Local Marketing Support –
Facebook Elements Required for Matching Funds

Health Mart's Local Marketing Support program offers a service to help you create Facebook ads and then place the ads on your behalf. We also can build a Facebook business page for you. To be eligible for matching fund dollars for your Facebook activities, you must include the appropriate Health Mart logo, and include our Health Mart tagline among other things (see below for details). The Health Mart matching fund program applies only to approved pages and ads. Below are the Health Mart branding details that must be incorporated:

Elements that must be included:

For Facebook ad campaigns to qualify for matching funds:

1. **The ad must include:**
   - The appropriate Health Mart logo either in your pharmacy's Business Page profile picture or in the ad image

2. **The Event Page must include both of the following:**
   - Health Mart. Caring for you and about you.
   - The appropriate Health Mart logo somewhere on the page.
   - If your store does not have "Health Mart" in its name, for example *Joe's Health Mart Pharmacy*, the Facebook Event Page must include a statement that describes your store as a locally-owned Health Mart pharmacy. Examples include: Health Mart pharmacies are locally-owned pharmacies or [Your Pharmacy Name], at locally-owned Health Mart pharmacy

To use matching funds for a Facebook Business Page build, the Facebook Business Page must include:
- The appropriate Health Mart logo somewhere on the page.
- Health Mart. Caring for you and about you.
- This pharmacy is independently owned and operated under a license from Health Mart Systems, Inc. (at the bottom)

The appropriate Health Mart logo should appear in full color on a white or light background. High-resolution logos can be downloaded from the Marketing Hub. See below for appropriate logo use.

 If your store has "Health Mart" in the name or logo, you can use this standard Health Mart logo.

 If your store does <u>not</u> have "Health Mart" in the name or logo, you must use this endorsement logo.