

Addiction Treatment Branding Checklist

Your brand is the promise your treatment center makes and keeps. Use this to build a brand that earns both logical trust (you are credible) and emotional trust (you understand), one element at a time.

REMEMBER: Branding is not your logo. It is who you are when a family in crisis arrives. Marketing gets attention; branding earns trust and keeps it. An honest brand is a durable brand.

1. Brand Foundation

- ☐ A clear, memorable name, available as a domain and across social media
- ☐ A distinct position: what makes you different, and for whom you are the obvious choice
- ☐ A single, honest brand promise your team can actually deliver
- ☐ A deep understanding of your target audience and their recovery journey

2. Brand Identity and Voice

- ☐ Consistent visual identity: logo, colors, typography, and imagery
- ☐ Calming, hopeful palette rather than clinical or alarming
- ☐ A warm, honest, person-first brand voice; never stigmatizing, no labels
- ☐ Consistent messaging tied to a clear mission and value proposition

3. Where Your Brand Lives

- ☐ Website: on-brand, fast, mobile-friendly, easy to contact; clinical authority shown
- ☐ Real video and photography of your facility and team, not stock images
- ☐ Content, SEO, and Google Business Profile reinforcing your authority
- ☐ Social media and paid ads that look and sound unmistakably like you

4. Reputation and People

- ☐ Reputation management: earn honest reviews, respond to every one
- ☐ Authentic success stories and testimonials, shared with consent
- ☐ Staff trained on your voice and values, so the human experience matches the brand
- ☐ Brand consistent across every touchpoint, from first search through aftercare

5. Ethics and Measurement

- ☐ Never overpromise outcomes, fake reviews, or misrepresent your program
- ☐ Follow FTC truthful-advertising rules and protect client privacy
- ☐ Track brand awareness, website performance, and awareness-to-admission
- ☐ Refine continuously while staying true to your core promise

WHY IT PAYS OFF

A strong brand builds recognition, emotional connection, and credibility that shorten a family's decision, lower your cost to acquire each client, attract qualified staff, and make every marketing dollar work harder.