

# Promote your store, your way



**Local Marketing Support** puts marketing funds and tools directly in your hands to help grow your business by bringing in new patients and driving new revenue. The Health Mart® Marketing Hub delivers a variety of consumer-tested marketing tools to set your marketing in motion with less effort.

## HOW LOCAL MARKETING SUPPORT WORKS

### Benefits

**Save time with the Marketing Hub.** Health Mart members have access to an online website with easily customizable templates to help you promote your store's services, such as flu shots and synchronized refills. Choose from hundreds of marketing assets to suit your needs and budget.

**Reduce marketing costs with matching funds.** The Health Mart matching funds program makes marketing more affordable so you can expand your reach. Stores with approved signage receive \$200 per month to offset up to 50% of marketing expenses, and matching funds are automatically applied when you purchase items on the Marketing Hub.\*

**Customize for your pharmacy.** Showcase your own identity and message with easily customizable Flexi-Templates. Add logos, custom text and images to meet your needs and use matching funds to save.

**More effective marketing with less work.** To create marketing tools that drive results, Health Mart invests in top creative agencies and media experts to ensure our marketing resonates with your target consumers.

**Support when you need it.** With our support tools and resources, you don't have to go it alone. Leverage our expertise and resources to improve your marketing activities and get better results.

### Features

**Matching funds.** Qualified stores receive \$200 per month to offset up to 50% of marketing expenses.

**Marketing Hub.** From bag stuffers to radio scripts, vehicle wraps to digital solutions, we have a large variety of professional marketing materials to help you best promote your pharmacy.

**Resources and advice.** Your Local Marketing Support marketing team of customer service agents, media experts, designers, digital specialists and more is available to make your marketing efforts easier and have greater impact than ever before.

\*Current exclusions include Physician Outreach Program, Your Pharmacy Online<sup>SM</sup> and On Hold Messaging.

# Marketing solutions for every need

## Radio, TV

Scripts, spots and media planning help.

## Digital

Connect with online audiences with digital services. Assess and improve web and social visibility.

## Branded merchandise

Put your logo on apparel and giveaways.

## Marketing materials

Communicate your message with customized brochures, handouts, etc.

## Ads

Reach local readers with newspaper, magazine and Facebook ads.

## Mailings

Market through the mailbox with postcards and purchased lists.

## Business cards/stationery

Customize and print as necessary.

## In-store

Counter signs, bag stuffers and more.

## Outdoor

Reach commuters and pedestrians with billboards, transit signs, banners, etc.



## Vehicle wraps

Turn your vehicle into a rolling advertisement.

## Events

Tents, event kits and giveaways.

## And more!

From translation services, to manufacturer-sponsored items, to public relations services and more, the Marketing Hub has the marketing solutions to meet your needs.



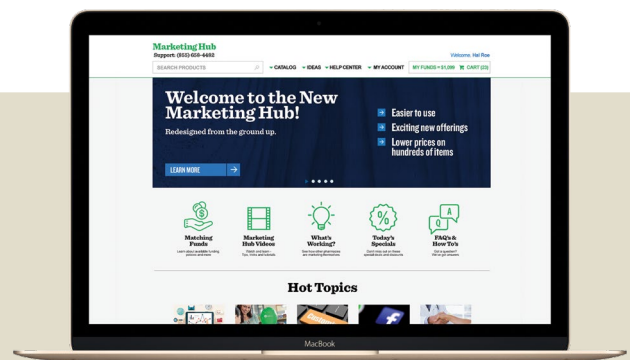
## QUESTIONS?

855.MKTG.HUB (855.658.4482)  
support@marketinghubsupport.com

## Ready to log in?

From myHealthMart.com, click on **Marketing** and then **Marketing Hub**.

**Not enrolled?** Follow instructions to start using the Marketing Hub today



## MCKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at mckesson.com.

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