



VALLEY HEALTH TEAM

LIVE BETTER. VIVE MEJOR.

Kingsburg Community Health Center

After Hours Urgent Care

Marketing Strategy

Soyla A. Reyna-Griffin, CEO

2021 After Hours Urgent Care Marketing Overview

- Kingsburg Recorder Open Ads- ended Sept 2021-\$2,400
- CEIS LED Billboard HWY 99 Ongoing-\$8,350/yr
- Valley Yellow Pages- Pages-Sanger, Reedley, Selma, Dinuba, & Kingsburg Area Ad-\$300/yr
- 4,000 (4x6) Slick Marketing Cards-\$700
- 11,000 (8x5) postcards mailed to targeted households-\$2,000
- 20 (11x17) Posters to be posted in the community-\$120
- 2,000 (8.5x11) Flyers to be distributed in the community-\$600
- Paid Advertisement Social Media: Facebook and Instagram Ads-\$1,900
- Track how patients learned about VHT Kingsburg After Hours Urgent Care
- 2021 Marketing/Printing budget approved \$16,370

New Actions After August 2021 Meeting:

- Additional costs not include in the Budget
- A-Mark- Urgent Care Branded Giveaways-\$3,542
 - 3,000 Info Magnets-\$640
 - 1,000 Water Bottles-\$1,558
 - 1,000 Band-Aid kits- \$1,344
- Kingsburg HS 2021 Viking Yearbook Full Page Color Ad-\$250
- Fast Signs- Yard Signs- \$1,081
- Kingsburg Times Newspaper Full Page Ad- \$4,800/yr
- Kingsburg Chamber is advertising VHT UC on its E-Blast Distribution List, Kingsburg Chamber FB page, and the Chamber window display TV- No Cost
- Updated TV Commercial- Pending

Social Media Ads

Valley Health Team, Inc. Sponsored

After Hours Urgent Care is open Mon-Fri 5:00 pm to 9:00 pm and Sat 11:00 to 5:00 pm. Walk-in urgent care services include treatment for: sprains/strains, urinary tract infections, minor lacerations, allergies, ear infections, sore throat, viral illnesses, skin rashes, and more. We accept most insurance plans, ask about our Sliding Fee Program. No appointment is needed! Address: 1250 Smith St, Kingsburg, CA 93631



Valley Health Team, Inc.

CALL NOW

- Like
- Comment
- Share

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Instagram

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Social Media Ads Continued



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Comment



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View Results

Performance

\$418.59 spent over 84 days.

Link Clicks



Reach

21,298

596

Cost Per Link Click

\$0.70

Activity

Post Engagement



Link Clicks



Post Reactions



Post Shares



Post Saves



Post Comments



See Less



Published by Andrea Hernandez · August 19

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Valley Health Team, Inc.

Call now

41



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Comment



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3 Comments

Most Relevant

Comment as Valley Health Team, Inc.

Judy Jacobson Otto · Yeah

Like Reply · Hide · 2

Reply to Judy Jacobson Otto...

Press Enter to post.

Gary Nelson · The best of the Best place to go

Like Reply · Hide · 3

New Poster and Flyer 2021



VALLEY HEALTH TEAM

LIVE BETTER. VIVE MEJOR.



For over 48 years
we've helped people
like you
live better



HEALTHCARE FOR THE ENTIRE FAMILY

Kingsburg Community Health Center
1250 Smith Street, Kingsburg, CA 93631
(559) 326-5320

Same Day Appointments Available
Monday - Friday 8:00am to 5:00pm
(closed for lunch 12:00pm to 1:00pm)

After Hours Urgent Care
1250 Smith Street, Kingsburg, CA 93631
(559) 326-5335

No Appointment Needed
Monday - Friday 8:00am to 9:00pm
Saturday 11:00am to 5:00pm

Urgent Care Services

Sprains/Strains	Minor Lacerations	Ear Infections
Upper Respiratory Infections	Allergies	Viral Illnesses
Urinary Tract Infections	Asthma Exacerbations	Skin Rashes and more

After Hours Urgent Care Made Possible By Funding from Kingsburg Tri-County Health Care District

COMMITMENT TO QUALITY
VALLEY HEALTH TEAM HAS PASSED THE JOINT COMMISSIONS' GOLD SEAL OF APPROVAL

Hablamos Español

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QUALITY HEALTHCARE
Hablamos Español

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Kingsburg Community Health Center

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Hablamos Español

vht.org

We Accept Most Major Insurance Plans

For over 48 years
we've helped people
like you
live better

Kingsburg High School Yearbook Ad

Congratulations Graduates!

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URGENT CARE SERVICES

COVID-19 Testing	Minor Lacerations	Sprains/Strains
Upper Respiratory Infections	Allergies	Ear Infections
Urinary Tract Infections	Asthma Exacerbations	Skin Rashies

COMMITMENT TO QUALITY VALLEY HEALTH CARE IS AN ISO 9001:2015 CERTIFIED ORGANIZATION. THE HIGHEST STANDARDS IN QUALITY OF CARE.

After Hours Urgent Care Made Possible By Funding From Kingsburg 1st-County Health Care District

vtorg

For over 48 years we've helped people live better.

live better.

Magnets, First Aid Boxes, and Water Bottles



Magnet



First Aid Box



Water Bottle

Lawn Signs

AFTER HOURS URGENT CARE

Open in Kingsburg

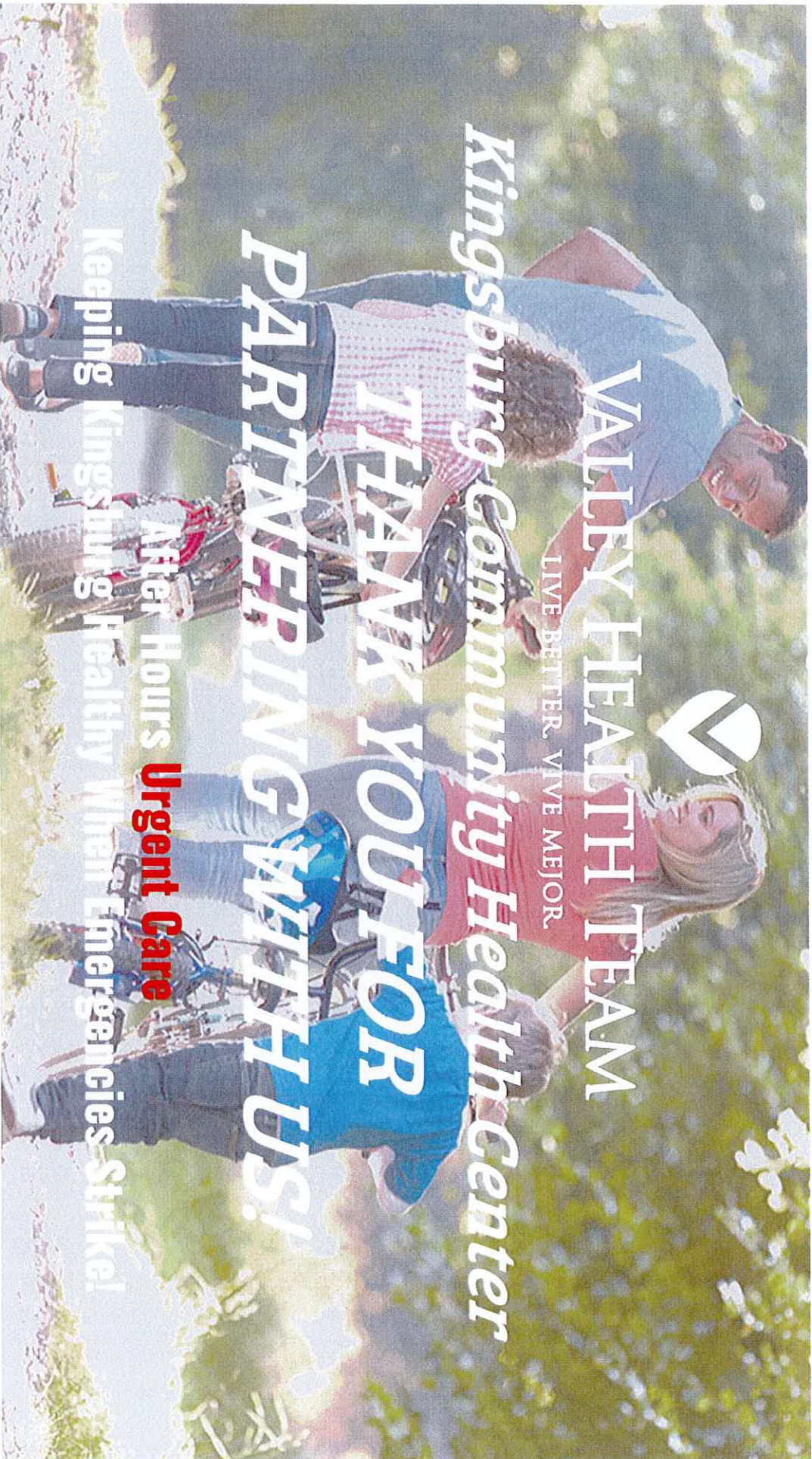
(559) 326-5335

Made Possible By Funding From Kingsburg Tri-County Healthcare District



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Kingsburg Community Health Center

THANK YOU FOR PARTNERING WITH US!

After Hours **Urgent Care**

Keeping Kingsburg Healthy When Emergencies Strike!