

# November 2021 Webinar

[00:00:00] **Karen Coburn:** Good afternoon, everyone. And welcome to the Fletcher group. Rural Center of Excellence's webinar series. I'm Karen Coburn, and I'll be the moderator for this session along with Michelle Day, Jennifer White and Erica Walker. A couple of brief housekeeping items and then we'll begin. You entered today's session on mute and your video was off.

Your chat feature is located at the bottom right of your screen. Use the drop-down feature to communicate with either the panelists only, or the panelists and attendees. Please direct all questions regarding the webinar content to the Q and A section. And be advised that this meeting is being recorded and will be available to you on our website once it's been transcribed. You can access our website [00:01:00] at [www.Fletchergroup.org](http://www.Fletchergroup.org). Also at the conclusion of today's session, there will be a short survey regarding the webinar content. Your participation in that survey is greatly appreciated. At this time, I would like to introduce today's presenters, Tim Smith and Richmond Simpson from Vimarc.

Tim Smith began his career at Vimarc in 2012 as an account services intern, and is now an account manager serving healthcare and business clients. Tim has been working with the recovery industry for six years and has strong knowledge of marketing recovery, housing, and SUD facilities. Richmond Simpson is president and CEO of Vimarc, a 35 year old marketing and advertising agency.

His professional experience has focused on the health care industry, but he also has experienced in retail, telecommunications and business advertising. He has more than 10 years of [00:02:00] experience in marketing addiction recovery and has served on the board of The Healing Place for six years. Welcome Richmond and Tim, the floor is yours

[00:02:10] **Richmond Simpson:** Good afternoon. Um, I'm Richmond Simpson, and I think we're going to get started here if you want to. And I am not moving the slides, so I'm going to be saying move the slides. So I hope that doesn't interfere with it. This is the agenda for this afternoon. We're going to start just real briefly explaining about what we do here.

We're going to talk about the overall situation of addiction. Um, and then we're going into, you know, roadblocks to avoid in marketing. Um, we're going to talk about your brand and how you might define it. And look at that, then we're going to get more specific about developing an actual game plan, looking at

who [00:03:00] you want to market to and marketing strategy is again how you're going to market.

And then we understand many of you might be operating under very little budget, if any, at all. So a lot of what we're going to go to is, is things you might be able to do with a real small budget. Um, and then we'll open it up for questions, but obviously you can submit questions at any time.

Little bit about us. We could move on, going to spend very little time on this again, because we were introduced so very well. And we have about 25 employees. We do a fair amount of our work in healthcare, um, and have for quite a long time, but we also do a fair amount in non-profit and other areas. And this is just a list of some of our clients.[00:04:00]

Here's again, a you know, a bigger list of some of the, some of the experience we've had throughout the years. Um, you want to move on, um, in here's what we do, you know, we are an advertising agency. Um, we kind of focus on the marketing side a little more, um, the strategy, developing plans, we do all the creative, any sort of planning on media.

Um, we might do websites. We might do social media strategy. We do fair amount of video, as well as public relations, which is pushing things out to. And a lot of people call it free media. Um, and that's where we push things out to TV stations and print vehicles and asked them to kind of, uh, do a story on one of our clients.[00:05:00]

Here's some related experience. Um, and you know, there's some Find Help Now, it's KIPRC and it's, um, Tim knows it well, cause you know, we launched it around five, six years ago and it's basically, if you, if you don't understand what it is, it's a website that will offer kind of a real-time assistance and treatment facility, the same organization got another grant to do the same thing for recovery housing, which is in process at the moment, the website is still being created and we developed the marketing plan and

we're anxious to launch that Raising Hope has it is with the University of Louisville, as well as the Kentucky Department of Agriculture and it's a unique program that is exciting because it'll launch in [00:06:00] January and we're doing a lot of the initial work now, and it is a program designed to reach farmers, um, and to really open up about mental health issues, especially suicide and kind of some resources on what to do. And Healing Place, I think some, you know, they're a local treatment facility here. Farm Credit Services and Passport

Health plans. The reason I kind of brought those up was because they, um, are all very rural marketing, as well as Raising Hope and the state of Kentucky.

Here's just a look at some of the work. This is what we, um, some of the work we did for Healing Place. Um, a lot of the work we've done for Healing Place is not with, does not have the objective of getting new clients in the door because, um, at the time they were [00:07:00] turning away clients. So we were looking for, um, funding for the organization because it is free to their clients.

And here's just look at some other work we've done.

You can kind of see the polling question. We're just trying to gauge here, your experience level with marketing so we better understand that we sure don't want to use any sort of technical terms that you might not might not understand. Um, so if you wouldn't mind answering this.[00:08:00]

And again, throughout the presentation, feel free to use that chat button to ask any questions. Don't, don't hold them till the end because you probably won't remember them.

[00:08:27] **Tim Smith:** And while we're waiting on responses, I just wanted to let you guys know that Richmond mentioned Findrecoveryhousingnow.ky.org, that's going to be a site where you can, uh, someone can come and search for recovery housing by specific search criteria. So once that's up and going, I'm sure KIPRC will be doing outreach, um, to recovery houses in Kentucky. So just be on the lookout for that, because we obviously want to have as many recovery houses listed on that site as possible.

And it's obviously free advertising for your site.[00:09:00]

[00:09:01] **Richmond Simpson:** Okay. This kind of shows us kind of where we are and that'll help us guide it and appreciate you answering the questions so we can kind of move on here.

You kind of move to the next slide. And again, this is this, the first part is going to talk a little bit about addictions. So it's not specifically on recovery housing. It's more about where it is. Unfortunately. And you've seen you, might've seen some of these numbers, but unfortunately the way they kind of measure addiction is through overdose diseases because they, you know, um, the government doesn't always know how many people, the number of people addicted or say the number of people in recovery, because they don't have to

provide that data, but they do have to provide any data on overdose [00:10:00] deaths.

And you can kind of see here it definitely is on the rise, both on a national basis and even more in Kentucky. And why? Well, you know, these are some of the reasons stated out, I think any, anything here is a surprise to you, um, at all. Um, COVID did play a little role in here, but, um, still there's there there's lots of factors that are contributing to that increase.

Um, also, you know, this marketing, um, addiction recovery is really kind of is growing because the market is growing so much. Um, and there's lots of things happening in this market that are real interesting because up until the last few years up until really almost the last two years, a lot of addiction recovery centers have been very small, very [00:11:00] localized, and now, like anything else, a lot of large companies are going in and buying, um, the facilities and, and feeling like, you know, this, this could be a great profit center for them.

You know, obviously, you know, which, uh, for, in, for various reasons. And you know, one of them is that, you know, that Kentucky specifically was one of the states that allowed for Medicaid expansion and Medicaid obviously is a funding source for, um, treatment.

So, you know, there are some effects on COVID and I was in a conversation with somebody about this yesterday, and it's gotten a little better, but during COVID a lot of things just shut down. And when the social system and the justice [00:12:00] system shut down, obviously they're one of the biggest feeders into treatment, um, by, you know, forced treatment, but they are still a big feeder.

And if say that, um, folks are not going social services, people are not going into the homes. They're not seeing there could be an issue. So this has created some issues for people like the Healing Place that got a lot of referrals from the government itself.

This came right off your all's information. Again, some statistics that, you know, if you've been on the site you've seen, um, and these are things, you know, obviously there's a lot of variance between the way you all operate your businesses. Um, so this is just kind of giving that kind of update.[00:13:00]

And obviously, you know, being rural, uh, does affect this whole thing. And in fact, it's about funding, the number of trained healthcare providers, but also, and this is true because we're marketing again that, um, that, that suicide piece with

the University of Louisville is that because it's rural, there's a much bigger stigma associated with, with having any sort of issue, whether it's mental illness or whether it's addiction and, and that's creating some, some factors.

Alright, one more question.

And again, I'm not sure how much COVID affected some of your all's business? I would imagine it [00:14:00] did, um, from a lot of different factors, but here, you know, as far as this question, I would assume that most of your budget is fairly small if, if at any, but some of you may, may actually be spending money in order to getting people in. What we found and back to circle back to COVID is we found because a lot of businesses were down. They ended up having to do a little more marketing, which they never did before, because you know, most of it was word of mouth.

And again, this is kind of what I assumed. You're spending very little money because you know, you have very little money to spend on this. And that, that, that helps us push you in, you know, our presentation and two things that may be much more affordable or have no cost whatsoever or jumps where you're most [00:15:00] interested in.

Moving on. None of this should surprise you. It's just more of a criteria selection. Um, and there's some things here that are, you know, again, um, may maybe more important than others, but they're all very important. And what you don't know when you're, you know, when you're marketing to, you know, the area you're in is what's going to be important to which person.

So it gets confusing on what messages to push out there.

And again, this is probably nothing you don't know, but you know, the barriers to really getting, you know, new clients in would be that they really don't know where to look. And that was one of the reasons why there was a strong [00:16:00] need for Recovery Housing Now is to kind of offer people that they just not sure where to look.

And it's still word of mouth is the biggest is the biggest thing here. I mean, there's not a lot of advertising per se. So, um, and you know, there's, the treatment facilities are still somewhat hesitant to refer and they're the biggest, you know, feeder obviously.

So let's talk about a few roadblocks and, um, we can kind of look at all these and, and see of these, what are you most interested in?

First of all, this is just, it's such a big market, but you know, I'm not telling you anything you don't know, and just kinda reaffirming that because it's such a large market um, you know, it's very difficult to, to kind of create the perfect [00:17:00] client because addiction does not know, um, income, it doesn't discriminate against race or gender or even age.

So that makes it a little more difficult in the marketing. Um, also trust just is very important and it's, you know, this is, this is critical. Um, reputation's very important. Um, there's obviously, you know, the embarrassment factor, the stigma, um, and then there's the fact that. You know, many people are still in that realization that there is an issue.

There is very little brands out there, so you can't compare yourself to like a Coca-Cola or something. Um, and relationships obviously guided. And it, and we've had this issue before in marketing, especially, um, on the treatment facility, as many times, the questions asked. So what's your, what's your [00:18:00] success rate, which is very difficult to state a success rate because the, you know, the whole process, which you all know well involves, you know, success and relapse and then success and relapse.

And, you know, we were, you know, real excited with The Healing Place to really do some kind of, to create some numbers that were pretty large numbers, as far as success, success. Excuse me.

So why, what are the top reasons why marketing fails? Um, and this is really designed for most of you because we, we, we totally understand probably only a handful have any sort of plan whatsoever. Um, but it is because there is no plan usually, but also your website is going to be probably the only marketing vehicle you're really utilizing.

And these are just some [00:19:00] tips again, about things you can do for your site that may draw more people to it. Obviously search engine optimization, optimization is important. And what that, what that does is really it's making changes and putting specific language on your site. Um, and it's doing a lot of things that will attract Google, um, to choose you in the ranking on, on a page when somebody is Googling or searching. Blogs, you know, I imagine some people might have done blogs, you know, and this is real typical.

Clients, they might go, oh, we heard blogs are really going to help our, you know, you know, get people to search us higher and then they'll do one blog and then they won't change it. And so it's just like, it's a continuing thing. It's not

nothing that takes any money. It just takes time, which is again, [00:20:00] resources and other issue.

Um, small things, a big thing for you all is like, and we've done a little research on this. This is staff pages, you know, that people want to see who they're going to be working with. They also want some sort of testimonials. Um, this, this sounds corny. A lot of people don't believe in testimonials, but there it's a fact that that will help you.

Um, some other things like, you know, and this is again, we're a little more complicated to do some sort of Google map to get them there. Um, but it's a little easier to really think about what sort of copy do you need to put on that site that really is going to get the attention of your audience, um, and really tell them what they need to do next.

You know, how do you want them to call you? Do you, they, you know, do you want them to call you for a tour? What is exactly you're asking them to do?[00:21:00]

Now, we're going to talk a little bit about your brand. Um, and this is, um, again, if you want to move on, um, a little bit about a brand and what it is, um, again, a brand is not your logo. It's something that remains timeless. Um, it should reflect your values and it shouldn't be about what, what you really offer, but more about consumer's experience, and this is really important. So you want to move on. Um, we can do a quick exercise, so, and, um, I won't spend a lot of time on this and you may want to do this. You may not, but this is a, this is a exercise that we do for our clients, um, when we're looking at their brand and helping them kind of with that messaging piece, and we start with functional [00:22:00] benefits and functional benefits are really what I get from the organization. Functional or tangible benefits.

So if you don't mind, I'm just jotting down a few of what you think you get. Um, this might be interesting to take a look at, um, and while you're doing that, we can go ahead and move on. I'm giving you some answers that I created, but what I created is not going to be always what you feel you know, is, is, is really pertinent to your organization.

So the second is emotional benefits and this is how I feel and brands are all about how I feel. So this is more intangible. Um, so if you want to, um, you know, think about that. Um, these are just some, some I made up, um, from my experience and from, we've done quite a lot of research with people that are going [00:23:00] through the process.

Um, and so this is some of the things that they brought up. Last, but not least is self-expressive. And this is I am, and this is harder. Very few of my clients can really think about what are they, you know, what is this look like? And it helps to show these examples. If you want to show them the kind of things.

So it's like, it's finishes that sentence. I am in control of my life. I am moving forward. I am. And th these are the, the, the second two are much more important in building your brand than the first two of what they actually get, because there's not, you may not see as much differentiation between you and any sort of competition on those.

So, you know, you know, do those, and we'll kind of take a look at it, but why don't we move on in the process? Um, because of time. Again, a brand's all about the [00:24:00] colors. It's about, you know, the treatment it's about really, uh, making sure that on your website, if you're writing copy, make sure you write it for that audience.

Um, and you understand what their issues are and have a specific tone that's empathetic and that's understanding, but most importantly is whatever you do be consistent about it. Because again, you, you have very little money to spend. You've got to make every effort to make it all consistent. So in, in developing here's some questions you'll want to address and looking at what those messages are, whether it's on your site or your it's something you're giving a tour and you're talking about it's like, what are the issues, you know, be empathetic.

What are the issues of your audience? What are the benefits they're going to get? Not the services, you know, the services and the benefits and how are you different? And again, [00:25:00] it's all about why did you jump into this? You know, what were your values when you said, okay. In order to succeed, here's what it looks like.

So those are things you want to address moving forward. I'm going to turn it over to Tim who can get a little more specific and again, we're open for any questions you have.

[00:25:21] **Tim Smith:** Yeah. Thanks Richmond. All right so moving into developing your marketing plan, we can now go to the next slide, please. So when you're starting with your marketing plan, there's really four key pieces that make up your marketing plan and we'll touch on each one of these.

And then the next few slides, we'll give you some examples. Here are objectives. This is, um, what do you want to accomplish? What your marketing,



what are your goals? You know, why are you marketing to begin? And you want to make sure that your objectives align with your business objectives. And in addition to that, and you want to make sure that their resume or they're measurable, but also that they're attainable.

You know, something that's realistic, given the resources that are available. And [00:26:00] then with your target audience. So that's, who's going to be receiving your message. This is who you want to be in front of with your advertising. And this could be one single audience, or it could be multiple, just depending on, um, what, what you're advertising.

So once you have your goals and your target audience defined, then you move into your marketing strategy. So this is big picture thinking, how are you going to accomplish your objectives? And once you know that, then you move into your tactics. So what are the tools you're going to use to execute your marketing strategy and given your timeline and your budget, even if it's not at all, those two pieces will help you determine what tactics make the most sense for you in.

What's really going to give you the most bang for your buck.

So here's some examples of objectives. So again, goals you want to accomplish with your marketing efforts. So with the recovery house, you know, it may just be increasing obviously the referrals and leads to [00:27:00] your house as well as calls and even increased traffic to your site. Um, another example is just an increase, uh, social media presence, you know, a number of Facebook likes or overall engagement.

These are things that you can gauge and look back on at the end of your campaign and see, you know, did referrals increase, did traffic to my site increase because of my marketing efforts. And then for your audience, you see, we actually just give you an example here. Um, we have a primary audience and a secondary audience, so we've broken these out into buckets.

Um, just due, due to the ease of driving the leads from these forces. So with your secondary audience, we're going to talk about some targeting barriers here in the next few slides, but, um, as far as researching and getting correct targeting data on probation for officers and social service agencies.

That's going to be a much harder task than getting correct targeting data [00:28:00] on something like a substance use disorder treatment facility. So we may have some people in here that are outside of Kentucky. Um, but if you are

in Kentucky, like we said, we talked a little bit about [findhelpnow.ky.org](http://findhelpnow.ky.org) this is a great resource for you to find treatment facilities in your area.

So you can go on there and search for treatment facilities based on certain criteria. And then you'll see the facilities around your area. And what's great is that each one of these have their own profile and they'll at least have a link to their website or a phone number you can call to get more information.

So again, we've talked about your goals, who you want to talk to, and then again, thinking about your marketing strategy, this is what you're going to say and how you're going to say things to get people, to respond to your message to your advertising. So you want to look at your key messages and what are your differentiators to your competition?

What can set yourself apart? Because the more you can set yourself apart, the [00:29:00] more memorable you will be to someone when it comes time for a referral. So that's very important. And then you also want to look at your media strategy to if budget allows, it's great to have like a layered advertising approach.

So you may have a few digital tactics in the mix, as well as some grassroots tactics and why it's good to have those as, so you can touch people in different areas with your messaging, and that just increases, um, the opportunity for them to recall your house when it's time for a referral.

[00:29:31] **Jennifer White:** Tim, whenever you're ready.

We've got a couple of questions. The first one is from Rebecca and she says, can you talk about the pros and cons of legit scripts for addiction treatment centers to advertise on Facebook and Google? They need to be legit script certified.

Can you share anything on that?

[00:29:49] **Tim Smith:** Yeah, sure. So, um, again, we work with Kentucky Injury Prevention and Research Center (KIPRC) who own and manage, [findhelpnowky.org](http://findhelpnowky.org).

So they are, [00:30:00] that's a unique situation because they are promoting their site, which then connects people to treatment. So they are not truly a treatment center. So when we started to advertise, yes, you're correct. You have

to have a legit script certification. So we had some hoops to jump through and actually had to have somebody audit the site, prove to them.

You know, we're in no way trying to do any type of bait and switch or false advertising, we're just trying to connect people to treatment. So to my knowledge, um, and we would probably need some of our digital team to speak to this, um, more, but, um, you do have to be legit script certified to run, uh, digital ads.

Um, so without that, I think that, um, you may run into some barriers, at least we did.

[00:30:44] **Jennifer White:** Thank you for that. And one more before we go on, um, can you give some examples of grassroots tactics for rural areas?

[00:30:51] **Tim Smith:** Yeah, actually, uh, we're getting ready to jump into that and the next few slides.

[00:30:55] **Jennifer White:** Great. Thank you.

[00:30:56] **Tim Smith:** Yeah, no problem.

So, [00:31:00] um, as I said, we we've talked about objective, strategy, your target audience. So now we're moving into the tactical part of it. So what tools can you use to help execute your strategy? And again, we know that, um, the majority of you guys are working with little to no marketing dollars. So we, we do have quite a few, um, free efforts in here.

Um, and then following that, we do have some, uh, just like a couple, uh, paid digital tactics that are very effective. So if you are someone that does have some marketing dollars set aside, they can be very useful. All right. So again, marketing was limited budget. Great place to start as your website.

Richmond touched on this too, so I won't spend a ton of time on it, but, um, you know, if you have a site it's really important to look at, you know, are you communicating your selling points to the best of your ability and are these messages clear enough? And we'll talk about content development a little bit in the next few slides, but again, if [00:32:00] you have a blog pushing out that material, even develop an educational one sheeters, if you have house those on your site, um, that's very valuable.

Again, going back to find [findhelpnowky.org](http://findhelpnowky.org) they have a whole resources library on their site that houses that material. So you can go on there and you'll get some good examples, but outside of content, you also want to look at the functionality of your site. So is your site easy to navigate? You know, can people find what they're looking for, even if it's a phone number on your site and also to, um, if you have Google analytics that will help you because you can see traffic to your site.

Where people are spending their most, the most time and what pages they're spending the most time on cause will give you an idea of what's important to your visitors. And to, as far as, um, ease of navigating your site, you know, you may be very close to it. So you may not see issues with it, but even residences in your residencies in your houses can look at your site and probably give you honest feedback on it, on how easy it is to navigate[00:33:00]

[00:33:01] **Jennifer White:** A little bit more about Google analytics and how someone can learn more. Um, and also in the analytics, can those be focused specifically in a rural area?

[00:33:12] **Tim Smith:** So your Google analytics would be tied directly to your website and if you to make it easiest, you can go to Google and just Google, Google analytics, and they have, um, kind of like step-by-step guides that help you set up your analytics account.

And if you have, uh, someone that helped you develop your site, like a webmaster, it's also good to reach out to them because obviously there are professional editors, so they will be able to help kind of guide you through that and kind of look at your analytics and help you kind of decipher where your traffic is going to and even probably make suggestions on ways to change your site.

[00:33:52] **Richmond Simpson:** I really also liked the idea of, um, you know, asking some of your clients, um, if they wouldn't mind looking at the [00:34:00] site and given some recommendations, we do that quite often. Um, when we're launching a new site, um, we have done research before it goes to you know, the, on the, you know, when it's just being, you know, in the development stage and, you know, we have people that will go through and look at every page and look at every button and give us recommendations because wow.

It seems really simple of what we're doing and, oh, this is pretty basic. You can't assume that whoever's going to be on that site is going to know what you know.

So, um, it really is quite helpful to use the people you already have to, to help you through that process.

[00:34:44] **Tim Smith:** Right. Um, so talking a little bit more about your target audience, as far as finding the right people to be in front of and doing some of that research again, we're going to talk about targeting barriers a little bit [00:35:00] later, but unfortunately, um, outside of treatment facilities, anything like a social service agency, or let's say a supervisor of a probation/parole district unfortunately, that's, you're going to find that information just from traditional online research and just seeing what type of organizations are in your area and what type of contact information is available to you.

Again, findhelpnowky.org is a great resource for treatment facilities outside of that, though, it's just going to take some, um, online research. And then Richmond talked a little bit about the brand and the importance of consistency of human materials. And obviously if you're not a graphic designer, you're not, you know, you probably don't know how to develop a logo or business cards or whatever, but if you've ever heard of a site called fiverr.com, it's a great resource to find, um, graphic designers, web developers, basically freelance designers that work for very low cost that can help you develop a logo, develop brand [00:36:00] colors and help you make all your stuff look consistent.

Before you actually start advertising, because again, it's important to have that consistent tone and look so people can remember your brand or your house. And then social media is going to be probably one of your best free tools as far as getting the word out about your house. So, you know, that's just researched online individuals and business pages for people that fall into your target audience.

And of course you want to like, and follow these pages, but then you also want to share their content and like their posts and even direct message to them and see if there's ways that you all can connect and see how you can bring value to each other's organizations.

So at the top here, there's some obviously popular social media platforms to be involved in with Facebook, Instagram, and LinkedIn. And what's great about LinkedIn is that they actually give you an option to instead of, let's say, just post a link of your blog posts [00:37:00] on your page, you can actually post it as a full article value.

So it just looks more formal and professional. And it's probably going to catch somebody's attention opposed to, let's just say a link to your new blog with a

preview image. So again, social media is a great tool, a great free tool to get the word out about your site or I'm sorry about your house. And then, um, you had talked a little bit about content development.

This is another great free option for you. That's just cost no more than your time commitment. And, um, if you haven't started something like a blog, um, you know, I would definitely recommend starting that now, but you want to just start with your content development back trading a content calendar. So let's say you want to start planning for Q1, and you think about one or two articles you can do each month for Q1, you can start that now and start developing that content.

And then, you know, when January comes, start pushing that content out on your side and on your social media channels. And as you're doing that start planning for Q2 and then for Q3 and so on. [00:38:00] So you always have something coming out and you see, we have some topics here, um, for content pieces, and these are just suggestions, but really at the end of the day, it's whatever you think is most valuable and interesting to your target audiences, because the more valuable it is, the more that they will share and interact with it and hopefully reach out.

So we've given some examples of some gorilla or grassroots tactics here, um, such as sending flyers or brochures or postcards to facilities or organizations in your areas. And these can be hand delivered or just even dropped in the mailbox. Um, but these are just some examples of, again, those additional layers of advertising that you can have in there.

So when you are pushing out content or you're interacting on social media, or even maybe when you're running digital ads, this is just another touch point. So people can become more familiar with your house. Sorry, go ahead.

[00:38:57] **Richmond Simpson:** No, and back to that kind of, um, [00:39:00] you know, similar to those, you know, emails, et cetera, what, and back to that content piece, um, what we found is successful now and that, so you have some emails on your list, um, that are, are people that may be referring you.

So. Instead of trying to send those them sales messages or messages take that content. We call it repurpose content, whatever, if you wrote a blog or a little story, or say one of your clients wrote a little story or a testimonial, share those things, um, versus saying, you know, trying to come up with a new message or sell on them on some, you know, specific service you have that has, what's become very successful.

And if you're on social media, you've seen a lot of that. Um, um, more of a content or information pieces that tend to draw more attention to [00:40:00] you than say a sales message that people don't trust anymore.

[00:40:04] **Tim Smith:** Yeah. And going back to some of these guerilla tactics, again, if you're not a graphic designer, you're probably not doing your own flyers and brochures, but, um, you know, if you do get you know, working with a graphic designer from somewhere like fiber.com. See if, um, no, you can get a package deal and have them help you create some of these pieces. So again, they all look consistent and, and all of the messaging is consistent. So it is more memorable, um, to your target audience. And then aside from that with treatment facilities, kind of being our primary audience, um, you know, if you don't have relationships with these organizations, it could be as simple as picking up the phone and calling them and just seeing, if you can schedule a meeting to come in and talk about what, what value your house can bring to their patients, uh, you know, if they have monthly meetings, see if you can come talk at those. And if the end of the day, it's really just seeing ways that you all can partner together and hopefully grow your relationship because as Richmond said, [00:41:00] obviously they're going to have a consistent flow of people that are completing treatment and looking to transition back into normal.

So switching gears just a little bit, um, next we're going to talk about some paid digital advertising efforts. And again, we realize, um, you know, the majority of houses have little to no marketing budget, but even the ones that have just a little bit, uh, some of these can be very valuable. So starting with search engine marketing, this is probably the most valuable tool to you.

So this would be text ads on Google. And if you're not familiar with those, let's say you looking for a new pair of Nike shoes and you search that on Google. These would be the text ads that pop up at the very top of the search results even, but probably before the actual website. And what's good about these ads is that your ad is showing up in front of your target audience only when they're searching for the services that you offer.

So it's the perfect time to be in front of them. And usually like, what we like to do is add a [00:42:00] call extension to the ad. So what that is is, is just your phone number on the actual ad. So somebody can click your phone number and call your house directly without even leaving that ad. So it just makes it easier for your target audience to get in front of you.

And then, um, if you're not familiar with running text ads on Google, you can literally go on and search how to run text ads on Google and they have a step-

by-step guide it's very well done. And it takes you from starting your account, how to write your ads, doing your keyword research, how to set your budget, and then basically takes you to where you launch your own campaign.

So it's very easy. And then when you're, when you're setting up your ads, you know, you're looking at your keywords to see what are people commonly searching for for your services. So. You know, Google will help you set your ads into what they call ad groups. So like take, for instance, we have recovery housing here and that may be two or three texts, ads that fall into that ad group.[00:43:00]

But do that keyword research that Google will help provide. They will give you common keywords or keyword phrases that people search for around recovery housing. So some examples we have here are recovery homes near me, or male recovery homes and that type of keyword information you want to use that to help shape your ads, to, um, you know, show you the services that you offer in those ads.

So you're making sure that your ads are popping up when they are searching for your services.

[00:43:30] **Jennifer White:** And Tim given that a large part of our audience, um, stated earlier that they don't have that much funding or budget for marketing. Can you give an idea of what, something like Google text ads might cost, um, or also to utilize their analytics?

[00:43:46] **Tim Smith:** Yeah. So to set up an account, um, it's free, but, uh, to run ads, it really just depends on what area you're advertising in and what the competition is on keywords. Um, because [00:44:00] basically Google has like a bidding system on keywords. So take, for instance, if recovery housing is extremely popular in the downtown area, we're going to have a certain county it's going to be more expensive to advertise there than it is in say a rural area.

But, uh, a good thing about Google is like, you can set your budget. So let's just say. You know, you're in a rural area and you say, you know, I have \$200 a month or whatever it may be, you can set your budget or a max. So, you know, at the end of one month, if you spend that much, like we will not be charged any more than that.

So it's kind of hard to say depending on the area, but, um, it could be relatively inexpensive if you're in a rural area versus, um, somewhere that's more populated.



Um, so another great paid digital tactic. Um, so if you're not familiar with display ads, if you've ever went to, you know, your favorite [00:45:00] website and you see those banner ads at the top or bottom of the screen, or even on the sides of, um, ads from different company, those are display ads where you can click on them and they'll take you to that company's website, or maybe your landing page, um, outside just regular display ads.

What we recommend is actually geotargeting these ads to the physical location. Of your target audience. So that means that if you know, we're in a treatment facility, we're only serving ads to people in that treatment facility. And if you had the budget to retarget those people, if they click on your ad, while they're in that location, once they leave, you can continue serving your ads to the, uh, that person.

So it's just helping you stay top of mind again for when it is time for a referral. And I will tell you, this is probably more of a more expensive tactic. Um, this is probably in, I mean, it, it kind of depends, but, um, this is probably a more of like a thousand dollars range, something like [00:46:00] that. And unfortunately it is something that is a little bit more involved than running a text ad campaign on Google.

So you probably would have to work with a marketing professional, but, um, if the funds are there, it is a great tactic because again, um, outside of some of these very targeted efforts, It's hard to get in front of these organizations, unless you're doing some, some of those guerilla or grassroot tactics that we talked about earlier.

So we want to kind of just wrap things up about, um, talking about some barriers when it comes to marketing on a limited budget. Uh, one of those is the cost of traditional media. And when we say traditional media, we mean, you know, like a print ad in a newspaper or any type of out-of-home advertising, like on billboards.

Um, traditional media is usually reserved for a more general public awareness message. Um, so when you're advertising, uh, for your, for your recovery [00:47:00] house, I probably wouldn't even make that much sense anyways, but just something to keep in mind, this is some traditional media is something where it could be in the thousands of dollar price range.

So definitely, probably wouldn't make sense here. Um, but also too, like we mentioned earlier, There's very little third party data available on these audiences. Um, so as far as like correct contacts, um, that are available out

there, uh, so it, it's, it's hard to get in front of them unless you are, you know, exactly who you're looking at and where you can find them.

So that's why we go back to your guerilla and grassroots efforts. And then back to those paid digital advertising efforts we talked about that are very targeted. And then you'll probably notice too, like we didn't, you know, organic activity on social media. We recommend that, but we did not recommend social media advertising.

And the reason for that is, um, the way to target these people on social media is by [00:48:00] their job titles. And in our research, that job title data is very limited. So you really can't even get a pool of people large enough to start the ads. So it kind of comes problematic, but again, with, uh, kind of your free organic efforts, those are probably going to take you even further because you're interacting with your target audience organically versus an ad that may or may not hit them at the right time or even your correct audience.

[00:48:32] **Jennifer White:** Um, do you have any thoughts or opinions on Tik TOK, even if you're putting that on your own personal Facebook page?

[00:48:41] **Tim Smith:** Uh, my, my opinion on that is that, um, while Facebook is obviously kind of like a leisure lead platform, I feel like Tik TOK even more so is, and I don't, at least in my opinion, I feel like that outlet may not be the right one to target [00:49:00] this group.

And I'm not really sure. Um, how active, like organizational accounts would be on something like that. Whereas like somewhere on, on Facebook or social media, or I'm sorry, Facebook or Instagram who have been around a little bit longer, um, you probably more likely to find those types of targeted organizational pages that already exist.

[00:49:26] **Jennifer White:** Thank you. And one more, um, what about setting guidelines for staff on social media

[00:49:34] **Tim Smith:** as far as the staff that work at the recovery house?

[00:49:38] **Jennifer White:** Yes.

[00:49:40] **Richmond Simpson:** Uh, I would recommend putting some guidelines in place. I mean, I, I have employees and we have guidelines in place about proper, um, usage and improper usage. And just to be careful, um, That being [00:50:00] said, you want to be careful on what content are pushing out.

So they're not pushing out say, um, political content or, you know, it's like any employee, you've just gotta be careful because whatever they're going to say, you could be associated with. And so you want to increase some guidelines around it, but at the same time, you want to encourage it because if they're pushing out any sort of content, it's only going to help you.

If you know, just so it's good content or, you know, again, their testimonials or, but you, you like, again, your staff, you just need to be careful that they don't, you know, now they may be super passionate about this political cause or this specific party, or, you know, some social issue, but, and that's fine, but they've gotta be aware that they're representing you while doing that. So there, you know, [00:51:00] we, we have some guidelines in place as Les, most companies do these days, just to kind of, because the of social media, you've just gotta be careful of, um, what, you know, what they say. And, uh, it's gotten very, um, it's gotten very touchy. I've been involved with a company that, um, is in this space.

And, uh, one of the people's wives posted something very politically driven and that affected, um, the organization. This was one of the leaders and, you know, it really hit back at, um, you know, that organization and should they keep the leader? And it's just, it's just something that you could do so easily put something out there and not really understand the, you know, the implications of it.

[00:51:55] **Tim Smith:** Yeah. And if it's, if it's staff that are managing your [00:52:00] company page or your house page, I would have even more strict guidelines on that. You know, that that should be, you know, anything we do, it needs to align with our business or in our mouth marketing objectives, you know, interacting with your target audiences, sharing content, providing content, responding to comments, that type of thing.

Um, but outside of that, um, you know, I wouldn't include anything else because then that gets tied back obviously to your house and, and what the views are there.

[00:52:29] **Richmond Simpson:** But on the other side of that fence, if you're doing a post and then you you've created something on say, Facebook, uh, we are talking about something, you know, that you've just learned that is really working for you. Um, you really want to push your staff and to repost that, or somehow, you know, You know, because it can only help it. If the more you take messages out there. And the more people, because they have been big networks, the more people would get that message. And we encourage our [00:53:00] people. Can't make them do it, but we encourage them to, yeah.

If you have a chance go on and, you know, share that article with your, you know, it's really, it's really no cost advertising for you and it can, you know, and they should be your biggest advocates.

[00:53:18] **Tim Smith:** And that's why it's so important to, to, to create content that's relevant to your target audience. Because again, the more that they're interested in it, and they find it valuable with the more that they're going to, like it share it, you know, and just interact with in general.

And the more that they do that, then you just continue to reach a wider audience.

[00:53:38] **Jennifer White:** Very helpful. So our next question is about when working with a webmaster, reaching out to the organization, you mentioned, or trying to hire a marketing organization, can you recommend some of the questions that need to be asked to make sure that you're getting someone reputable that can understand your population?

[00:53:59] **Tim Smith:** [00:54:00] Yeah. So it's few different parts there. Um, as far as like reaching out to someone, let's say like a graphic designer on Fiverr, um, that's going to be something where, you know, you're probably just looking at examples of their work and the cost. Um, but as far as a, um, a marketing firm, I mean, obviously, you know, we, we're a marketing agency and we have experienced with it.

So, um, you know, if you do want it to work with someone like us, it would just be looking at their work and get in touch with them and saying, you know, what experience that they have, because as we probably all know the, uh, you know, the substance use disorder and the housing industry are, are very unique and, uh, there's a lot of do's and don'ts, and there's, uh, um, you know, there's certain ways you have to talk to your target audience to really make a connection with them.

And if somebody is not familiar with that, there could be quite a learning curve there. Um, as far as developing marketing materials that actually, um, you know, communicate your key messages.

[00:54:57] **Richmond Simpson:** Okay. Yeah. And to re you know, that's a really good [00:55:00] question. Um, and, uh, You know, most likely you're going to search out for somebody who's in your town or in your area. And, um, you know, there's some national, you know, sites you can go in to build your website, obviously. Um, but if you're looking for somebody who can help you

out from that standpoint and a real low cost, you just want to make sure that everything is in writing and who's responsible for what, and you want to get your, your, your estimates in writing.

Um, you've just gotta be very careful. Um, and again, Tim's point. Um, you can assume they're going to know what your guidelines should be or what you should say. Um, our process is we ask a lot of upfront questions and usually people come to us because we have experience in one field or the other, but since almost a lot of it's in healthcare and it's very specific [00:56:00] of what you can and can't do, and what's proper.

Um, and you know, again, knowing your audience and you all know your audience very well, you've got to make sure to clarify who's doing what and what expectations do you have if they're just going to take your copy and rewrite it for you and tell you what, you know, a good use of an outside firm for you, what you would give them the information.

And then you'd say, I want you to take it and word it in a way that, um, Google is going to pick it up and they'll know how to, you know, most people that have done this before will know how to do things, because there's certain verbiage that you'll want to have, and there certain ways to set up the site to where you know, that Google will, and Google continues to change all the time, uh, all the time and sort of what they're looking for.

And, you know, so there's, there's lots of good questions to [00:57:00] ask.

[00:57:02] **Jennifer White:** I think let's try to get in one more if we can. Um, we've got about three minutes left. So, um, Karen is asking about rural areas and NIMBY, not in my backyard. So rural areas face a lot of stigma and discrimination. Do you have any thoughts on using marketing to combat NIMBY in the rural areas?

[00:57:23] **Tim Smith:** I'm not familiar with.

[00:57:27] **Jennifer White:** So not in my backyard, um, is, um, the recovery houses, um, the communities not wanting

[00:57:33] **Richmond Simpson:** I was about to address that because I've dealt with that issue before. Yeah. It's a big issue. And, um, so, you know, we've, I've dealt with somebody who has been involved with that before. So, um, it takes, um, really becoming part, you know, there's lots of, there's lots of grassroots, but now you're marketing to a different area.

You're marketing to the neighborhood. You really, [00:58:00] um, need to to try to look like a good citizen. You need to know your representatives and you need to get together with any sort of, you know, again, government representatives that are going to be over your area with council people, whoever, and you need to invite them in and see the good work you're doing, you need to invite neighbors and to see what you're doing.

There's a lots of things because it's very diff it's a very big issue. Um, and the more they can see that you're not a threat um, the more you can be, you know, more, you know, you, you can easily get accept, you know, more people to accept it if you're already in the neighborhood. Now, if you're trying to buy a home in an area and trying to, that's a different story, but we've done this one before and we created a whole plan around just, just becoming a part of the neighborhood and community [00:59:00] um, so it really helps you

[00:59:06] **Jennifer White:** Thank you for that insight. And I think we are out of time. So thank you for the wonderful presentation today on marketing. I'm hoping that it really helps and hits home with a lot of our target audience and, um, we look forward to communicating with you in

the future.

[00:59:22] **Tim Smith:** Okay. That sounds good. We appreciate it so much.

[00:59:24] **Richmond Simpson:** Thank you so much for your time.

[00:59:26] **Michelle Day:** Thank you so much for joining us today. Also, please tune in on the first Thursday of each month from 2:00 PM to 3:00 PM Eastern standard time. Well, what we'll be hosting subject matter experts from across the nation to bring you valuable tools and resources for all recovery house operators and SUD professionals.

If you would like information on technical assistance, you can go to our website again, [www.fletchergroup.org](http://www.fletchergroup.org), which I have also copied in the chat and submit a technical assistance request. Lastly, please take a moment to respond to the survey questions once [01:00:00] they become available on your screen. Your feedback is very important and greatly appreciated.

Thank you and have a blessed day.