



THIS

IS

WE'RE A MARKETING
AGENCY FOR
THE TREATMENT
INDUSTRY

ACTIVE.



A close-up photograph of a hand holding a scalpel. The hand is in the lower right foreground, with the index finger and thumb visible. The scalpel is held horizontally, with the blade pointing to the right. The background is a soft, out-of-focus light blue and white, suggesting a clinical or hospital setting. A large, semi-transparent red rectangle is overlaid on the center of the image, containing white text.

We
help you
reach
the people
you heal.

WE ATTRACT QUALIFIED
CLIENTS TO YOUR PROGRAM.

WE CONVERT THEM INTO QUALIFIED LEADS.

YOU CLOSE MORE BUSINESS.

Our clients see increases between 15% and 60% in:

- Increased Website Visitors
- Increased Inbound Leads (Calls & Form Submissions)
- Increased Closed New Business



“As website marketing and promotion experts, Active Marketing is in the major leagues. If your company works with leads and lead acquisition, Active Marketing is a must-see lead generation agency.” *–Sober Recovery*

A close-up photograph of a person's hands typing on a laptop keyboard. The laptop is silver and sits on a wooden desk. In the background, there is a blue notebook and a black pen. A semi-transparent red rectangle is overlaid on the center of the image, containing the text "OUR SERVICES" in white, bold, uppercase letters.

**OUR
SERVICES**

IF YOU WERE TO HIRE A CMO, YOU'D EXPECT THEM TO BE ABLE TO DO EXACTLY WHAT WE DO.

WE'RE STRATEGIC.

- Brand Development & Rebranding
- Conversion Rate Optimization
- Content Marketing
- Media Planning
- PR & Reputation Management

WE'RE CREATIVE.

- Advertising
- Brochure & Report Design
- Infographics
- Logo Design
- Responsive Website Design
- Social Media
- Tradeshow/Booth Design

WE MAKE YOUR PHONE RING.

- PPC and Paid Media
- SEO (Organic Search)
- Email Marketing
- Lead Nurturing



"Active Marketing worked miracles and got the job done ahead of schedule!"

- LU-ROSS ACADEMY



WE HELP YOU REACH THE PEOPLE YOU HEAL.

Ethically. Efficiently. With a
Proven Marketing Process.

A profitable strategy in the competitive
addiction treatment industry must:

- Establish a recognizable and *trusted brand*
- *Ensure that you're found* wherever and
whenever qualified potential clients
are searching for your services
- *Include a marketing partner* that won't waste
your time and money

NO SECRET

Active Marketing has spent more than a
dozen years perfecting a formula that will help
your addiction treatment facility thrive.

WE IMPLEMENT STRATEGIES THAT WORK.

WE DO IT ON TIME AND ON BUDGET.

And, our secret sauce is no secret.
We'll share our formula for marketing
success with you and your team.

JUST KEEP READING.

➤➤ "We are getting so many phone calls! Active Marketing, keep up the
great work." -*Opiates.com*



**OUR
CLIENTS**



WE UNDERSTAND THE ADDICTION TREATMENT INDUSTRY





WE'RE RAISING THE BAR.

YOU KNOW WHAT YOUR BUSINESS NEEDS.
WE KNOW WHAT YOUR CUSTOMERS WANT.

Our expert account managers combine that knowledge and your Active Marketing team gets to work.

Smart marketing married with excellent creative puts your program in front of the potential customers that need to see it. And, it compels them to pick up the phone.

Take a look.



OUR FACILITY

OUR DETOX PROGRAMS

WHAT TO EXPECT

ABOUT US

CALL TODAY AND LIVE SUBSTANCE FREE 555-555-1234

THE SAFEST & MOST COMFORTABLE DETOX PROGRAM IN THE SOUTHWEST.

YOUR BODY OF ADDICTIVE SUBSTANCES SAFELY

Detox, we help adult men and women end their



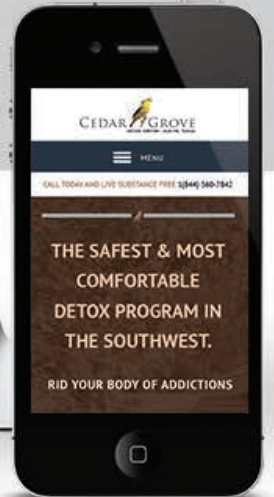
MENU

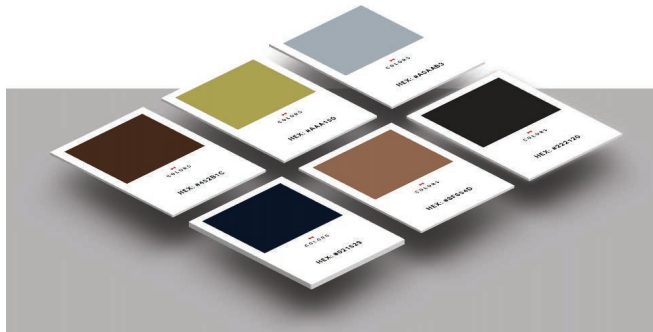
CALL TODAY AND LIVE SUBSTANCE FREE 1(844) 560-7842

THE SAFEST & MOST COMFORTABLE DETOX PROGRAM IN THE SOUTHWEST.

RID YOUR BODY OF ADDICTIONS

At Cedar Grove Detox, we help adult men and women end their physical dependence on addictive substances. We support our clients for as long as it takes to ensure that they're stable and prepared to move on to the next phase in their journey to recovery.





Website Color Palette

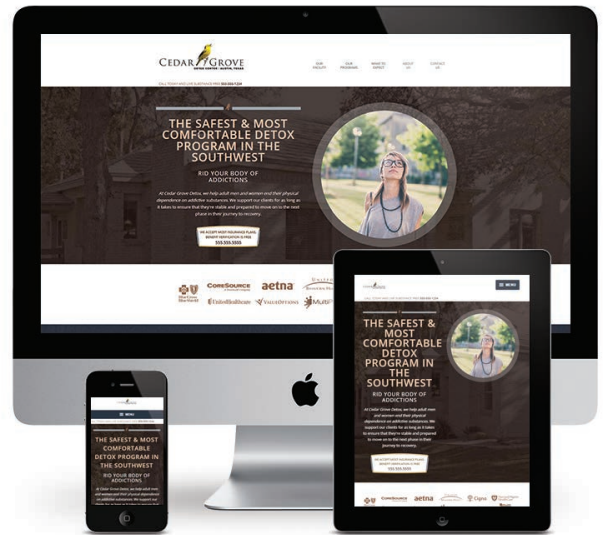


Brand Style Guide

THE CLIENT

CEDAR GROVE DETOX: FROM THE GROUND UP

Cedar Grove Detox came to Active Marketing when they were ready to build out their brand identity and develop an online presence that welcomed potential clients with a feeling of home.



Cedar Grove Detox is located in Austin, Texas and wanted to ensure that the site conveyed the sentiment of their location.

SEE IT YOURSELF
WWW.CEDARGROVEDETOX.COM





Keeping it real with photography of actual clients and staff.

THE CLIENT

ASCEND RECOVERY: AUTHENTICITY IN A SEA OF SAMENESS

How do you convey authenticity, humility, professionalism and compassion with design?

No models.

Mothers want to see their children. They want to see what it will look like when their child gets to the other side of their addiction.

Those about to enter treatment want to see themselves. They want to see that it's possible.



For the website, we built a scalable framework with very clear, distinctive content areas and conversion paths.



Sitemap and Wireframes: An important step in user experience design.

SEE IT YOURSELF
WWW.ASCENDRECOVERY.COM





Proposed Logo Options



Final Logo Design



We built a fully responsive website for The Nu-Way Life Recovery Center.

THE CLIENT

THE NU-WAY LIFE RECOVERY CENTER: SETTING NEW STANDARDS IN RECOVERY FOR MEN

Where sons, husbands and fathers beat addiction.

The Nu-Way Life Recovery Center came to us to build their brand long before opening their facility.

They knew it was important to cultivate brand recognition and trust from day one.



Business Card Design

SEE IT YOURSELF
COMING SOON!



**OUR
PROCESS**



HERE'S HOW WE GROW YOUR BUSINESS.

IT'S NO SECRET THAT THE JOURNEY TO GOOD WORK TAKES TIME, TEAMWORK, COFFEE AND A PROCESS. HERE IS HOW WE MAKE IT HAPPEN.

1

CLARIFY YOUR BUSINESS GOALS

Because an improved click through rate won't get you to the Fortune 5000. We

need to understand what we really need to accomplish for you and agree on how we'll measure progress toward those goals.

2

DEFINE YOUR TARGET AUDIENCE

Sure, you know that your typical client is a male between 18 and 34. You probably

know a little bit about his education level, where he lives and some basics about household income.

Do you remember the differences between yourself as an 18 year old and yourself as a 34 year old? How about yourself as the parent of an 18 year old as opposed to the parent of a 34 year old? Building trust and credibility requires that you reach your target market and engage them on a level that feels personal. This step is how we make sure that your brand can do that.

3

DEFINE YOUR BRAND & TOUCHPOINTS

Great brands are defined by a whole lot more than color and font. In this step,

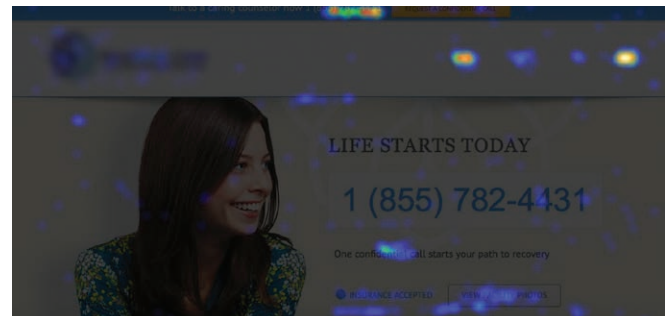
we'll solidify your positioning statement, your value proposition, the voice and tone of your brand, your logo and tagline (if you need one) and a comprehensive style guide to ensure that your brand is represented consistently across all channels.

4

AUDIT YOUR EXISTING WEBSITES

Now that the search engines are like "stop trying to manipulate us and focus

on being a good brand, be relevant to your customers," there's a good chance old SEO practices have left some damage that needs to be cleaned up. We'll comb through all of your online properties, flagging which pages may be hurting you and fixing them, and indicating which pages are helping and further promoting them. We'll also audit your website for its success in converting qualified visitors into buyers and optimize conversion paths to drive more leads to your admissions team.



We use a lot of different tools to test, track and promote your website.



5 DESIGN, DEVELOP & LAUNCH A RESPONSIVE WEBSITE

Whether we're starting from scratch or refining an existing website, this is where we ensure that your brand compels visitors to become leads and clients. We will author new site copy, design and develop the site, test it across browsers and devices to make sure everything is working properly, and then launch it to the world. And we'll do this faster and more affordably than you ever thought possible.



6 DRIVE QUALIFIED TRAFFIC

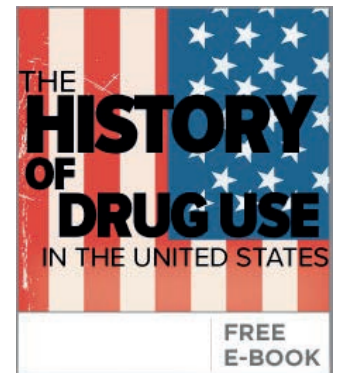
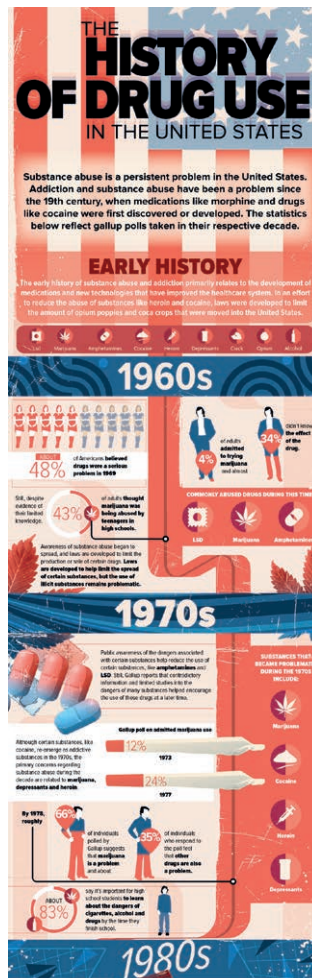
It's time to start driving qualified traffic to your site with targeted advertising, generating leads and sales to deliver fast and positive returns on the investment you made in your brand and your website. To keep media costs manageable, we integrate a host of paid media channels including search engine PPC, display advertising, mobile advertising and more. Our expert management and continual testing will ensure that your acquisition costs from paid advertising make it a profitable marketing decision.

7 ESTABLISH THOUGHT LEADERSHIP & DRIVE ORGANIC TRAFFIC

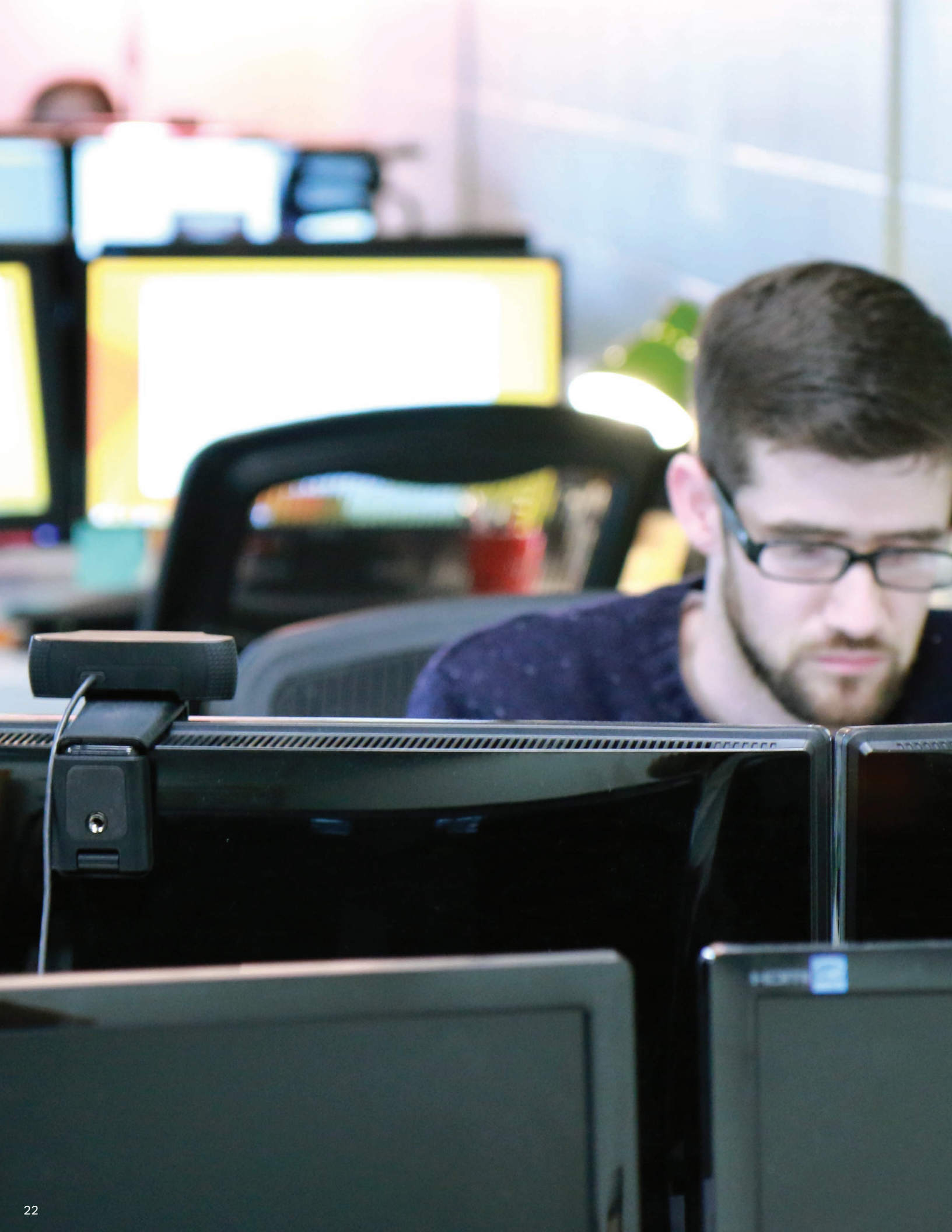
Establishing your brand as a thought leader in the crowded addiction treatment space requires ongoing content creation and promotion to educate and build trust with your potential clients. We do this by authoring, designing and promoting ebooks, thought leadership articles and blog posts. Educational content, while branded, is much more trusted and viewed than traditional advertising messages. It's also a critical component for organic rankings and traffic.

8 LEAD NURTURING & MARKETING AUTOMATION

What about potential clients who aren't quite ready to speak with the admissions team? We'll setup drip email campaigns to automatically nurture them through the sales funnel and be assigned to your admissions team as a qualified lead when they're most likely to convert to a client. That's right, we said automatically.



Infographics, blog posts and ebooks are a great way to drive organic traffic to your site.



HERE'S HOW WE KEEP OUR SERVICES AFFORDABLE.

SMALL BUSINESSES NEED SMART MARKETING, PERHAPS EVEN MORE SO THAN THEIR LARGE COMPETITORS. BUT SMALL BUDGETS DON'T TYPICALLY BUY QUALITY WORK.

As a marketing agency, we found ourselves 'reinventing the wheel' repeatedly when planning out the marketing strategies of our clients. Over time, we realized that we were actually going through a very similar planning process for each client. Even within one specific industry (addiction treatment), we still wasted hours of valuable time planning marketing strategies that all seemed to follow similar steps to achieve success.

It became clear that we had created an informal 'formula' for high value marketing campaigns and websites in the addiction treatment industry. That process efficiency saves our clients time and money—while delivering results better than any they have typically experienced.

WHO WE ARE

WE'RE TRANSPARENT:

We'll report on exactly what we've done for your business each month, how much time it took us to do it and what results our work has achieved.

WE'RE PROFESSIONAL:

We don't wear bowties to the office every day, and some of us are girls and don't actually wear them ever, but the essence is always there. Our clients get top notch service, every time. No exceptions, no excuses.

WE'RE STANDING IN YOUR SHOES:

No, we don't have an addiction treatment facility. But we're a small and growing business just like you. Every investment we make must produce returns, and it must do so quickly. We get it.

WE'RE FORMULAIC:

Websites and ad campaigns have to do more than just look good. So we test and optimize everything—every step of the way—like scientists. Only some of us are programmers instead.



**OUR CODE OF
ETHICS**


CODE OF ETHICS

BE TRUTHFUL

We will be true and honest in our statements,
both visual and verbal.

BE ACCURATE

We will be accurate in the representations of application
and efficacy of the products and services we promote. We
will be accurate in the depiction or statements made by
professionals and scientific authorities.

BE APPROPRIATE

The messaging and creatives that we produce will be
decent and appropriate to the general public. We will not
create any offensive statements, suggestions, or images.

BE TRANSPARENT

We will represent honestly the manner in which the
organizations we promote conduct business.

BE GENUINE

We will publish real testimonials that reflect the true
opinions of the individuals involved.



CALL NOW

1-888-251-4635

WE WANT TO
WORK
FOR YOU

Let's talk about how we can make a dramatic impact on sales for your business. We'll provide references so that you can hear first-hand what it's like to work with Active Marketing.



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am

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