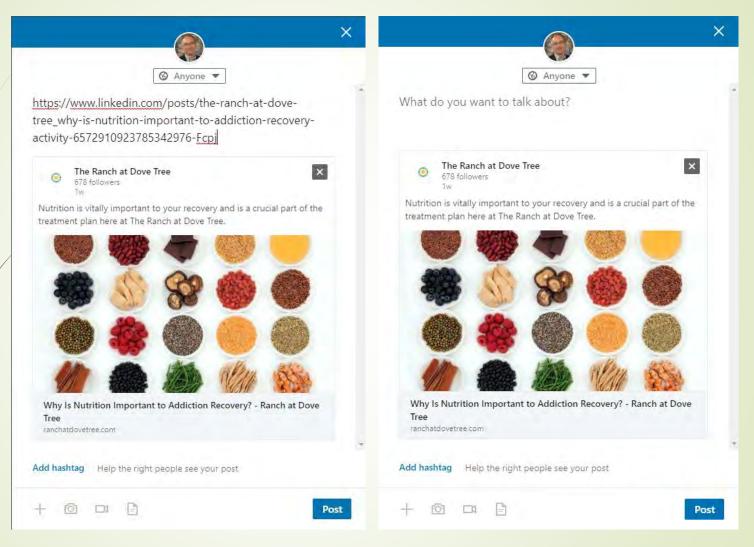
Sharing our content

If you engage referral sources on your personal social media accounts, here's how you can leverage our content and feed our larger social engine.





You can delete the URL once the post appears.



LinkedIn & Twitter

2 or 3

Look First

#hashtags

#therapist

#mentalhealth

1.3M followers

+ Follow

+ Follow

#trauma 5.1K followers

#traumainformed 2.8K followers

+ Follow

#psychotherapy 6.3K followers

+ Follow #addiction

#positivepsychology



#counseling

1.1K followers

+ Follow





#neuroscience

561.2K followers

+ Follow







#addictiontreatment

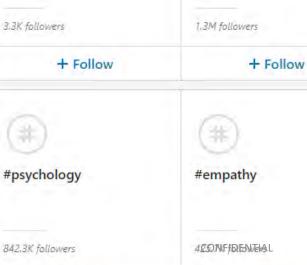
+ Follow

1.7K followers

+ Follow

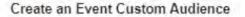


1.5K followers



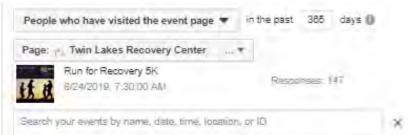
+ Follow

Custom Audiences



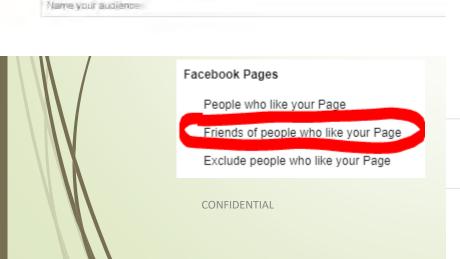
Add People to Your Audience

Include people who meet ANY wo of the following criteria:



No matter how weirdly specific, we can probably "find" that audience. Call me.

2 Name Your Audience



Potential Audience:

Potential Reach: 47,000 people

Audience Details:

- Location Living In:
- United States: Texas
- Friends of connections:
- Friends of people who are connected to The Ranch at Dove Tree
- Age:

Suggestions Brown

Interests

Interests

Job Titles

nierests

Schools

Fields of Study

- o 21 60
- People Who Match:
 - Field of study: Addictions Counseling, Human Services/Mental Health, Drug & Alcohol Counseling or Addiction Studies/Counseling
 - Job title: Mental Health Practitioner, Mental health counselor, Mental health professional, Mental Health Clinician, Marriage & Family Therapist, Psychotherapist-Counselor, Marriage and Family Therapist (MFT), Mental Health Specialist, Licensed Professional Counselor (LPC), Licensed Clinical Psychologist, Alcohol and Drug Counselor, Substance Abuse Counselor, Addictions Counselor, Licensed Clinical Social Worker (LCSW), Family Therapist or Social Work
 - Parents: Parents with teenagers (13-18 years) or Parents with adult children (18-26 years)

Detailed Targeting () Include people who match ()

Include people who match (A)

Licensed Professional Counselor (LPC)

Marriage and Family Therapist (MFT)

Marriage & Family Therapist

Mental Health Clinician

Mental health counselor

Co-Dependents Anonymous

Rehabilitation counseling

Licensed Social Worker

Support group

Psychologist

Social Work

Self care

Social Work

Sober companion

Add demographics, interests or behaviors

Demographics > Work > Job Titles > Marriage & Family Therapist

Demographics > Work > Job Titles > Marriage and Family Therapist

Demographics > Work > Job Titles > Mental Health Clinician

Demographics > Work > Job Titles > Mental health counselor

Suggestions | Browse Add demographics, interests or behaviors Household income: top 5% of ZIP codes (US) Demographics Co-Dependents Anonymous Interests Brené Brown Interests Parents with adult children (18-26 years) Self care Interests Connections (A) Licensed Professional Counselor (LPC) Job Titles Sober companion Interests Mental health counselor Job Titles

Custom Audiences

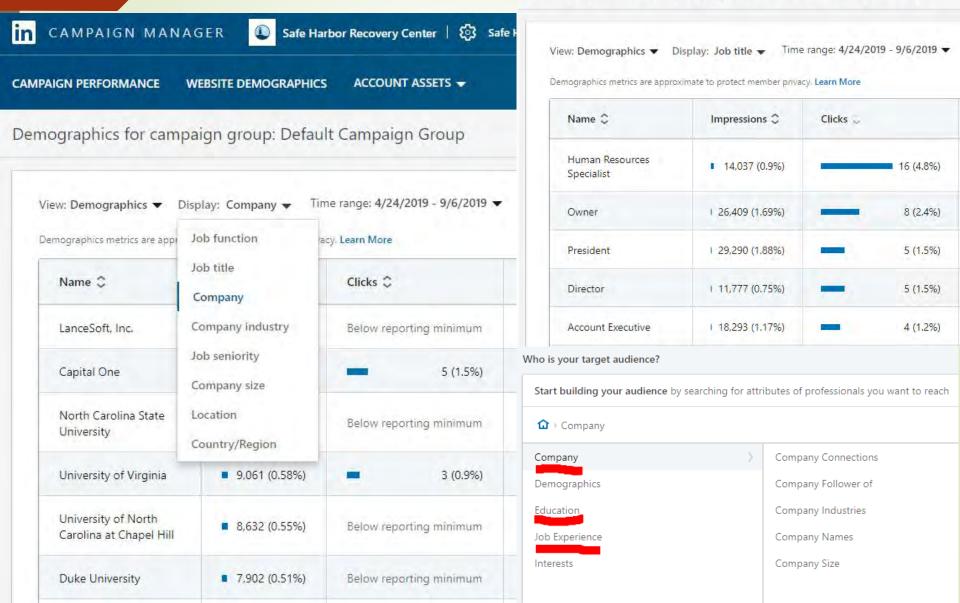


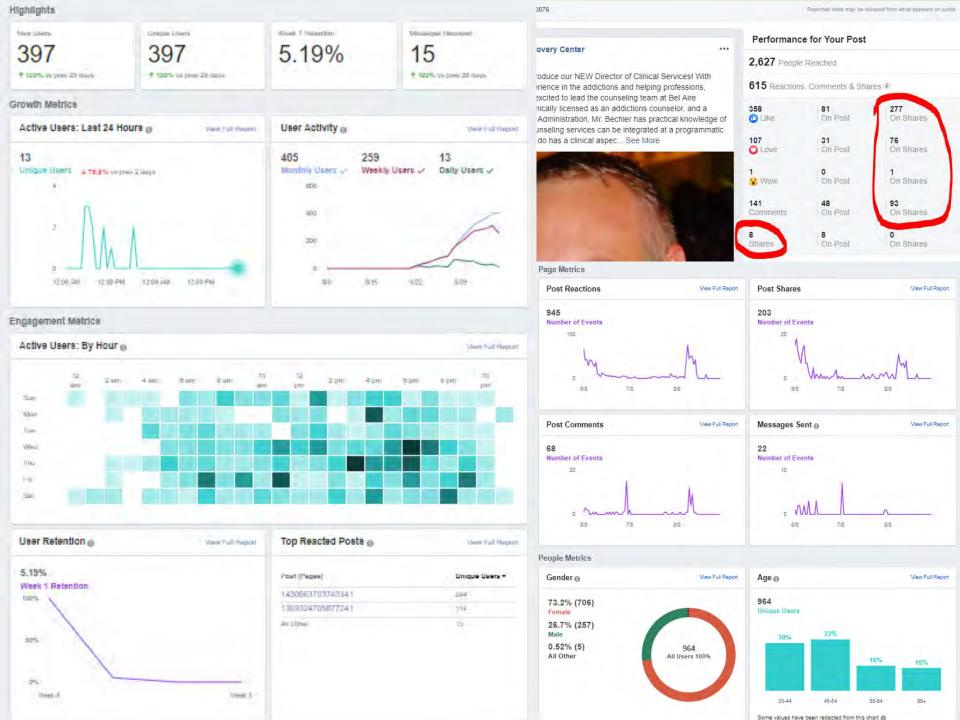
CAMPAIGN PERFORMANCE WEBS

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS -

Demographics for campaign group: Default Campaign Group





Communicate with us.

When you make a visit or throw an event or there's something to post about, let us post it to our official pages first, then share that on your profiles. That way we can get the stats and use what we learn from the engagement.

We'll post for you and/or consider making you a page admin.

If you are wanting to post / be an admin, know that we will be communicating with you a lot with tips and tricks, dos and don'ts etc.

Twin Lakes Recovery Center Posted by Holly Butz Swanson

Oak Tree Recovery Homes employees, Ryan and Derek, had a lunch date with Maverick at Twin Lakes. Thanks for stopping by!





1 Comment 2 Shares St. Joseph Institute for Addiction

Posted by Holly Butz Swanson September 24, 2018 · §

Samantha Osterlof was at last weekend's Recovery Day Lancaster in Buchanan Park. Thanks to Lancaster County Recovery Alliance - Pennsylvania for putting on this great event! #RecoveryMonth





Cottonwood Tucson

281 followers

Our Senior Director of Clinical Operations Kathleen Parrish will be speaking at Higher Thought Institute's East Meets West in Psychotherapy conference in Philadelphia. Stop by and say "hi!"

Philadelphia - East Meets West in Psychotherapy -**Higher Thought Institute**

higherthoughtinstitute.com

A premier hotel in the King of Prussia area, the Crowne Plaza offers our attendees an opportunity of taking in historical att...

Let us post first, then you share.

St. Joseph Institute Retweeted

Strive Centers @Strive Cares · 1/26/19 \rightarrow Our Greensburg therapists Jen and Toni visited @StJosephRehab. We look forward to working together to give individuals in Pennsylvania quality care help them, no matter what stage of the

recovery process they are at, overcome

addiction. #addictionrecovery

#pennsylvania









Summit Behavioral Healthcare, LLC

Posted by Holly Butz Swanson March 18 · 🚱

Daniel Krasner was the emcee at Caron Treatment Centers recent award ceremony that celebrated recovery advocates in the Atlanta-area. Twin Lakes Recovery Center's Reese Daniel was recognized for his dedication to the community.

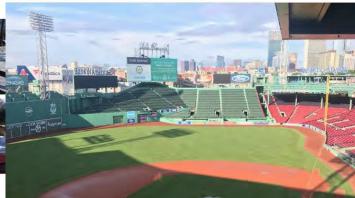




The Ranch at Dove Tree

Posted by Holly Butz Swanson July 8 . 3

How much fun is this? The RDT logo was on display at Fenway Park during the Association of Recovery in Higher Education conference!



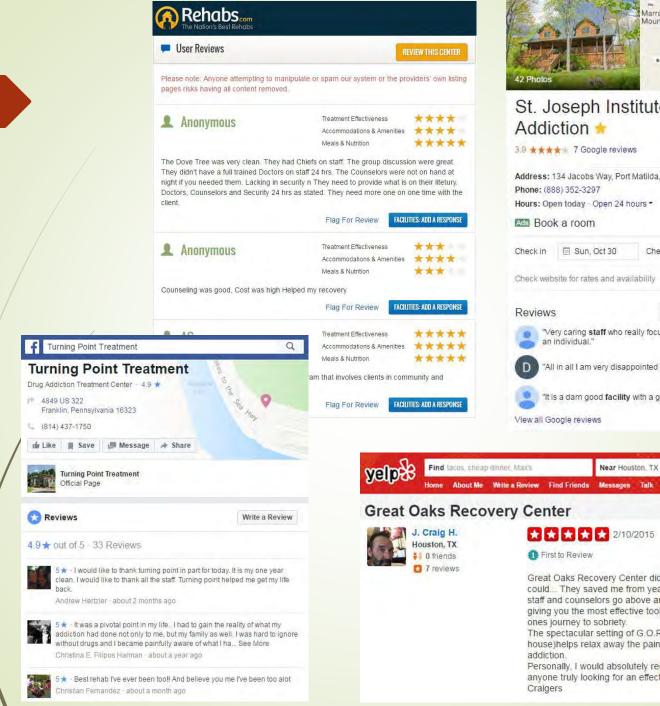






/review

We need a sustainable, disciplined effort to have a constant trickle of positive reviews left on all our facility profiles. Everyone should be helping.





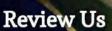




Review Us | Waypoint Re X



Treatment Services > Resources Blog Insurance Contact



Tell Us Your Story Today!

We want to thank you for choosing Waypoint Recovery Center to help you establish a healthy, sober life. We invite you to share the feedback of your stay online.

To post your review, go to one of these links:



facebook.



After you choose a site, follow these easy steps:

- · Click on the "Write a review" button
- · Log in or register a new account
- Choose a star rating and write a review
- · Submit the review

We wish you continued success in your recovery, and we look forward to seeing you at our alumni reunions in the future.

Best wishes,

~ The staff at Waypoint Recovery Center



Get Help Now









Our Locations

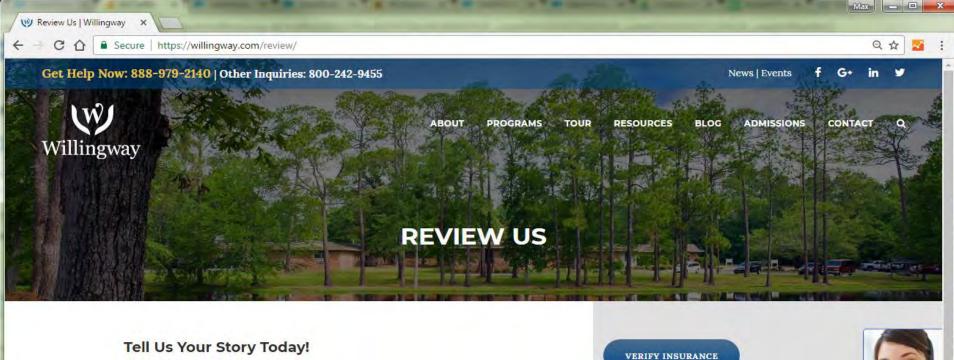
Outpatient Treatment

5401 Netherby Lane, Suite 402 North Charleston, SC 29420 View on Google Maps

Inpatient Treatment

499 Wild Hearts Rd





Tell Us Your Story Today!

We want to thank you for choosing Willingway to help you establish a healthy, sober life. We invite you to share the feedback of your stay online.

To post your review, go to one of these links:









After you choose a site, follow these easy steps:

- · Click on the "Write a review" button
- · Log in or register a new account
- · Choose a star rating and write a review
- · Submit the review

We wish you continued success in your recovery, and we look forward to seeing you at our alumni reunions in the future.

Best wishes.

~ The staff at Willingway

HELP ME NOW!

First Name *

Last Name *

Describe your situation and the help you need. *

Phone

May we leave a message?

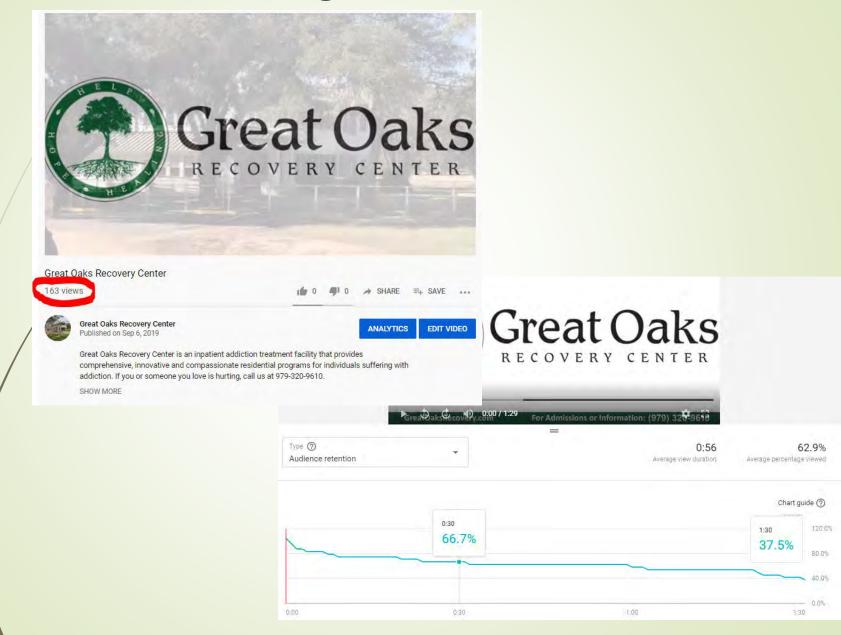
O Yes

O No

Email *



Video Challenges





St Gregory's Recovery Center Video

223 views • 5 months ago



St Gregory Retreat Centers -Forgiving a Loved One

14 views • 11 months ago



St Gregory Retreat Centers -Attending Christian Rehab,...

12 views • 1 year ago CC



1:16

St Gregory Retreat Centers: Forgiveness in Addiction...

49 views • 1 year ago



St Gregory Retreat Centers -Drawing Closer to God in...

42 views • 1 year ago



St Gregory Retreat Centers -Trusting God in Addiction

10 views · 1 year ago



Will describes his experience at St. Gregory Retreat...

9 views • 1 year ago



St. Gregory Retreat Centers: Brain Healing

6 views • 1 year ago



St. Gregory Retreat Centers -Codependency in Addiction

39 views • 1 year ago



0:57

St Gregory Retreat Centers -Hope in Addiction Recovery

25 views • 1 year ago



St. Gregory Retreat Center Christian Alcohol Rehab in...

16 views • 1 year ago



St. Gregory Retreat Rehab Center in Des Moines, IA

15 views • 1 year ago



RDT-slideshow

7 views + 2 months ago



Treatment Centers in Texas: The Ranch at Dove Tree

205 views • 3 years ago



Say Yes to Recovery! Moments of Change 2015

82 views • 3 years ago



Addiction Compassion/ Shaming | Train Station...

35 views + 4 years ago



Addiction and Social Behavior | Train Station...

28 views • 4 years ago



Identifying Addiction | Train Station Fitness Show -...

55 views • 4 years ago



The Run For Recovery 5K is Coming!

10 views · 4 years ago



The Dove Tree Fan Club -41st Annual Winter...

49 views • 4 years ago



Spirituality in Recovery -Pastor Wendell Davis

199 views • 4 years ago



Binge Drinking Prevention

190 views · 4 years ago



Women and Alcohol

36 views • 4 years ago



The Outdoor Adventure Program and Outpatient...

42 views + 4 years ago

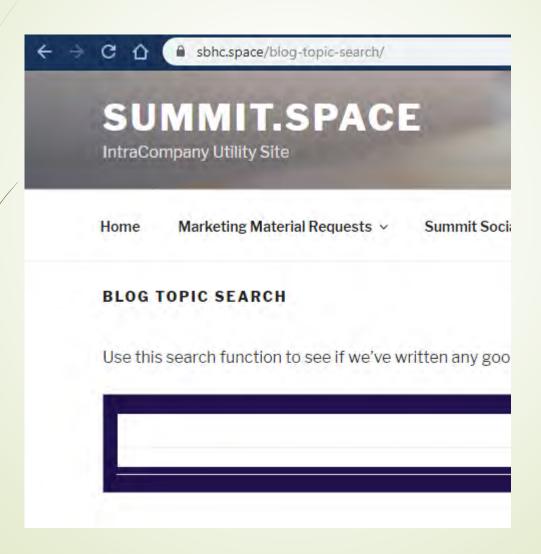
...and more

We just haven't thought of it yet.

Have a crazy idea? Call me.

Like this: https://youtu.be/JzAmRbToE9c

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