

# 2024

---

## State of Mental Health Marketing Report

Brought to you by:

**BEACON**  
MEDIA + MARKETING



Beacon Media + Marketing  
and Mental Health Marketing Conference

Contributing Author: Bob Hutchins, Founder Human Voice Media

# Table of contents

3	A letter from Jennifer Christensen
4-6	Executive Summary
7-13	Key Findings
14	Methodology
15	Final Thoughts
16	About Beacon Media + Marketing
17	About Mental Health Marketing Conference



## A letter from Jennifer Christensen

Co-Founder & CMO, CIO of Beacon Media + Marketing

As marketers in this era, we're walking through an unprecedented time of change. We're transitioning from the Age of Information to the Age of Intelligence. The landscape of mental health awareness and treatment is undergoing a profound transformation, and with it, the strategies and approaches we use in marketing these crucial services are evolving too. Now, more than ever Mental and Behavioral Health Clinics need personalized data and intelligence that can help them grow and scale their clinics and serve their clients well.

In the past, mental health was often shrouded in stigma and misunderstanding, leading to marketing approaches that were cautious or even apologetic. However, we are now entering an era where mental health is recognized as an integral part of overall well-being, deserving of open discussion and proactive support. This shift presents an exciting opportunity for us as marketers to play a pivotal role in changing perceptions and reaching those in need.

The future of mental health marketing lies in embracing authenticity, empathy, and inclusivity. We must craft messages that resonate deeply with diverse audiences, acknowledging the unique experiences and challenges that different communities face.

Digital platforms offer us unprecedented opportunities to reach people where they are, with personalized content that speaks to their journey as individuals. The integration of advanced technologies like data analytics and AI can help us understand the needs and preferences of our audiences more accurately, enabling us to tailor our campaigns for maximum impact. However, we must balance the use of technology with a human-centered approach, ensuring that our marketing efforts always prioritize the dignity and well-being of individuals.

As we look ahead, I am excited about the possibilities that lie before us in mental health marketing. It is a road that requires sensitivity, innovation, and a deep commitment to making a positive difference in people's lives. I look forward to embarking on this journey with you, as we explore new horizons and contribute to a healthier, more compassionate world.

Warm regards,

*Jennifer Christensen*

“**The landscape of mental health awareness and treatment is undergoing a profound transformation.**”

# Executive summary

---

Beacon Media + Marketing and the Mental Health Marketing Conference have teamed up to provide the report, offering insight into the current state of mental health marketing in the United States.

Our goal is to provide actionable data, insights, and intelligence to raise the bar of marketing outcomes in the industry.

The 2024 State of Mental Health Marketing Report contains new data from hundreds of surveys sent out to Mental and Behavioral Health Clinic owners.

What we learned is that the mental health industry has evolved and advanced significantly over the past few years and is ready for a more sophisticated and personalized approach to marketing.

*The survey was targeted towards single and multiple practice locations. The surveys were not targeted towards sole proprietor therapists, which accounts for less than 2% of survey results.*

“  
Our goal is to provide actionable data, insights, and intelligence to raise the bar of marketing outcomes in the industry.”

# New client acquisition is the clear **priority and driver** of marketing spending this year

This is a somewhat surprising spread based on the current recruitment challenges in the industry, however, it could support the theory that many mental health practices and clinics don't see marketing as part of their recruitment strategy of therapists.

**79%**

of practice owners and managers stated that attracting new clients was their top priority.

**8.7%**

of practice owners and managers are focused on brand awareness.

**4.35%**

of practice owners and managers are focused on recruitment.

The data shows a strong focus on client acquisition in the mental health industry, suggesting a growing market. It's noted that alongside this, client retention strategies could be important for long-term stability. Market trends indicate a positive future for the industry, with new business models and collaborative efforts expected in 2024.

<https://www.iit.edu/blog/mental-health-professionals-shortage>

<https://www.beaconmm.com/2022/12/13/mental-health-recruitment-the-role-of-marketing-in-growing-your-therapy-team>

<https://www.diva-portal.org/smash/get/diva2:1679979/FULLTEXT01.pdf>

# Clinic and practice owners are seeking **greater clarity** in their marketing spend

With increased marketplace competition and tremendous change in the platforms and marketing tactics in 2023, 45% of those surveyed say that their greatest challenge in marketing is the lack of clarity on what marketing is working best and where to invest their marketing dollars.

Many in the industry report uncertainty about effective marketing tactics. This highlights a potential need for specialized marketing education and insights within the mental health sector.

Upcoming collaborations between public and private sectors are likely to impact the industry's marketing approaches.

# 45%

of those surveyed say that their greatest challenge in marketing is the lack of clarity on what marketing is working best.

# There is **significant adoption** of social media advertising

Digital marketing is widely utilized, reflecting a continued shift in societal preferences. Providers and owners will most likely continue the direction of exploring niche marketing channels to differentiate in a digitally crowded market. This trend is consistent with the continued growth of the mental health care market, as evidenced by various market research reports.

**87%**

of all clinic and practice owners surveyed say they are already utilizing paid social media advertising.

**67%** Search Engine Optimization (SEO)

**66%** Referral Networking and Outreach

**12%** User & Client Experience (UX)

# Referrals followed closely by social media advertising are reported as producing **the best ROI**

It's not surprising that referral/outreach was listed as the top marketing tactic in producing results. Traditionally referrals from other programs and hospitals have proven to be a cornerstone of new clients in the mental health industry.

The effectiveness of referral marketing and social media advertising suggests a hybrid approach, blending traditional personal connections with modern digital reach, could be most effective. This finding is in line with the anticipated growth of the mental health technology market, which is expected to be driven by innovative solutions and new business models in 2024.

**31%**

of survey respondents chose referrals as their top tactic.

More surprising was how close the percentage was followed by **Social Media Advertising at 28%**

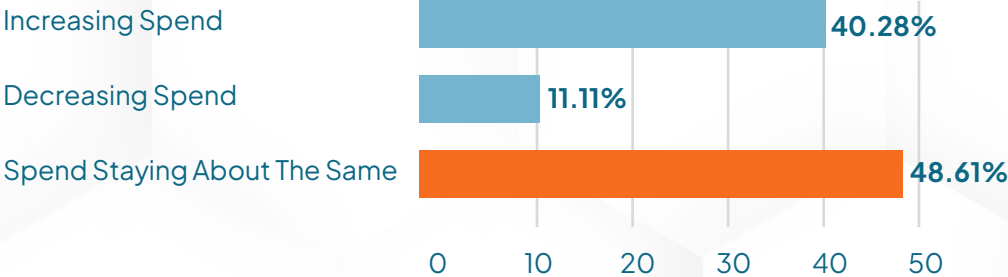


# Marketing budgets will increase or remain the same in 2024

The majority increasing or maintaining marketing spend indicates optimism and growth in the sector. However, it also calls for careful ROI analysis to ensure that increased spending translates into tangible results. This trend is consistent with the expected uptick in M&A activity and investment in the mental and behavioral health industry, reflecting a positive outlook for the sector in 2024.

**88%**  
of Mental Health Clinic and Practice owners reported that marketing budgets will either increase or stay the same moving into 2024.

## How do you anticipate adjusting your marketing spend for 2024?



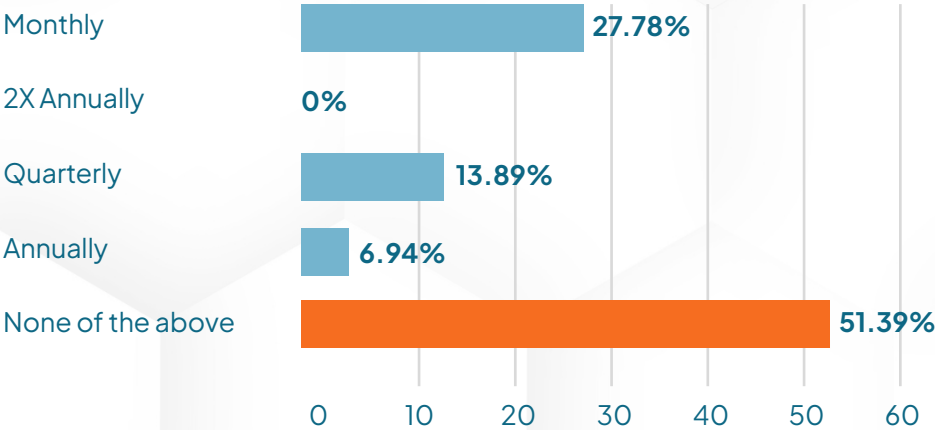
# Digital marketing audit frequency

## Majority Not Conducting Regular Audits

**51%**  
are not conducting regular digital marketing audits.

The significant oversight of not conducting regular digital marketing audits can lead to resource wastage and misalignment with evolving market trends. This underscores the need for a more proactive approach to performance evaluation and adaptation to market dynamics.

### How frequently does your company conduct digital marketing audits?

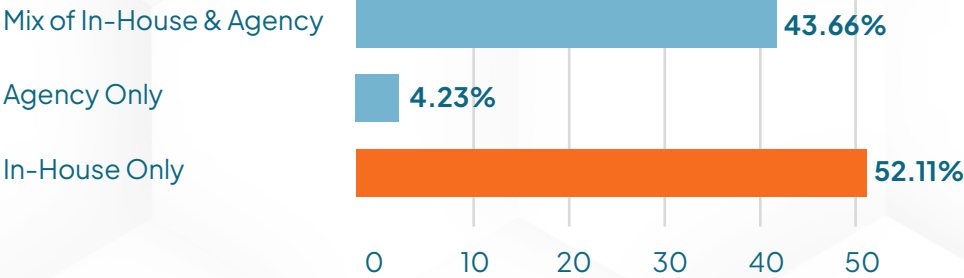


# Marketing budget in-house management **slightly higher** than agency mix



While in-house control offers benefits, the mix of in-house and agency expertise suggests a need for specialized skills that may not be available internally. This highlights the importance of continuous learning and upskilling to effectively navigate the evolving landscape of mental health marketing.

## How is your marketing budget managed?

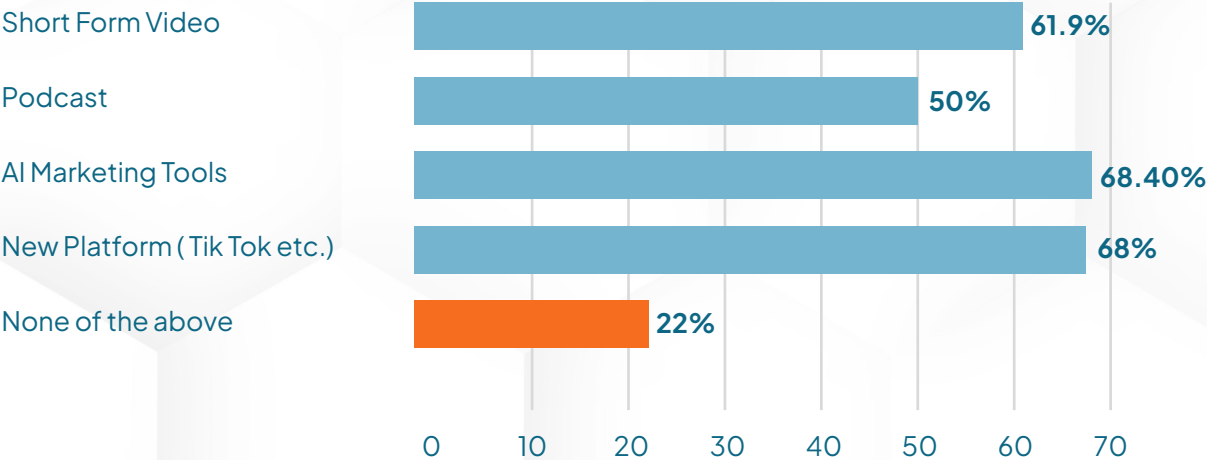


# Most practice owners are open to **new methods** of marketing in 2024

**22%**  
said they wouldn't be open to try anything new.

By embracing these new methods, practice owners can enhance their ability to reach and engage with their target audience, staying attuned to emerging trends and prioritizing patient-centric approaches.

## What new marketing trends are you planning to embrace in 2024 for your practice/clinic growth



# Additional key insights



## Client Acquisition vs. Client Retention

The focus on new client acquisition and high digital marketing usage suggests a potential emphasis on short-term gains over long-term relationships. A shift towards strategies that also emphasize client retention could balance this approach.



## Digital vs. Traditional Marketing Efficacy

The high effectiveness of referral marketing juxtaposed with the digital trend implies a potential underutilization of traditional marketing methods. Clinics might benefit from a more integrated approach that leverages both digital and traditional tactics.



## Education and Resource Allocation

The challenge of identifying effective tactics, combined with infrequent digital audits, suggests a potential misalignment between marketing actions and outcomes. Investing in educational resources and regular performance evaluations could bridge this gap.

# Methodology

---

This 2024 State of Mental Health Marketing Report summarizes findings based on an industry survey conducted from **November 13th to December 12th 2023**. The goal was to gather current data on the priorities, challenges, tactics, and budget trends among mental healthcare clinics and group practices in the United States.

The survey questionnaire consisting of 10 multiple choice and open-ended questions **was distributed to mental and behavioral health clinics through Beacon and Mental Health Marketing Conference email lists and targeted ads on Meta and LinkedIn to reach** dozens of mental health clinics across the country. Recipients included owners, directors, and marketing decision-makers representing small-to-large-sized practices focused on mental healthcare treatment and counseling support service

## **173 respondents fully completed the questionnaire.**

The 173 respondents provide insights from mental health practices of varying sizes nationwide.

This methodology aimed for wide geographical diversity as well as a balanced ratio among various practice specializations in the field.

Care was taken in crafting clear, concise, multiple-choice questions covering topics of core interest - top marketing goals, challenges, tactics utilized, optimal tactics, budget changes, spend percentage, auditing frequency, new marketing plans and budget management approach. The online survey format allowed confidential response collection over **4 weeks in November-December** of 2023 .

Collected data from the 173 respondents was analyzed to identify key statistically significant trends in the aforementioned areas among contemporary mental health practices. The summarized findings aim to provide practical benchmark data on the current state of mental healthcare marketing in the US. Limitations include partial representativeness due to the small sample size.

# Final thoughts on the state of mental health marketing

Drawing together the key insights from this industry report, an overall picture emerges of a field in a dynamic state of growth and evolution. As mental health awareness expands, demand for tailored services blossoms, yet challenges remain in effectively reaching and retaining diverse clientele.

The data indicates a pressing need for specialized skills and education to orient marketing strategies for maximum relevance. Regular performance assessments can also help optimize budget allocations towards high-impact digital and traditional tactics.

Referral networking retains its key role, even as virtual platforms gain prominence. This points to an integrated approach harnessing technology's convenience and personal connections' trust factor. As innovators, we must balance cutting-edge solutions with timeless human values of dignity and compassion. By proactively developing our capabilities, while staying grounded in ethical care, we are well-poised to transform access limitations into channels for healing.

Our ability to understand clients' unique needs, and craft resonant messages, will ultimately determine if we narrow or widen mental health disparities. I am confident that the passion and dedication of colleagues across this community will light the way forwards. As mental health marketers we have the profound privilege of conveying hope and help to those struggling silently. Let us have the courage to embrace change while holding fast to the vision of a society where all are empowered to thrive.

**“The data indicates a pressing need for specialized skills and education to orient marketing strategies for maximum relevance.”**

**Onward Together!**

# About Beacon Media+Marketing

With a track record of boosting client visibility and engagement, Beacon is a key player in advancing mental health awareness and accessibility through sophisticated marketing solutions.

Beacon Media + Marketing stands out as a healthcare-focused digital marketing agency with a special emphasis on mental health practices. Renowned for their tailored marketing strategies, Beacon combines innovative technology and data-driven insights to help healthcare providers amplify their reach and impact.

Beacon excels in creating dynamic online presences for their clients, ensuring improved accessibility and effective storytelling to connect with target audiences in more human, empathetic ways.

**Learn more**

[www.beaconmm.com](http://www.beaconmm.com)





# About The Mental Health Marketing Conference

The Mental Health Marketing Conference is a pivotal event connecting marketing professionals, behavioral health experts, and advocates in the mental health field. This conference fosters a unique community of diverse and engaged individuals, offering valuable insights and networking opportunities.

With a focus on marketing, advertising, PR, media, business development, and advocacy in mental health, the conference provides a platform for learning and sharing, bridging the gap between marketing needs and industry-specific challenges. It stands as a hub for professional development and connection in the realm of mental health marketing.

**Learn more about the 2024  
Mental Health Marketing Conference and Register today!**  
[www.mhmarketing.org](http://www.mhmarketing.org)