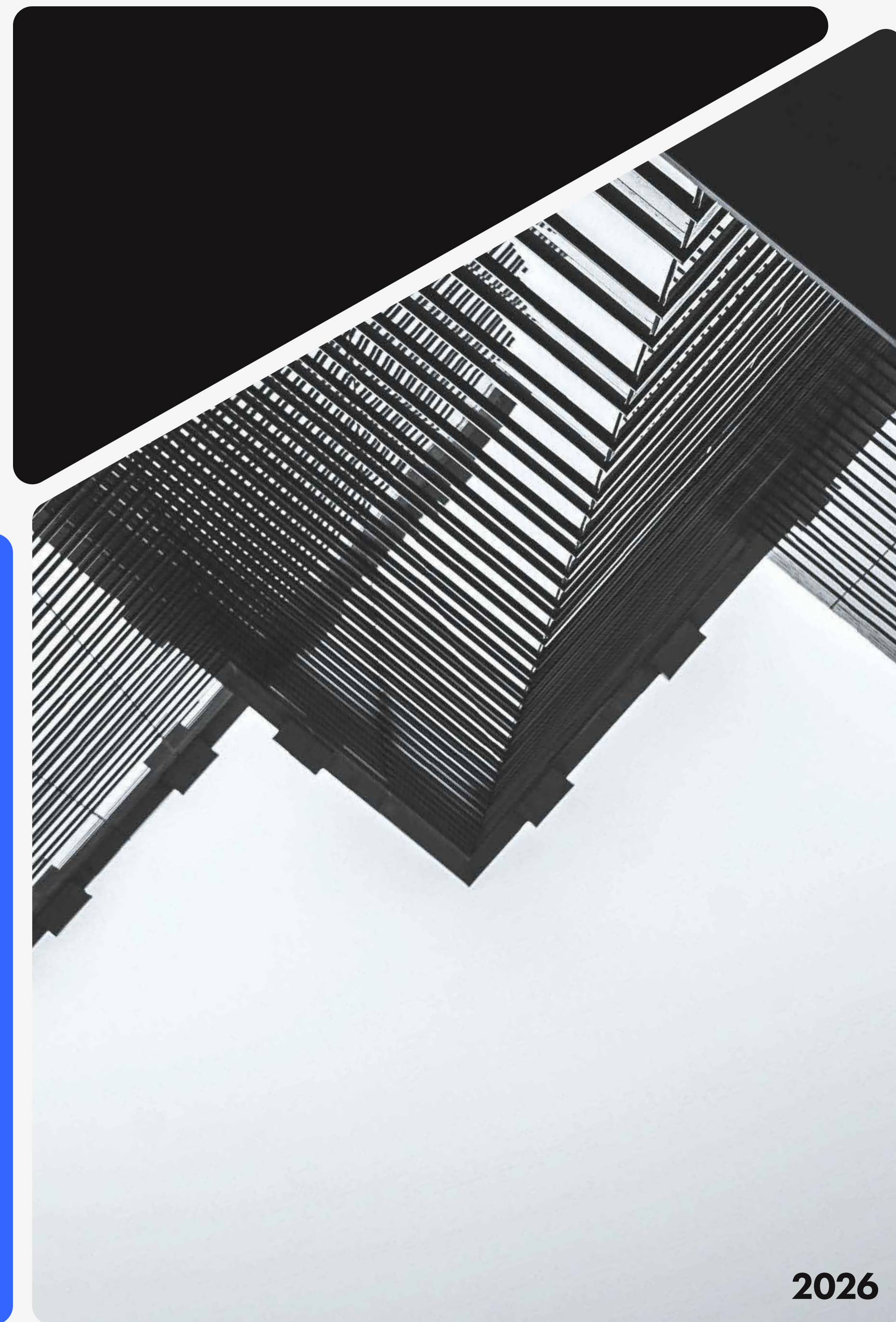




CULTIST
MEDIA

Capabilities Deck

Behavioral Health Marketing



Build Trust. Influence Decisions.

Cultist Media is a marketing agency for behavioral health organizations built to address a gap in the market: combining elevated creative with proven strategy to produce work that performs and supports patient demand and admissions. In one addiction treatment case study, our work produced a **417% increase** in Verification of Benefits (VOB). We know behavioral health, and we understand the patient journey.

See Case Study: Slide 12



Who We Are

Founded in 2019 and based in Miami Beach, Cultist Media is a boutique behavioral health marketing agency dedicated exclusively to regulated and privacy-sensitive organizations. We stand out with high-end design, expertly crafted content, and a focus on building trust and credibility to drive patient inquiries.

As a lean, senior-led team, you work directly with executive leadership so strategy aligns with execution. We deliver strategic, performance-driven work, focus on the metrics that matter, and optimize with precision, so budgets go further and results are clear.



What Do We Do?





Our Services

Brand + Messaging

Branding Strategy + Identity
Brand Voice + Messaging
Brand Guidelines

Patient Acquisition

Paid Search + Performance Campaigns (PPC)
SEO Strategy + Content
Conversion Optimization (CRO)

Web + Digital Experience

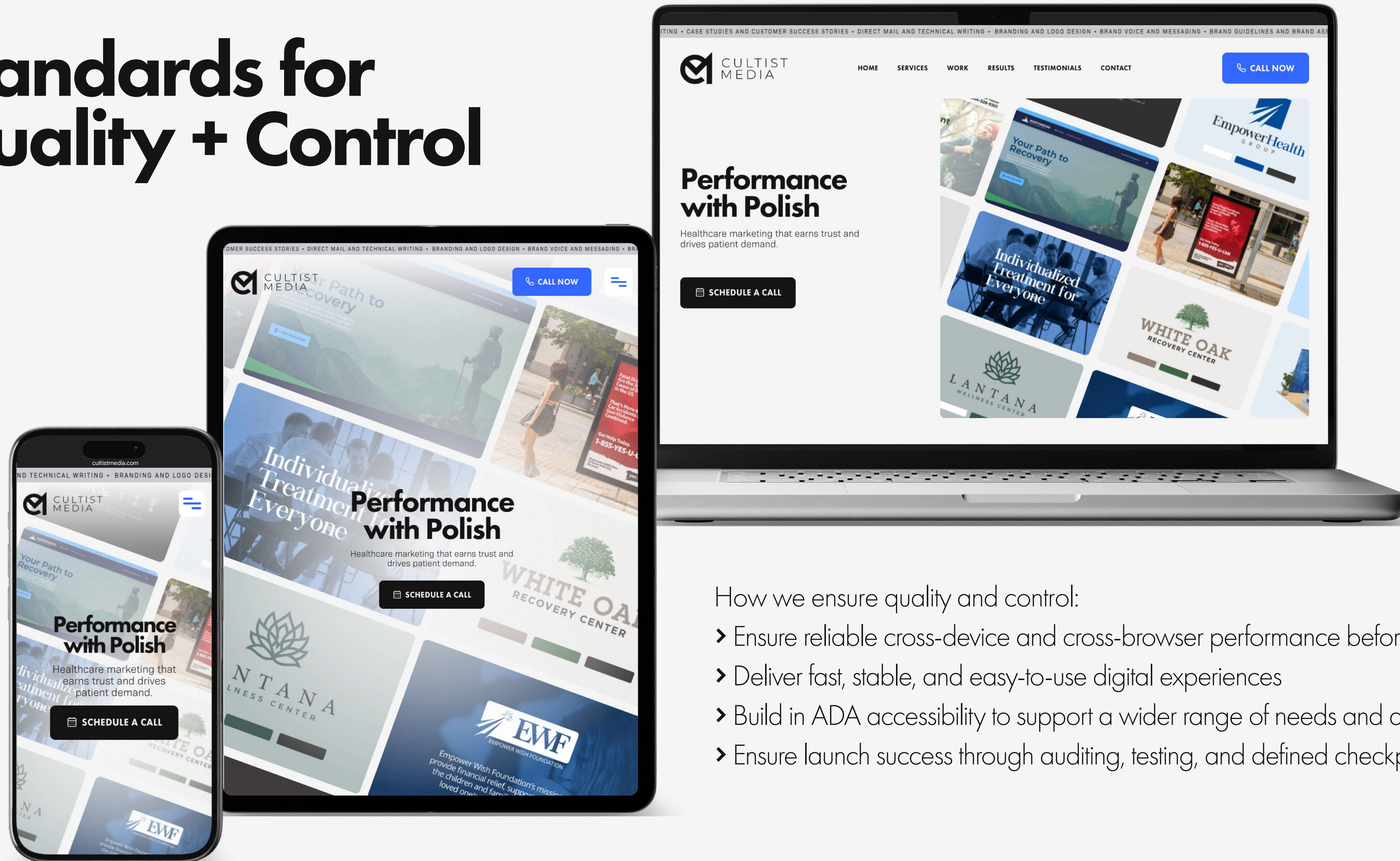
Website + Landing Page Development
UX + Accessibility Compliance (WCAG)
Ongoing Support + Managed Hosting

Measurement + Reporting

Analytics + Attribution
Conversion Tracking + Lead Quality
Dashboards + Multi Location Reporting



Standards for Quality + Control



How we ensure quality and control:

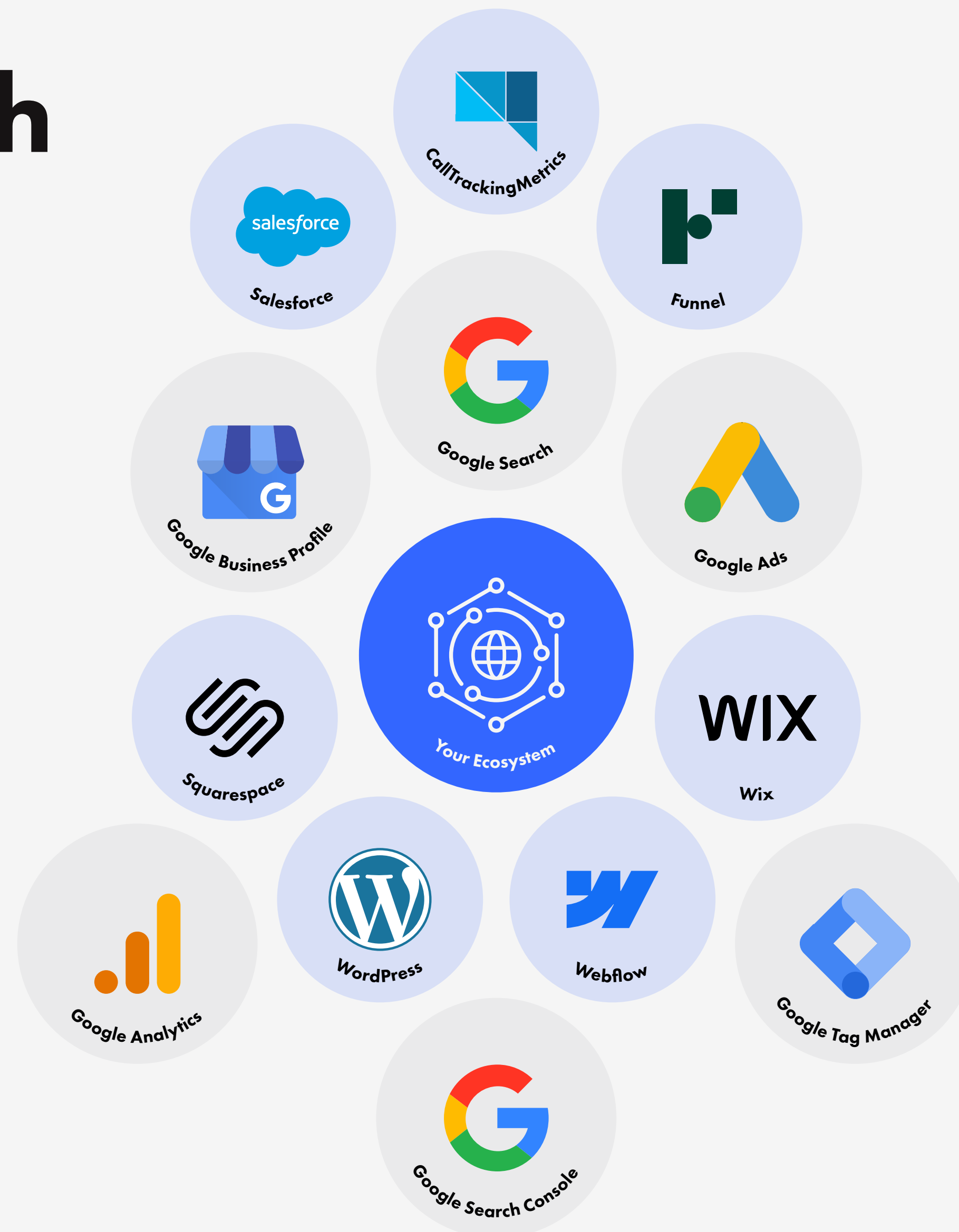
- › Ensure reliable cross-device and cross-browser performance before launch
- › Deliver fast, stable, and easy-to-use digital experiences
- › Build in ADA accessibility to support a wider range of needs and abilities
- › Ensure launch success through auditing, testing, and defined checkpoints



Reduce Risk through Clear Reporting

How we reduce risk:

- › Connect existing systems so reporting is clear and reliable even in complex or outdated setups
- › Put tracking in place to show what is driving calls, inquiries, and admissions
- › Keep data clean so reporting stays accurate over time
- › Deliver analytics that supports informed decisions
- › Maintain stable reporting as priorities, operations, and vendors change



Let's See Some Case Studies

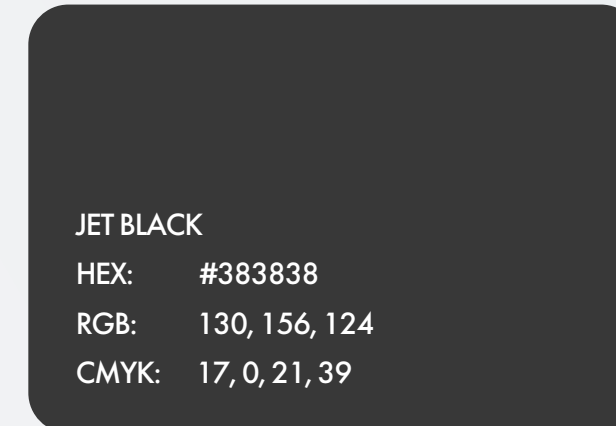
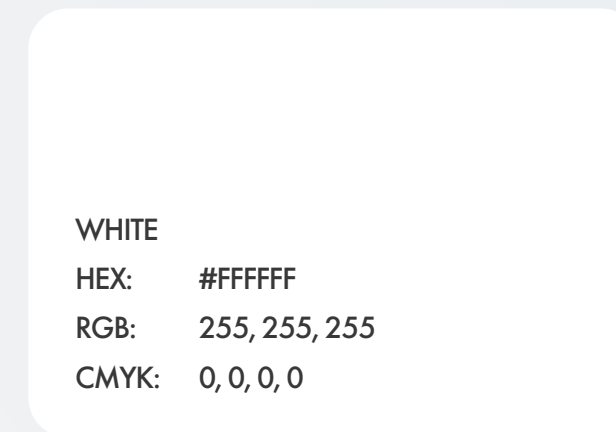
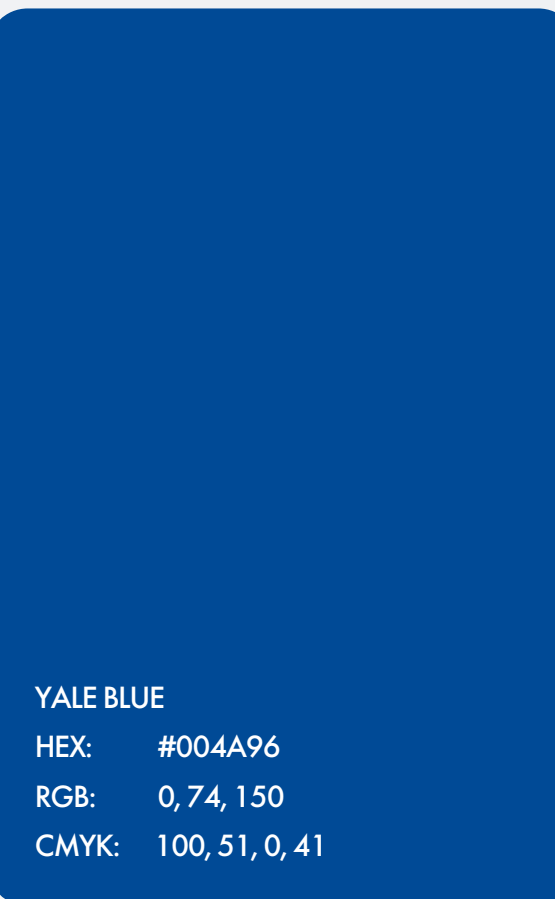
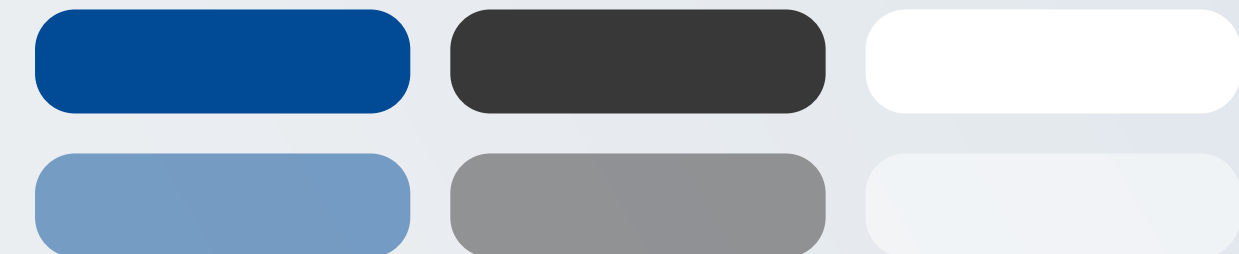
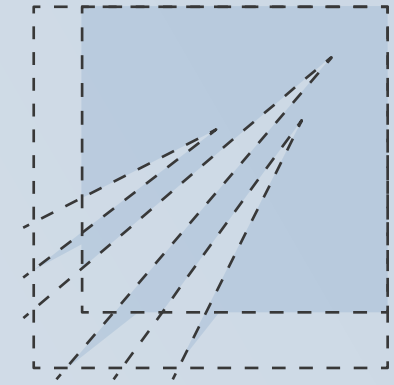


From Concept to National Presence

Empower Health Group is a behavioral health organization created to unify and scale multiple treatment centers under a single parent brand. When Empower Health engaged Cultist Media, the organization consisted of three Los Angeles treatment centers operating under separate names without a shared identity, a consistent patient experience, or a tracking and attribution model to guide growth.

Over a four-year agency of record partnership, Cultist Media served as Empower Health Group's primary marketing partner. We established the brand from inception and delivered a repeatable digital platform and marketing stack foundation built to support multi-location expansion.

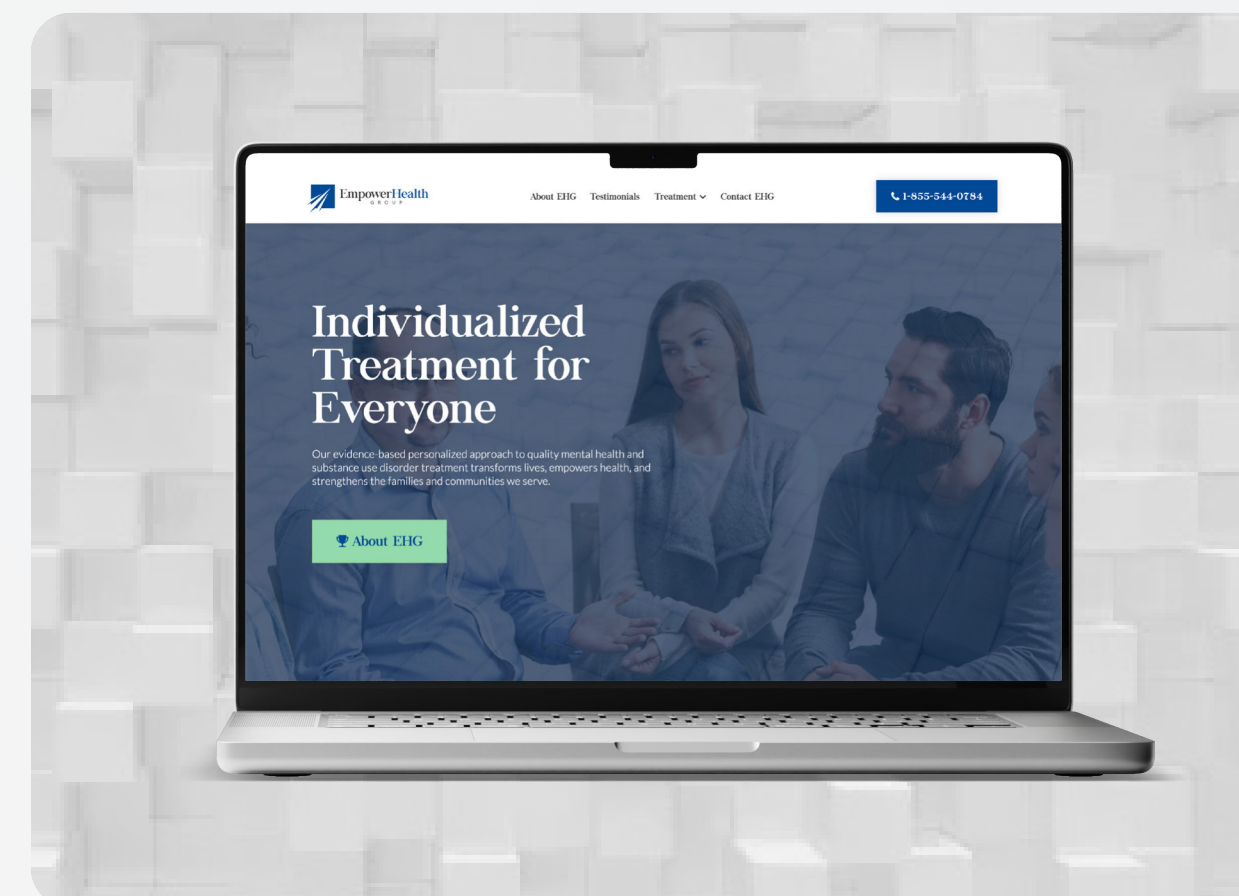
4 Years
1 Agency
A Complete Brand Ecosystem



Chapaza
Regular



Open
Sans



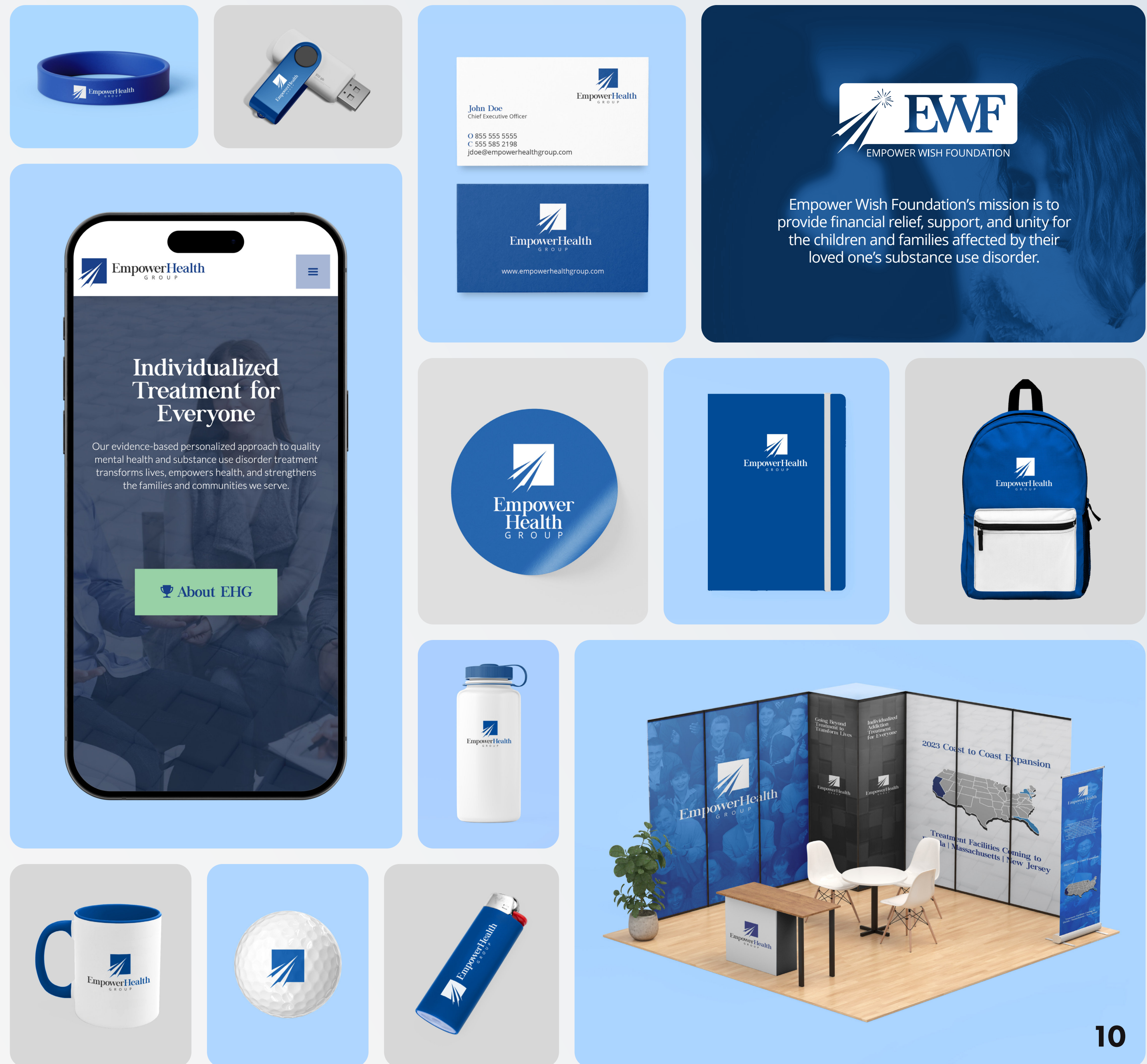
Designing a Trusted Healthcare Brand

As Empower Health Group's agency of record, our work focused on four pillars:

- › Brand Strategy + Identity: Established the brand to unite multiple centers under one trusted brand
- › Web Design + Development: Designed and built a scalable digital platform to support a multi-location organization
- › Marketing Stack Setup + Integrations: Implemented the marketing stack and integrations needed for reliable data flow
- › Measurement + Attribution: Standardized tracking and centralized reporting with CRM integration, connecting patient inquiries to channels, campaigns, and search keywords

Results over the 4-Year Partnership:

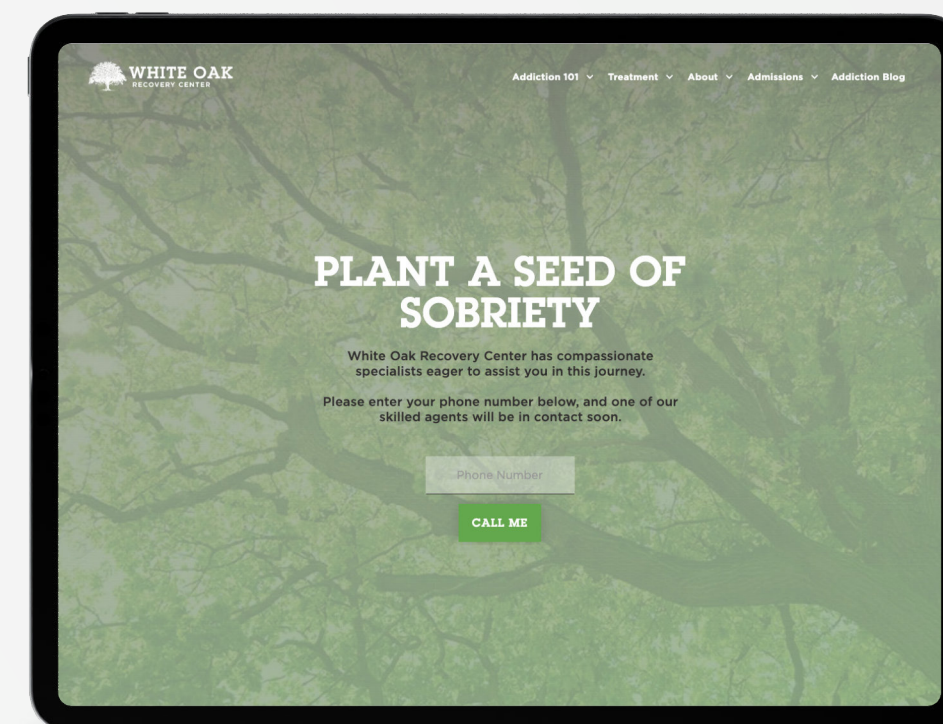
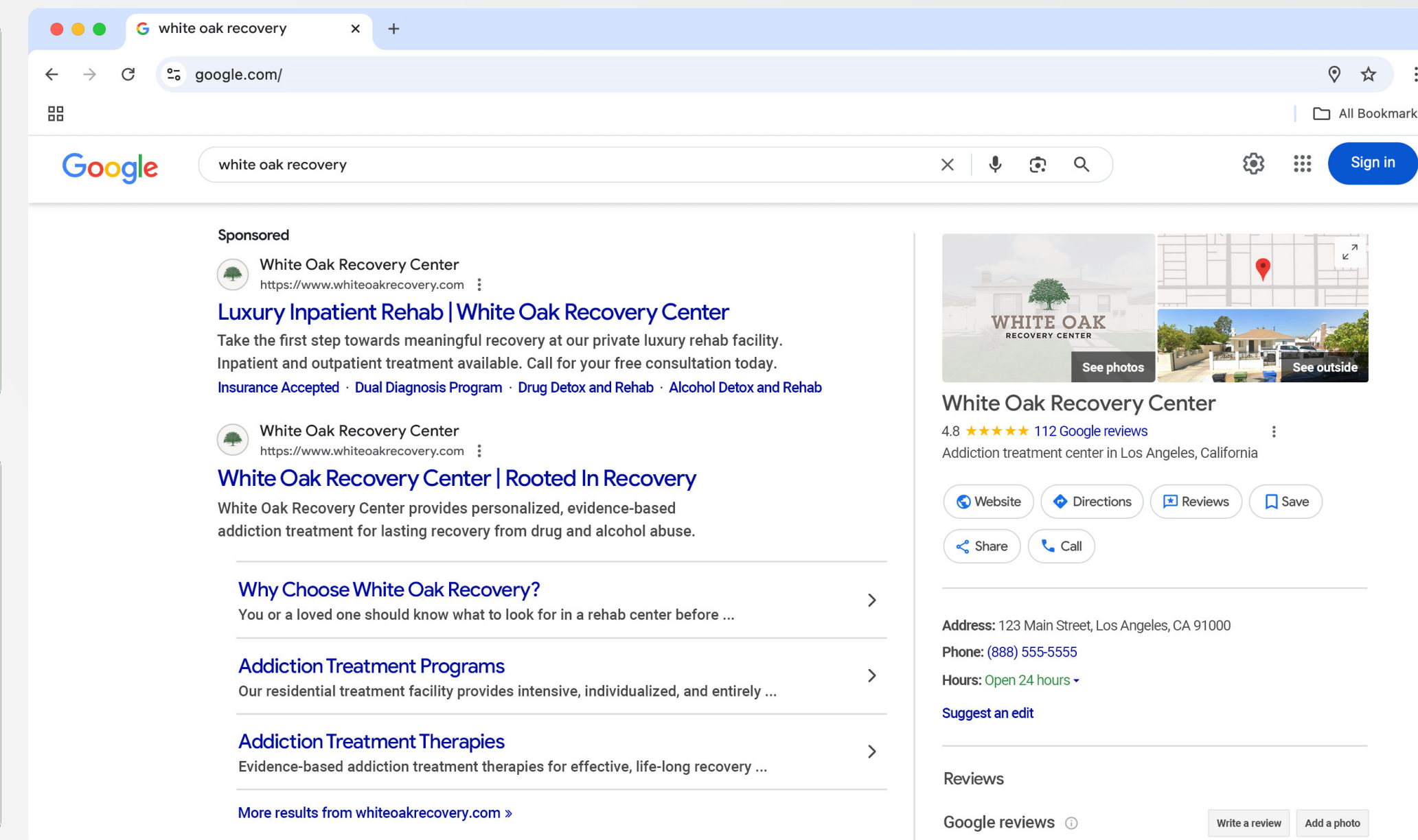
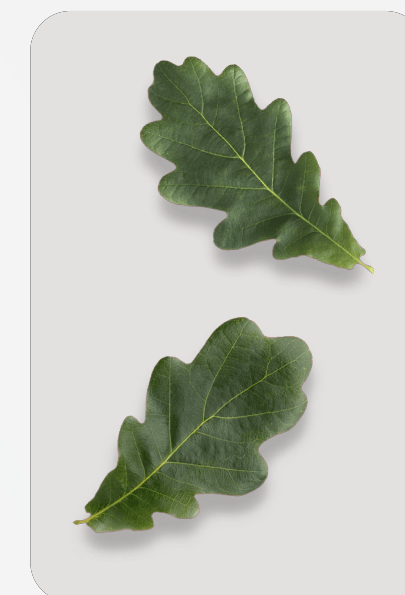
- › Unified three Los Angeles treatment centers under a single parent brand and consistent patient-facing experience
- › Supported expansion from three Los Angeles centers to 12 treatment centers nationwide
- › Established a repeatable brand, web, and measurement framework for multi-location growth



Transforming a Brand for Growth

Founded in 2019, White Oak Recovery Center is a residential substance use disorder treatment provider built around individualized care and long-term recovery. When White Oak approached Cultist Media, its brand and website lacked the credibility and clarity to earn online trust, limiting visibility and patient growth.

Over a three-year agency of record partnership, Cultist Media served as White Oak Recovery Center's primary marketing partner, leading brand and website execution, driving sustained organic growth, and implementing tracking and attribution with clear, transparent reporting.



Measurable Results

As White Oak Recovery Center's agency of record, our work focused on four pillars:

- › Brand Refresh: Updated the identity and messaging system to better reflect the quality of care and strengthen trust
- › Website Rebuild: Redesigned and rebuilt around an engaging patient experience and stronger pathways to inquiry
- › SEO + Content: Executed a comprehensive SEO and content strategy to increase organic traffic and generate qualified leads
- › Conversion Rate Optimization: Optimized the website and paid landing pages to increase VOB-qualified intake calls

Results (vs. 2022 Baseline):

- › Organic Traffic: 92 → 3,772 visits/monthly - 41x
- › Organic First-Time Calls: 46 → 179/monthly - 3.9x
- › VOB Conversion Rate: 0.30% → 1.55% - 5.2x
- › Paid First-Time Calls: 1,000 → 2,340/monthly - 2.3x

Mapped inbound inquiries to channels, campaigns, and keywords



SEO
Organic Traffic Increased By
4K%
 Versus 2022 Baseline: 92/M Avg. Organic Visits
 Source: SEMrush

SEO
Organic First Time Calls Increased By
289%
 Versus 2022 Baseline: 46/M Avg. Organic FTC
 Source: CallTrackingMetrics



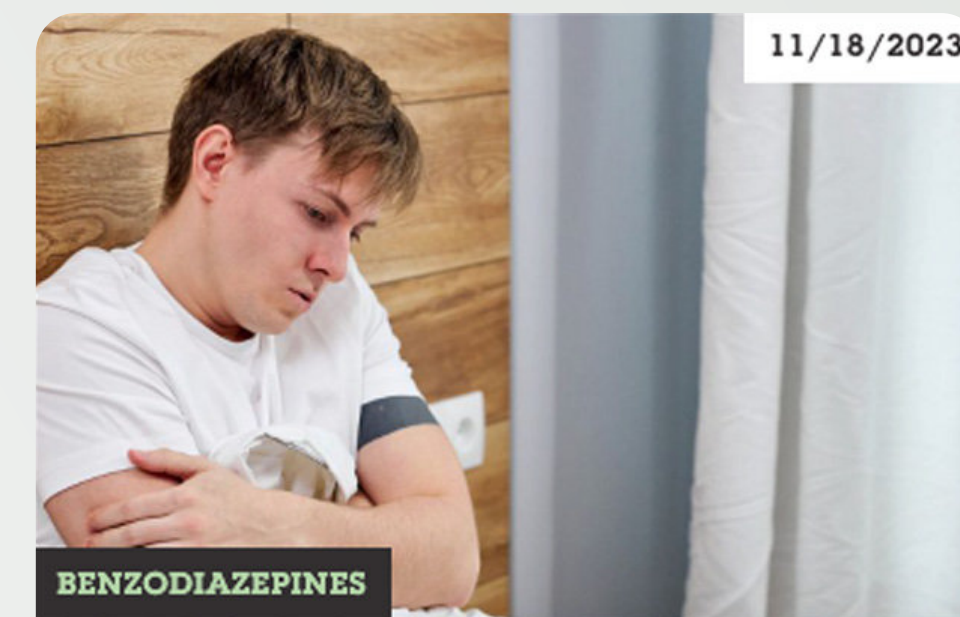
PPC
VOB Conversion Rate Increased By
417%
 Versus 2022 Baseline: 0.30% VOB Conversion Rate
 Source: Google Ads

PPC
Paid First Time Calls Increased By
134%
 Versus 2022 Baseline: 1K/M Avg. Paid FTC
 Source: CallTrackingMetrics



SEEKING SAFETY: TRAUMA AND SUBSTANCE ABUSE TREATMENT

[READ MORE →](#)



SYMPTOMS OF BENZO WITHDRAWAL

[READ MORE →](#)

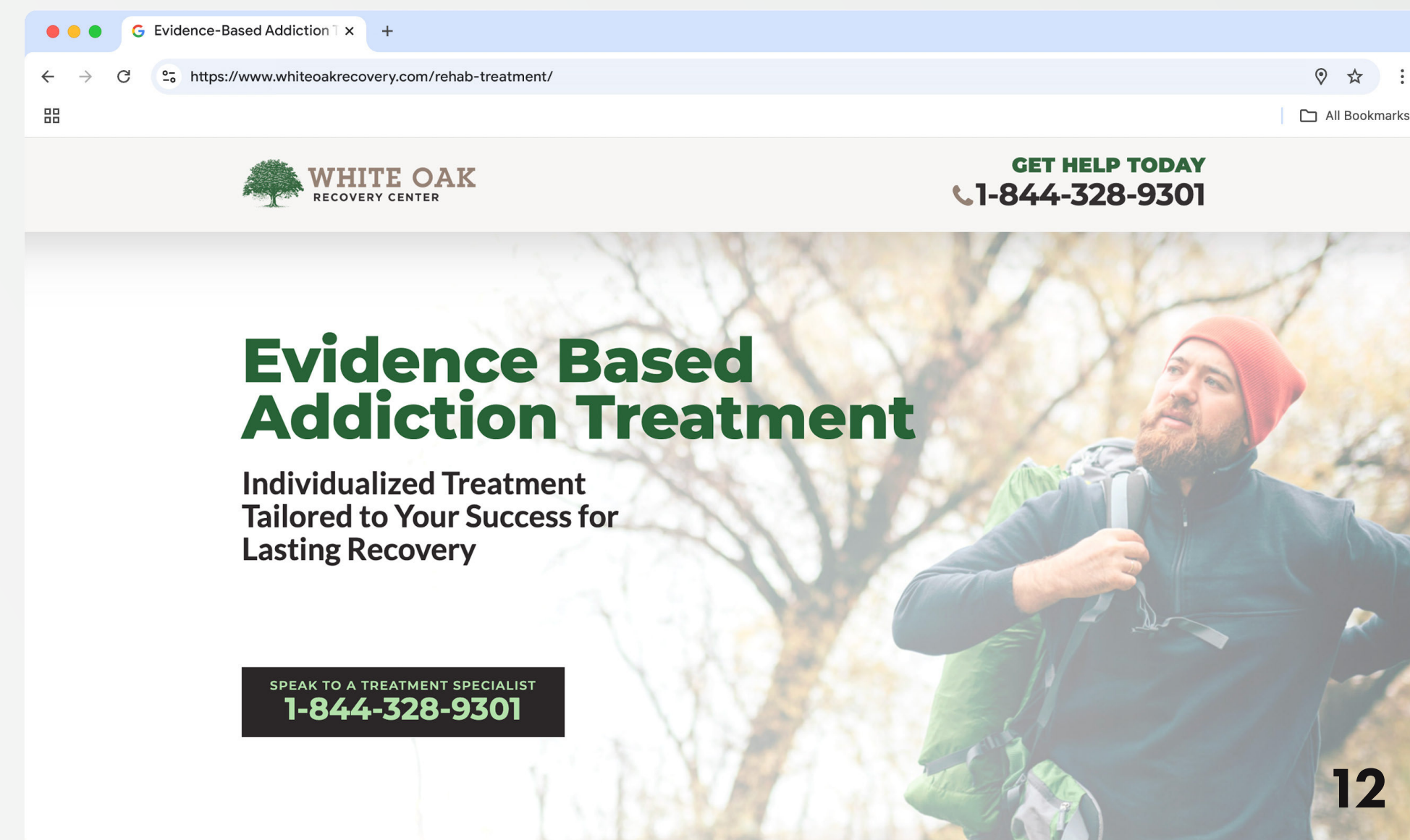
Cumulative Growth

1.2K%

Versus 2022 Baseline: Average Lift Across 4 KPI's - Organic Visits, Organic First Time Calls, Paid First Time Calls, VOB Conversion Rate

Top Organic Keywords

Keyword	Pos.	Volume	Traffic %
white oak recovery center	1	1.1K	4.6%
zaza red	1	16.2K	9.3%
adderall hallucinations	1	12.1K	8.7%
mexican xanax	1	18.1K	7.8%



Branding a Movement

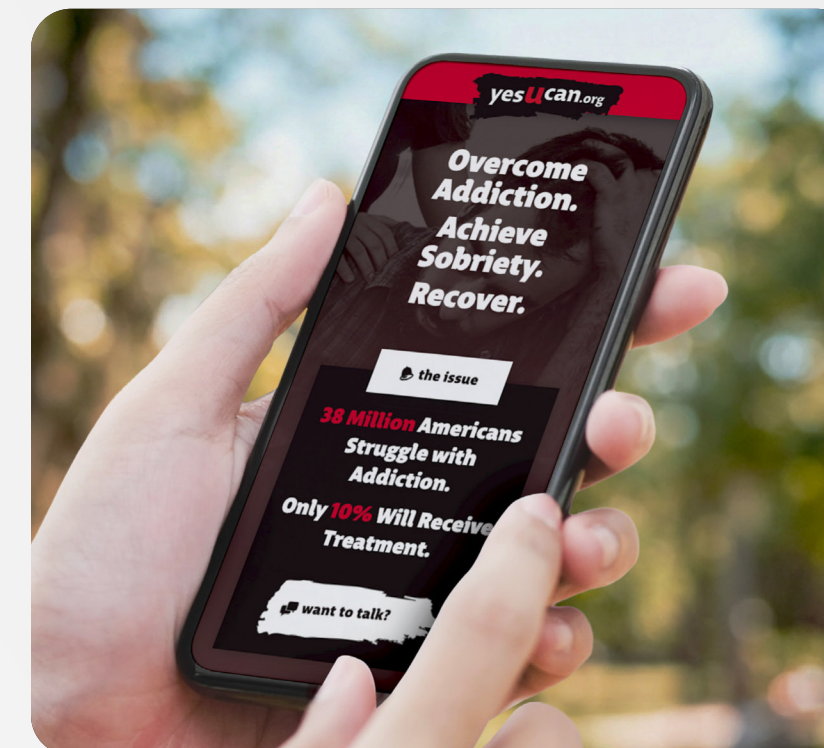
YESUCAN.ORG is a public-awareness and referral campaign built to drive inbound calls for addiction treatment admissions. Cultist Media partnered on a project basis to develop, name, and launch the brand, supported by a conversion-focused website and an out-of-home (OOH) campaign spanning billboards, bus shelter ads, and additional signage.

Our strategy focused on three pillars:

- › Brand Strategy + Identity: Developed the identity system and campaign messaging
- › Traditional Media Design: Designed out-of-home creative for high-traffic locations to drive awareness and response
- › Web + Measurement: Built the website and implemented call tracking and analytics to attribute inbound calls

Results (Project Outcomes):

- › Launched a cohesive campaign presence across OOH and web
- › Delivered channel and campaign-level attribution for actionable reporting



What Are People Saying About Us?





"Cultist Media has been a game changer for us. They nailed our marking tech setup and integrations, clearing the path for massive wins across our client accounts. Their team just gets it fast, sharp, and always a step ahead."

Shan Mahmood
Marketing Tech + Attribution



"Working with Cultist Media has been revolutionary for our PPC and SEO efforts. Not only did the new site look great, but it also made our job easier. Improved site speed, cleaner tracking setups, and a more intuitive user experience directly translated into better campaign performance. Cultist Media truly understands how to build websites that convert, and we couldn't be more impressed with the results."

Michael Gultinan
Agency of Record Partner



"Cultist Media gave us exactly what we needed, a sleek, modern site that showcases our work and connects with both residential and commercial clients. It' has helped us secure major contracts, including luxury high rise buildings, and changed how we present our brand."

Alex Martinez
Website Design + Development



Let's Talk



Scan or [click here](#)
to schedule a call.

Give us a call [\(855\) 916-9963](tel:8559169963)
Send us an email hello@cultistmedia.com
Visit our website cultistmedia.com



The End