



# The Drug Rehab Agency Enters Pay Per Call Space

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*With the cost of Pay Per Click rising due to increased competition, The Drug Rehab Agency will begin selling phone calls to increase intakes for their clients.*

FORT COLLINS, COLORADO, UNITED STATES OF AMERICA, September 20, 2016 /EINPresswire.com/ -- Fort Collins, CO – September 20th, 2016 – After Google changed the layout of their homepage to offer less space for advertising, the prices have increased dramatically. With this, the increase in the cost of each call from the pay per click model.

“We are seeing a huge increase in acquisition costs for our client’s using Adwords”, said Marcus Hansen, CEO of The Drug Rehab Agency. “Over the last 6 months, the cost per click has increased over 40% for some of our clients, which makes the use of Pay Per Click a costly, and less effective option of generating leads. This is why we are moving to a pay per call model to produce [rehab leads](#) for our clients.”

Although The Drug Rehab Agency is well known for their online marketing offerings this is new ground for them, admitted Mr. Hansen. “Yes, we are new to the pay per call model, however, we have done a lot of testing to understand the viability of the space and our confident that we can deliver to our clients and help them increase their census.”

This new offering allows for clients to pay for each phone call they are sent through the various methods of marketing done by the agency. “We run television, radio, paid search, organic SEO, display advertising, social advertising, and even billboards around the country to provide phone calls to clients.”

It stands to reason that an [addiction marketing company](#) expand into the lead generation space as competition grows for each client. As confident as Mr. Hansen is, he admits, its nerve racking. “Of course I am nervous”, he says with a laugh, “I am leading my company down an entirely new path to help our clients. But, as they say, you don’t know until you try, and we have spent 3 months perfecting our offering. So, I am as confident as I can be at this point.”

As of now, The Drug Rehab Agency has 3 clients working with them, and they are looking to expand out to have a total of just 10 clients buying phone calls.

Marcus Hansen  
The Drug Rehab Agency  
877-506-8389  
[email us here](#)

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