



Dreamscape Marketing is a full service U.S. based digital marketing agency whose mission is to provide executive-level decision makers a trusted partner in the development, execution, and management of a complete digital presence that achieves their business development goals.

Our team of strategists, developers, designers, writers, project managers, and data analysts deliver industry-leading custom-tailored website development and digital marketing campaigns that deliver new revenue streams, increase brand awareness, improve lead development systems, and drive direct sales activation.



**Dan Gemp**

*President | Chief Executive Officer*

(443) 535-6997

[dgemp@dreamscapemail.com](mailto:dgemp@dreamscapemail.com)

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[DreamscapeMarketing.com](http://DreamscapeMarketing.com)

# Our Approach

## Our Vision

The leading digital marketing agency delivering growth through leadership, innovation, expertise, and strategy.

## Our Mission

To provide our clients a trusted strategic partner in developing and executing a complete digital presence that achieves their business goals.

## Our Value Proposition

Through a combination of industry expertise, ethical standards, transparent communication, and relentless improvement our people deliver digital marketing success through qualified lead generation that yields a high return-on-investment.

## Our Core Values

Truthfulness | Appropriateness | Accuracy | Transparency | Authenticity  
Client > Company > Department > Individual

# Our Leadership Team



**Dan Gemp**

*President &  
Chief Executive  
Officer*

A graduate of Villanova University's School of Business, Dan applies financial modeling to Dreamscape's business intelligence campaigns to advise clients on a cost-per-action marketing model. Gemp maintains consultative focus on extremely efficient and proprietary SEO techniques focused on ROI.

A nationally recognized speaker on ethical healthcare marketing, Dan maintains a year-round speaking schedule, forecasting digital marketing trends and delivering the strategies to capitalize on them. His unique perspective, at the intersection of business, digital marketing, and healthcare, has positioned him as a thought leader and go-to contributor to many healthcare podcasts, webinars, and publications including Bloomberg and The New York Times.



**Kevin Plumlee**

*Chief Technology  
Officer*

With more than 17 years of experience in the fast-evolving world of digital marketing, Mr. Plumlee is a key factor in the company's planning and development. He excels at managing the day-to-day operations of robust websites, which includes responsive website design, search engine optimization, content creation, and social media.

Kevin can expertly translate an organization's business objectives into reality, building new websites or enhancing existing websites so that they are more effective. He is firmly committed to managing costs and increasing revenues for clients and partners.



**Eric Weilminster**

*Client Strategy &  
Partnership Manager*

Eric has over 20 years of business development, marketing, and corporate strategy experience, working across many industries and brands, and is able to think creatively and produce solutions with real world applications.

Eric's work is important in supporting Dreamscape Marketing with industry trends for optimal business development opportunities. The digital marketing industry is constantly changing, so it's his role to align strategies that match your stated goals and establish favorable outcomes.



**Teresa Massimini**

*Art Director*

Teresa has over ten years of experience in the graphic design and marketing fields, and works to maintain the integrity of our client's brands, while also establishing designs that promote user experience and conversion value.

In a digital realm where web design trends are continually evolving, Teresa leads the design department in melding modern aesthetics and visual communication strategies that promote consumer engagement. She is responsible for overseeing all design projects from start to finish and providing direction for to her team.



**Seamus McCabe**

*SEO Strategy  
Manager*

In his role, Seamus oversees all content writing, on-page optimization, and off-page linkbuilding efforts for a variety of medical clients, including addiction treatment centers, senior living communities, and dental practices.

Seamus stays up to date with SEO best practices and Google algorithm updates to ensure that Dreamscape's clients achieve fantastic results for their campaigns.



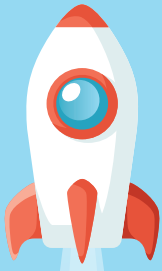
# Project Process Overview

We understand our clients have their own business to run, and have come to us seeking a partner who can help them succeed in the growing of that business by driving qualified visitors to their website.

Since 2005 we have deployed thousands of websites and digital marketing campaigns, and over those years have developed and fine tuned our proprietary process to be both efficient and effective.

By producing all the elements of your project in-house, and ensuring their quality through focused processes and rigorous testing methods, we consistently and confidently meet our clients goals while also reducing timelines, stress, and costs.





# Our Plan + Timeline and the Four D's of Web Design

## *Step 1: Kickoff Call*

The purpose of the kickoff call is to familiarize the client stakeholders with the Dreamscape internal department leaders and team members working on the project.

This is an invaluable opportunity for all team members to ask questions and gain clarity on the process, strategy, and definition for a successful project outcome. From there both parties are encouraged to maintain an open and continual communication to ensure alignment on the details and schedule of their custom strategic plan, and the benchmarks for achieving the client's project goals.

## *Step 2: Define (1-2 weeks)*

Dreamscape Marketing will work with Client to define the site & user experience architecture. This is where we are provided logins and credentials for all the accounts we will need access to. We will be able to deliver an approved sitemap and architecture.

## *Step 3: Design (2-3 weeks)*

Develop front-end design layouts for homepage, interior pages, and blogs, as well as the back-end admin dashboard.

## *Step 4: Develop (1-2 weeks)*

Our development team will:

- Upload and transfer the current and enhanced website content into the new website platform
- Format the content management system (CMS)

## *Step 5: Deploy (1-2 weeks)*

The website is ready to launch:

- Browser, mobile and device testing performed
- Optimized to Google standards to ensure fast load times
- Once complete, the new web platform goes live

# Website Strategy Overview

Our designs are created not just with aesthetic appeal in mind, but also for the strongest user experience and conversion optimization possible. We create beautiful websites that draw users in and help them find exactly what they need.

## *Powerful UX-Based Design*

- PHP 7 provides quicker load speed.
- Image compression reduces load time.
- Interactive elements, including CSS animation and parallax imagery

## *Maximizing Opportunities for Conversion*

- Powerful calls to action increase user engagement.
- Heat mapping analysis
- Conversion goal tracking via form submissions and call tracking metrics. ON-TIME AND ON-BUDGET BUILDS
- All departments are in-house
- Agile development methods
- Advanced tools save time on the wireframe and flat artwork stage, allowing us to move straight to front-end development.

## *Maintaining Incredible Aesthetics*

- On-trend design - fresh and SEO-friendly
- Custom-designed for client's unique brand and messaging
- Optimized for prime mobile experience

# SEO Strategy Overview

Our design and SEO teams work collaboratively to create a custom architecture and framework. We utilize key elements that increase SEO value, including custom sidebars and footers that aid in goal conversion.

## *Website Visibility Improvement*

- We employ proven, data-driven SEO strategies.
- We regularly monitor our clients' sites for broken pages, indexing issues and security concerns.

## *Keyword Ranking Maximization*

- We monitor keyword rankings and trending analysis.
- The SEO team stays on top of the latest Google Algorithm changes to refine strategies as necessary.
- Our Google Analytics Certifications help our team better read our clients' keyword trends.

## *Content*

- Our in-house team of writers produces consistently high ranking content.
- Quality assurance processes come standard.
- Make sure content exceeds client objectives while maintaining brand integrity.

# Functional Approach

Our web platforms are some of the easiest to work with while maintaining the latest in technology.

## *WordPress Content Management System (CMS):*

WordPress is one of the most popular open source CMS' on the market. It's very easy to add/edit content and from what we can determine, one of the best to integrate with other systems.

## *Dynamic Page Builder*

One of a fantastic series of plugins that adds a 'drag & drop' page builder to your WordPress theme. This allows A/B testing to be much easier and our clients love the ability to modify the content this way versus the standard CMS.

## *Schema Code*

Schema.org (often called Schema) is a specific vocabulary of tags (or microdata) that you can add to your HTML to improve the way your page is represented in Search Engine Ranking Position (SERPs). This is another tactic that is not common for your standard website company with no SEO capabilities will not be able to deploy correctly. Schema will help increase local search ranking and by default increased traffic.

## *CRM Integration*

Dreamscape will be able to support a full integration with CRM/eCRM. Additionally our recommended call tracking software "Call Tracking Metrics" also integrates with Salesforce. We would be happy to set up a call with our CTO (Kevin Plumlee) during the selection process for a walk-through to demonstrate our ability to integrate with Salesforce. We have experience and much success in the past with this process.



## *Content Writing*

Dreamscape Marketing publishes 1,000's of pages of content each year. We have in-house writers that will be able to work within your brand guidelines to turn a few bullet points into a unique piece of content that will represent the brand and speak to your potential customers. We write out content for Google and abide to their Flesch-Kincaid rating system.

## *Information Architecture & User Experience (IA/UX):*

IA/UX is an approach to the design and planning of websites that involves technical, aesthetic and functional criteria. As in traditional architecture, the focus is on the user and on user requirements. It also includes deciding technology stack, sitemap and navigation system of website. This is important as this will determine the path & chain of actions we want web users and search engines to go through.

## *Load Speed Optimization Tactics*

As website design becomes more and more advanced, the need to focus on website load speed is very important today. There are a few tactics we deploy to ensure the optimized load speed so web users are able to load the website quickly.

1. CSS/HTML Minify: Is the process of removing all unnecessary characters from source code without changing its functionality.
2. Image Optimization: We compress images in our design software first, then compress further once it's uploaded to the web platform.

## *Browser Testing*

There are many variations of browsers, computers and mobile devices. We test on both software designed for browser testing, but carry a plethora of devices with various browsers and physically run web platforms to ensure proper execution.

# Compliance + Credentials

All Dreamscape Marketing web platforms, contact forms, call tracking technologies, and integrations are HIPAA compliant and secured wherever possible. We manage several publicly traded entities, and work with public health systems, to ensure compliance with all related standards and requirements.

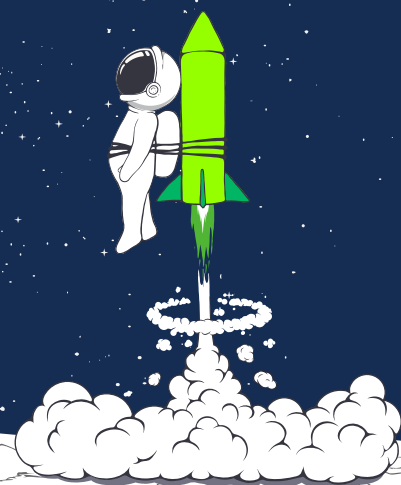
We are a Google Premier Partner Agency, which requires a high level of certification, spend under management, and are among the top 100 agencies worldwide.

Our Director of Paid Media, Josh Weum, joined our team directly from Google where he served as Campaign Builder and Brand Ambassador to over 100 national and healthcare conferences.

Both Mr. Weum and our CEO Dan Gemp are nationally recognized speakers on the ethics and proper usage of Google ad platforms in the healthcare marketing space. Both were pivotal in laying the groundwork that led to LegitScript compliance requirements for substance abuse and mental health treatment advertising.

## *Our Team is Certifiably Amazing*

- **Google Premier Partner**
- **Google Certified Team**
  - Ads
  - Fundamentals
  - Shopping
  - Video
  - Search
  - Mobile
  - Display
- **HubSpot Inbound Certified Employees**
- **Microsoft Advertising Professionals**
- **Lynda.com SEO Fundamentals Certified Employees**
- **Founding Member of the Treatment Center Investment & Valuation Retreat**
- **Former Google Employees**
- **MBA-Level Educated Employees**
- **Veteran Employees**
- **Bilingual Employees**



## CASE STUDY

DREAMSCAPE MARKETING | Behavioral Health

# San Antonio Recovery Center



Establishing a brand presence and dominating local search to drive new patient inquiries with digital marketing.

### Client Challenges

San Antonio Recovery Center is an addiction treatment center specializing in both inpatient and outpatient dual diagnosis addiction treatment. In 2018, their website was not ranking for addiction treatment geo-targeted SERPs in the San Antonio metropolitan area.

### Dreamscape Solutions + Technology

In March of 2019, we launched our initiative with an emphasis on improving domain rating, backlinking profile and local SEO, we focused our efforts on:

- Conducted extensive outreach to relevant directories and third-party webmasters
- Guest-posted on relevant online publications
- Create focused blog content with geo-targeted anchor text, linking to their addiction treatment program pages



Local  
SEO



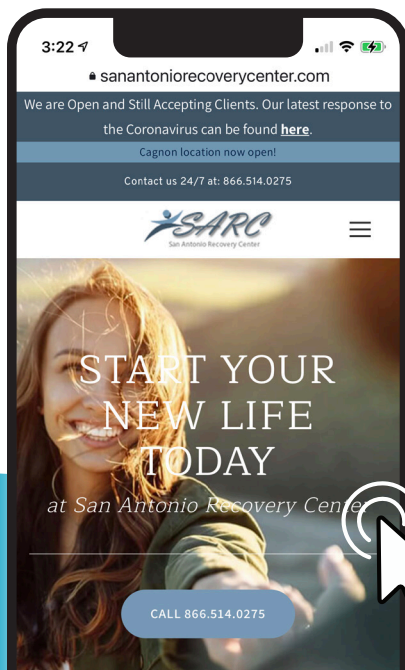
Targeted  
Content



GEO  
Targeting



Link  
Building



### Impact + Outcomes

By February 2020, without increasing budget, SARC achieved their goal of dominate website visibility in local search results, as well as for all of Texas. SARC now ranks in the top 3 for all high converting pages for San Antonio based addiction queries. Most importantly, 348 new patients found treatment during this time to improve their quality of life!

+70%



ORGANIC  
TRAFFIC

+14%



CALL  
VOLUME

+64%



NEW  
USERS

+54%



OVERALL  
SESSIONS

+26%



SALES  
REVENUE

+26%



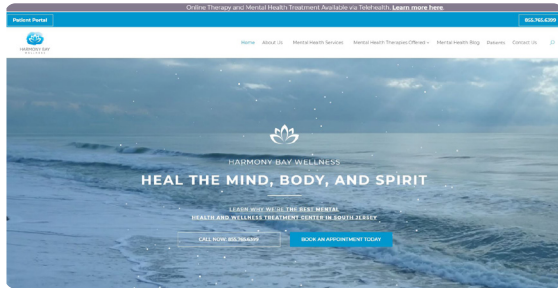
OVERALL  
ADMISSIONS

Click Here  
to View the  
Live Website

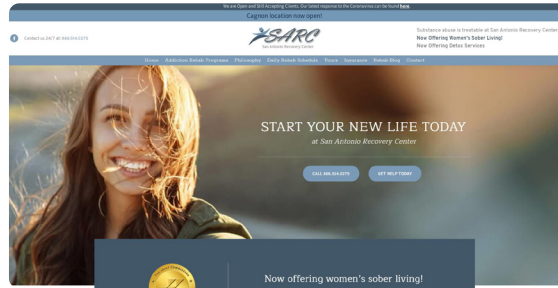
**DREAMSCAPE MARKETING**  
A Full Service Digital Marketing Agency

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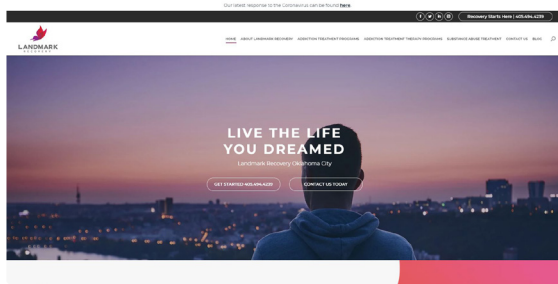
# Behavioral Health Portfolio



HarmonyBayWellness.com



SanAntonioRecoveryCenter.com



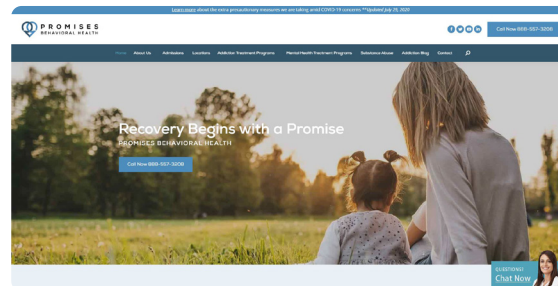
LandmarkRecoveryOklahoma.com



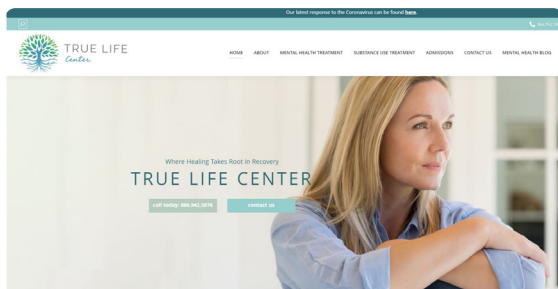
LastResortRecovery.com



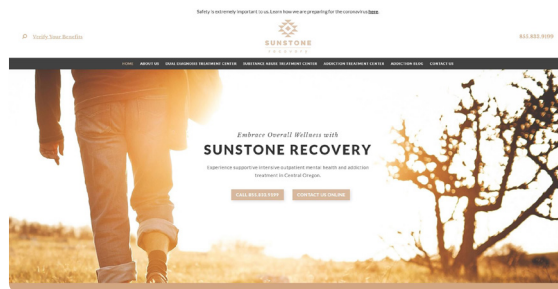
PaceMentalHealth.com



PromisesBehavioralHealth.com



TrueLifeWellBeing.com



SunstoneRecovery.com



# Recent SERP Ranking Victories



men's rehab program



www.samhsa.gov › find-help › national-helpline ▼

## SAMHSA's National Helpline – 1-800-662-HELP (4357 ...

Oct 7, 2020 — SAMHSA's National Helpline is a free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for ...

Alcohol, Tobacco, and Other · Behavioral Health Treatment ... · Substance Abuse

www.redoakrecovery.com › mens-rehab-program-center ▼

## Men's Rehab Center Program | Men's Drug Rehab Center ...

Our **men's rehab program** center builds self-esteem during treatment at Red Oak Recovery. Call our men's drug rehab center today at 866.457.7426.

women's detox houston



www.serenityhousedetoxhouston.com › womens-detox-... ▼

## Women's Detox Program | TX Substance Detox Center

There are many **detox** recovery programs. Call 866.515.9508 to learn more about a **womens detox** program at Serenity House **Detox Houston**.

www.serenityhousedetoxhouston.com › mens-detox-pr... ▼

## Men's Detox Program | Addiction Detox Program in Texas

While there are many recovery resources, not all of them offer gender-responsive treatment. Serenity House **Detox Houston** offers a specialized **men's detox** ...

www.serenityhousedetoxhouston.com › rehab-blog › m... ▼

## Mens Rehab Center Houston | Mens Drug Detox | Serenity ...

At a **mens rehab** center in **Houston TX**, therapists understand that drug use affects **men** differently than women. For gender specific **detox**. Call 866-515-9508.

## RedOakRecovery.com

Built and maintain website

#1 Organic SERP position for desired keywords

- “Men’s Rehab Program”
- “Young Adult Rehab Program”
- “Womens Rehab Program”

## SerenityHouseDetoxHouston.com

Built and maintain website

Page 1 Organic SERP positions for desired keywords:

- “Men’s Detox Houston”
- “Women’s Detox Houston”

We are able to achieve these top rankings for targeted keywords over time, and have that degree of control.



# Client References

## Client Testimonials

When CRC Health sold to Acadia for \$1.18 Billion, Dreamscape Marketing was chosen as their digital marketing agency to oversee the websites and SEO campaigns of dozens of their treatment center locations.

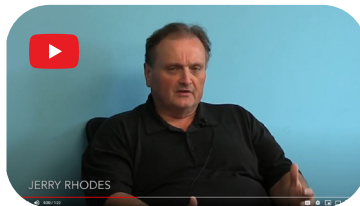
[Click here to read the Bloomberg article.](#)

**Jerry Rhodes, CEO of CRC Health**

**PART 1**

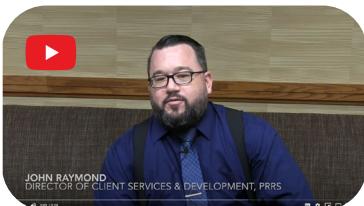


**PART 2**



**John Raymond, Director of Client Services of PRRS Billing**

Built an award winning website.



## Professional References

### Melissa McCarthy

*Managing Director  
JaeBird Consulting*

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