

The buying power of APCI The efficiency of digital advertising



An annual digital/social media marketing program exclusively for APCI members with active Health Mart franchises, the Pocket Campaign will use a multi-tactic approach including geotargeting to serve ads only to the customers most likely to visit your store.

Why is it called the "Pocket Campaign"? Because ads will be served to potential new patients within a radius, or pocket, around your store. The APCI Pocket Campaign features digital marketing to leverage targeting capabilities that aren't possible with traditional marketing.

- Pool your advertising dollars with other APCI members for bulk buying power.
- Professionally designed ads will be customized specifically for your store. View these examples:
 - [Streaming TV](#)
 - [Pandora Radio](#)
 - [Social Media Advertising](#)
 - [Hyperlocal Digital Ads](#)
- Boost your online presence with the Directory Listings, Reputation Management, and Automated Social Posts included in this program!
- Advertising starts July 2023.
- \$500/month (as low as \$250 after Health Mart matching funds). Annual commitment required.



*APCI member login required



Click [here](#)* to enroll 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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