

## **The Newest Online Innovation in Marketing Drug-Alcohol Treatment Facilities**

*Sober Nexus is at the forefront of harnessing the huge reach of untapped internet avenues , dramatically benefiting drug & Alcohol Treatment Facilities, sober livings and other treatment related services nationwide.*

**Dec. 2, 2009** - [PRLog](#) -- Nationwide, the blossoming of the drug & alcohol treatment sector has shifted into high gear in answering the dramatic increase in need. Twenty years ago, kids were experimenting with marijuana and beer, and today, the vision of a 14 year old with a methamphetamine filled syringe in their arm is unfortunately not uncommon.

With over 5,000 licensed treatment facilities and sober livings in existence nationwide, how does a grief-stricken, family member possibly make the right decision when seeking the immediate aid of a treatment facility? Lives are on the line, time is critical and volumes of information must be easily dissected and presented in order to best ensure the survival and health of the patient.

A company by the name of Sober Nexus <http://www.sobernexus.com> out of Los Angeles, California is on the forefront of creating amazing new online avenues of matching clients with the right treatment facility and/or sober living. Created by Carl Melek-Shalom, their vision is extremely broad and proactive, and unlike the traditional directory, is extremely effective and simple to use for the potential client. As stated by Eric Greenstein, Director of Marketing at [www.sobernexus.com](http://www.sobernexus.com), "this is a 4-tier, proactive marketing offensive that utilizes every possible online avenue to capture the client wherever they may be." So what exactly does this mean?

Nearly every industry has its own directories. These are essentially companies that contact service providers and charge a fee to include their information within the directory. Some are more in-depth than others but they're pretty much the same thing. In the case of Sober Nexus, however, the service lineup includes: (1) a fully integrated directory listing with photos, video (virtual tour), PDF brochures, map features, program features, etc., (2) syndication blasts across the internet which create maximum exposure on other sites, thereby capturing all audiences , (3) creating social media exposure for each listing through blogging and other social forums like; Facebook, Twitter, Linkedin, etc. which further improve visibility, page rankings and cross-affiliations with other industry professionals, and (4) traditional advertising for the Sober Nexus Site that ultimately drives visitors in need to the facilities that meet their search criteria such as; cost, insurance limitations, treatment modality, geography, etc. It's pretty amazing once you grasp the concept!

"We all get the benefit of coming home from work each day with the knowledge that we're helping people and that's pretty cool" says Mr. Greenstein. He goes on to add, "I have firsthand experience in the world of addiction and I know the pain and suffering of this disease, and It's a tremendous gift to be able to work with a team of like-minded superstars in marketing and technology to create the first complete social media and online exposure engine for addiction services in America." At last count, Sober nexus is seeing well over 30,000 page hits per month!

Price wise, I was amazed. How exactly do they operate like this while charging about \$100 a month? I asked Mr. Greenstein point blank and his response was simple; "we're losing money and that's just fine...do you think Google and Microsoft were profitable their first couple of years? Re-creating the wheel costs money and we came into it knowing full well that when we keep our eye on the final product and methodically do the footwork, in the final analysis, we get to have a new wheel that spins finer and smoother than anything else out there." He mentioned to me that the entire staff is comprised of treatment industry professionals, which further drives home the belief that these guys really know what they're doing!

Sober Nexus is a nationwide service, however, their current primary markets include: California, Florida, Texas, Arizona, New Jersey & New York. They expect to have active listings in 20-25 states by the end of 2009. Their focus is primarily on treatment facilities & sober livings geared toward drug (cocaine, opiates, methamphetamine, amphetamines, etc) and alcohol addiction, as well as gambling, sex, eating and dual-diagnosis disorders.

For more information, you can visit their site at <http://www.sobernexus.com> or by phone at 1-800-70-NEXUS or email at: [ron@sobernexus.com](mailto:ron@sobernexus.com)

KEYWORDS: drug, alcohol, addiction, rehab, opiates, cocaine, meth, aa, ca, na, los angeles, san diego, san francisco, miami, ocala, delray beach, florida, texas, houston, dallas, tucson, arizona, utah, colorado, new york, new jersey, pasadena, thousand oaks, ventura, maine, washington, sober living, sober housing

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Sober Nexus is the nations most innovative online exposure platform for the drug & alcohol addiction treatment industry. Our purpose is help treatment / rehab facilities gain more exposure and fill more beds

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Source	The Sober Group for World Wellness
City/Town	Los Angeles
State/Province	California
Zip	90046
Country	United States
Industry	<a href="#">Health</a> , <a href="#">Fitness</a>
Tags	<a href="#">Drug</a> , <a href="#">Addiction</a> , <a href="#">Treatment</a> , <a href="#">Alcohol</a> , <a href="#">California</a> , <a href="#">Florida</a> , <a href="#">Texas</a> , <a href="#">Arizona</a> , <a href="#">New York</a>
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