

# PROVEN STRATEGIES ONLY

*The Behavioral Health* **STOP/START GUIDE**

A-Train Marketing is a trusted advisor to behavioral health providers in 32 states, specializing in data-driven strategies and strategic clarity. If you are ready to stop guessing and start building a roadmap for sustainable growth, let's talk.



**Schedule a FREE  
strategic assessment!**



## The Behavioral Health STOP/START GUIDE

❌ **STOP: Marketing all services under a single, generic digital campaign.**

✅ **START: Segmenting your digital strategy by specific service lines and care levels.**

Implementing a segmented digital campaign that utilized visual contrasts and positive affirmations achieved a **200% increase** in search conversions. Check out the case study on our work with EDCare to see this principal in action! [atrainmarketing.com/case-studies/edcare-digital-marketing-campaign](https://atrainmarketing.com/case-studies/edcare-digital-marketing-campaign)

❌ **STOP: Capping growth with rigid digital budgets.**

✅ **START: Scaling paid media to match regional demand and recruitment needs.**

Transitioning to a scalable paid media model across multiple states and platforms led to a **429% jump** in form submissions. Read the case study about our Key Autism Services engagement to see how this works in real life! [atrainmarketing.com/case-studies/kas-digital-marketing](https://atrainmarketing.com/case-studies/kas-digital-marketing)

❌ **STOP: Relying exclusively on paid traffic for long-term lead generation.**

✅ **START: Investing in a search engine optimization (SEO) strategy to build organic authority.**

Executing a comprehensive SEO and keyword strategy produced a **188% rise** in organic traffic and a **90% increase** in website leads. Check out the case study on our work with North Range Behavioral Health to see how this works! [atrainmarketing.com/case-studies/nrbh-seo](https://atrainmarketing.com/case-studies/nrbh-seo)

❌ **STOP: Relying on text-heavy explanations to overcome perceived barriers to mental health care.**

✅ **START: Using simplified, high-impact visuals to emphasize how easy and approachable it can be to begin the path toward achieving mental health goals.**

By replacing complex messaging with a powerful visual of a single clean line emerging from a chaotic cloud, one organization engaged **110,354 people** and generated over **600,000 impressions** in just two weeks across its digital campaign efforts. See a great example of this strategy in action in this case study on Jefferson Center for Mental Health: [atrainmarketing.com/case-studies/jefferson-center-digital-marketing](https://atrainmarketing.com/case-studies/jefferson-center-digital-marketing)

❌ **STOP: Ignoring technical website barriers that hinder search performance.**

✅ **START: Improving technical SEO and form accessibility to create a stronger, more user-friendly digital experience.**

Uncovering and addressing technical on-page issues and ineffective keyword strategies led to a **226% increase** in online assessment form submissions while also improving the overall usability and discoverability of the organization's website. Read the full story and see this principle in action in this Havenwood Academy case study. [atrainmarketing.com/case-studies/havenwood-seo](https://atrainmarketing.com/case-studies/havenwood-seo)

## The 90-Day RESULTS TIMELINE

Days 1-30

### THE TECHNICAL FOUNDATION

For the initial 30 days, focus on resolving technical barriers impacting search performance, website speed, and conversions while building a targeted keyword strategy aligned with service lines and care levels. This phase should also include auditing existing clinical recruitment pipelines to uncover missed outreach opportunities.

Days 31-60

### IMPLEMENTATION AND COMPLIANCE

During the second month, deploy scalable paid search campaigns tailored to regional demand, seasonal trends, and recruitment targets while replacing complex messaging with simplified, high-impact visuals. Clinical hiring efforts should also shift from passive listings to targeted, multi-channel recruitment campaigns.

Days 61-90+

### MEASURABLE GROWTH

During the final 30 days of the initial cycle, scale the highest-performing paid campaigns as SEO efforts begin driving measurable increases in organic traffic and leads. Refine conversion pathways and response protocols to ensure that the increased inquiries lead to sustained growth and stronger return on investment.