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**Advertising & Strategy**

## Overview

We have outlined a multi-platform strategy with a variety of tactics to help Velocity Urgent Care increase top of mind awareness and market presence to reach potential new patients and encourage repeat visits from past patients.

We want to help Velocity Urgent Care be the “Go To” urgent care provider for the vast majority of people in markets with Velocity offices.

## Video Production

The inclusion of videos on your website can significantly improve your SEO (search engine optimization) as Google and other search engines favor websites with video content and rank them up to **53 times higher** than those sites without videos.

Powerful visuals like video, influence the conversion of website visitors to clients/patients. Potential new patients get a better feel for the Velocity brand by watching a video that highlights aspects of the Velocity experience.

**About Velocity (Branding Video)** - Studio Center will collaborate with Velocity to create a company overview video (up to 2 minutes). This video will live on your website, YouTube and your other social media platforms.

**Monthly Feature Videos** - We would also produce one video per month to be used to highlight key staff members and address seasonal topics (the danger of fireworks, cold and flu season, etc.). These videos can be used on your website, social media, YouTube and for email-blasts to your database.

## Video Production



Riverside



Owens & Minor

## Tactics – Google Search Ads

With Google Ads Velocity Urgent Care will be able to:

- ✓ Stay on **top of the Google Search** when relative keywords are searched
- ✓ **Bring qualified high-intent traffic to the website**
- ✓ Raise overall **brand awareness**
- ✓ Highlight other Velocity Urgent Care services to new clients who might not know about the whole spectre of what Velocity Urgent Care provides

Example keyword phrases: urgent care near me, health clinics near me, urgent care open near me, walkin clinics near me, minor emergency clinics near me, minor medical near me

Campaigns can be organized by location/region to accomodate for location specific searches and tailored ads for Virginia Beach, Woodbridge, Elizabeth City, etc.

## Tactics – Google Display Network Ads

With Display Ads Velocity Urgent Care will be able to:

- ✓ Reach online users and potential patients when browsing the web
- ✓ Raise overall **brand awareness**
- ✓ Keep Velocity Urgent Care top of mind when urgent care services are needed

## Tactics – YouTube Ads

### YouTube

1. Reach new patients on the web with engaging video ads
2. Highlight services offered or when to see an urgent care facility
3. What services you offer that other clinics may not such as drug testing or employee physical exams

## Display Creative Concepts

We're here for what ails you.



Illness



Injuries



Immunizations



Physical Exams

**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  SENTARA<sup>®</sup>

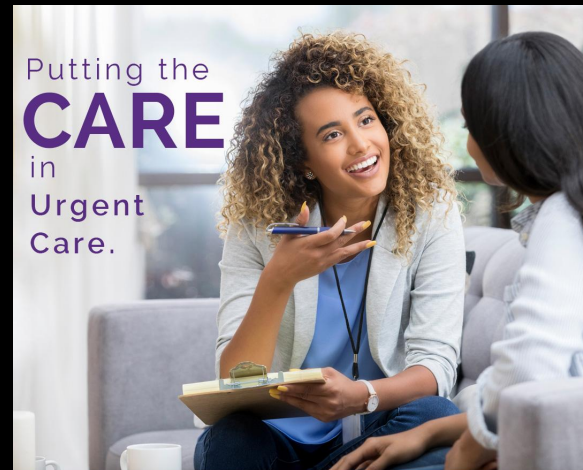
AFFORDABLE, EXPERT CARE  
**DELIVERED WITH KINDNESS  
AND COMPASSION.**



**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  SENTARA<sup>®</sup>

Putting the  
**CARE**  
in  
Urgent  
Care.

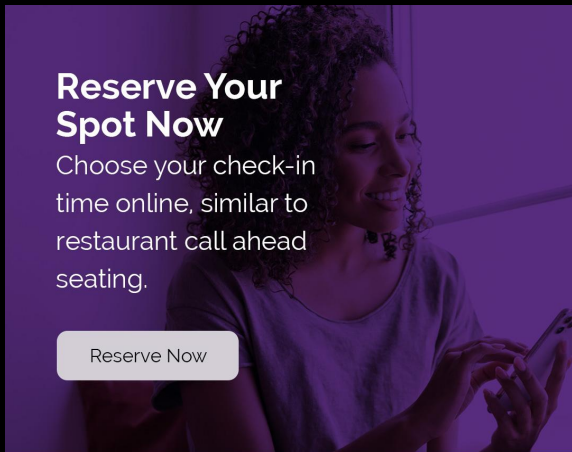


**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  SENTARA<sup>®</sup>




## Display Creative Concepts



**Reserve Your Spot Now**  
Choose your check-in time online, similar to restaurant call ahead seating.


Reserve Now

**VELOCITY URGENT CARE**  
IN PARTNERSHIP WITH  SENTARA




**SPACIOUS**  
Waiting Areas

**VELOCITY URGENT CARE**  
IN PARTNERSHIP WITH  SENTARA



Affordable, expert care delivered with *kindness* and *compassion*.

**VELOCITY URGENT CARE**  
IN PARTNERSHIP WITH  SENTARA

## Display Creative Concepts



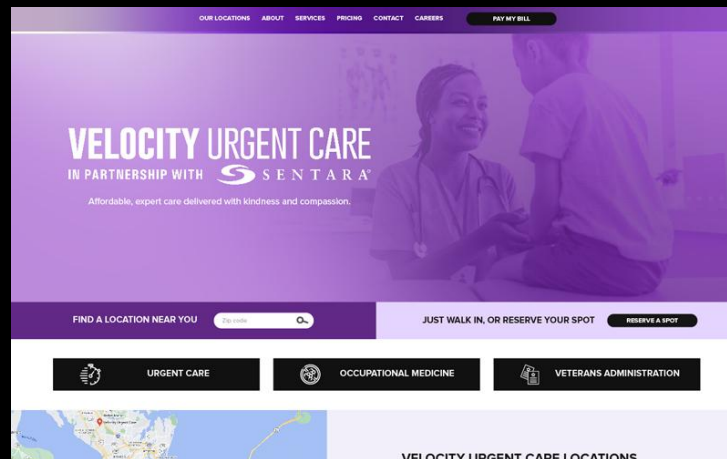
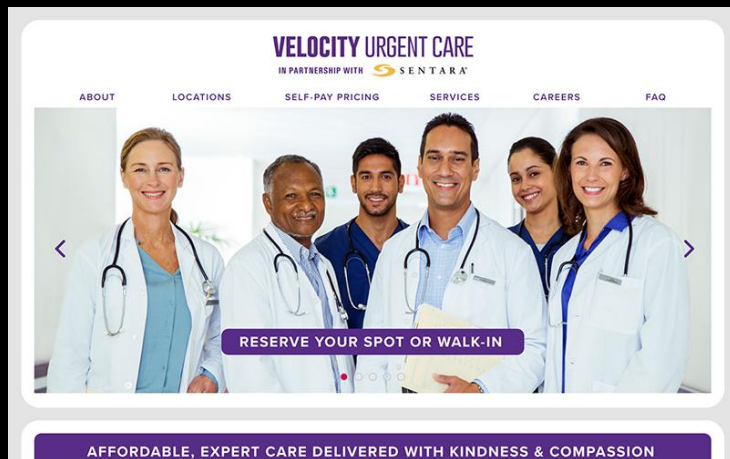
## Website and Landing Pages

Website - Studio Center designers will work with the Velocity Urgent Care team to create new website designs that reinvigorate your web presence and allow for ease of use and “searchability” for new patients.

Landing Pages - Studio Center will work together with the Velocity Urgent Care team to determine the best landing pages for our campaigns. Here's what we could potentially use as our landing pages:

- Velocity Urgent Care Homepage
- Nearest Location page to user
- Custom landing pages created by Studio Center

# Homepage Mock-ups



# Social Media Management

## The Essentials:



- Custom Creative
- Hands On Customer Service
- Audience Building
- Engagement
- Social Listening
- Social Promotion (boosted posts)
- Competitive Research
- Profile Optimization
- Analytics Reporting
- Reputation Management

## Radio Production & Placement

Radio's power of reach and frequency can be a key component to branding and increasing top of mind awareness. The many urgent care locations make Velocity a perfect candidate for a successful radio ad campaign as radio has tremendous geographical reach. Studio Center will create national quality radio spots that will make Velocity Urgent Care stand out in the market.

Using proven metrics and strategies, we will plan, negotiate and execute the most efficient radio buy within budget. We will handle every aspect of the media buy including recap information to ensure all negotiated elements were delivered.

## Healthcare Radio Commercials



Medical Center of Southeast Texas



Bay Health



OSF Healthcare Illinois Neurological Inst.



Adventist Health

## Budget Options

### GOLD

**\$22,500 monthly**

- Website Refresh
- Free Website Hosting & Maintenance included
- 1x D&D Video up to 2 Min shot monthly for social, web & YouTube
- 1x up to 2 Min About Velocity Video
- Organic Social Media Support (5 posts weekly)
- Paid Search / Display / YouTube
- Radio Production & Buy

### SILVER

**\$18,500 monthly**

- Website Refresh
- Free Website Hosting & Maintenance included
- 1x D&D Video up to 90 Sec shot monthly for social, web & YouTube
- 1x up to 2 Min About Velocity Video
- Organic Social Media Support (5 posts weekly)
- Paid Search / Display
- Radio Production & Buy

### BRONZE

**\$15,500 monthly**

- Website Refresh
- Free Website Hosting & Maintenance included
- 1x D&D Video up to :60 Sec shot monthly for social, web & YouTube
- 1x up to 2 Min About Velocity Video
- Organic Social Media Support (5 posts weekly)
- Paid Search
- Radio Production & Buy



Thank You.