

# THE TOP 7 WAYS FACILITIES ATTRACT MORE LEADS



## Website

- Give your website copy a refresh frequently. Make sure all information is current
- Be sure your website is user-friendly with information your clients can use
- Make sure your facility's contact information is easy to find
- Encourage former clients/loved ones to leave positive Google reviews
- Include a chat function on your website for easier conversions



## Social Media

- People find your facility through social media. Make sure they can find your business on LinkedIn, Facebook, Instagram, Twitter, etc
- Try to post a story or helpful insight every month, even if it is a photo with a caption



## Advertising

- Sometimes the best way to get the word out is through a simple flyer inserted at local schools, churches, hospitals, counseling centers and law enforcement facilities, city and county buildings



## Alumni Referrals

- If you haven't done so, utilize your alumni as a source for referrals and leads. Reach out to them with the information campaigns, keep current with their contact information and invite them to Alumni events



## Networking

- Ensure that you are joining online groups on LinkedIn and Facebook, and actively chime in to an online discussion, if you have something worthwhile to add (Example: Behavioral Health & Substance Abuse Groups)
- Attend and or participate in various health conferences and summits tailored to facility demographics
- Be a host of face-to-face meetings such as lunch-and-learns, Customer Days, or community outreach nights that provide education for families and loved ones



## Registration Sites

- Be known by registering your facility with State and local websites. Google: State and Local Behavioral Network Contracting Office



## Information Campaigns

- Did you know that a prospective lead needs to "hear" your message at least seven times before they'll take action? That is why you'll want to frequently get your message out through email, a marketing brochure; maybe even a video showing your facility and staff
- Some leads will find your facility through a Google search on the Internet, so engage in a Search Engine Optimization (SEO) plan that can bring your facility up to the top of the Google search with a few strategic words

**Need help getting started? Contact your Elevated Billing Client Relations Team.**

