



FREE DOWNLOAD

12 questions to ask your marketing agency

For CEOs of treatment centers and behavioral health organizations.
No technical knowledge needed.

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You don't need to understand how Google Ads works to know whether your money is working. Ask your agency these twelve questions at your next review. Good agencies will welcome them. The answers, or the lack of them, will tell you more than any dashboard.

Are we paying for the right results?

1. **"What exactly counts as a conversion in our account?"** If the answer is "calls" or "form fills," ask the next question.
2. **"How many of those turned into admissions last month, and how do you know?"** You want a number traced from ad to admission, not an estimate.
3. **"Are we telling Google which calls were qualified, so it can find more people like them?"** If Google only knows about calls, it will get you more calls, not more patients.
4. **"What's our cost per admission, not our cost per lead?"** Cost per lead rewards volume. Cost per admission is the number your board cares about.

Are the numbers honest?

5. **"Are existing patients, reschedules and family follow-ups counted as new leads?"** If they are, the report looks better than reality.
6. **"Can you show results by service line?"** Averaging a high-value program with a lower-value one hides both the problem and the opportunity.
7. **"When a lead comes in through one program and admits to another, who gets the credit?"** Decide this before it happens, or your best cross-referrals disappear from every report.

Are we spending in the right places?

8. **"Where do our best patients actually live, and are we spending there?"** Most budgets are spread by habit (a state, a radius) rather than by where the patients who admit and stay really come from.
9. **"When you target 'high-value' areas, are you ranking them by patient value or by search volume?"** Ranking by volume sends you into the most contested and most expensive areas. Ranking by the value of patients you've actually admitted often moves money out of them.

- .0. **"Which markets should we expand into, test, watch, or stop spending in?"** A good agency, or a good analysis, can sort your markets into those four groups with evidence.

Is the front door ready?

- .1. **"Do our ads run when nobody can answer the phone?"** After-hours calls to voicemail are paid clicks thrown away.
- .2. **"What are callers asking in the first 30 seconds?"** If it's price and insurance, the issue may be your offer, not your ads.

How to use this: send the questions to your agency before your next review and ask for written answers. Any question they can't answer is where your budget is leaking.

Want an independent read on the answers, or to find out where your best patients really come from? Book a free 30-minute call with Mukta Kasturia at multiplierinsights.com.