



## Background

Art Pharmacy based its mission on addressing the growing mental health crisis in the US and more directly in Georgia, California, and Massachusetts communities through tech-enabled tools and health services. They had a passionate and motivated team, but were looking to create a more solidified strategy to reach out to those who might need their services and become a popular and helpful source for all who need assistance and therapy.

IPCOMM established the main goals and objectives, and created a comprehensive marketing strategy across all communication channels that would provide information about their services, tips and tools, and create a network of support for people combating mental health issues.

## Approach

Our first order of action was to establish an inbound marketing strategy specific to the objectives of Art Pharmacy and to their target audience; individuals looking to improve their mental conditions and address behavioral health issues.

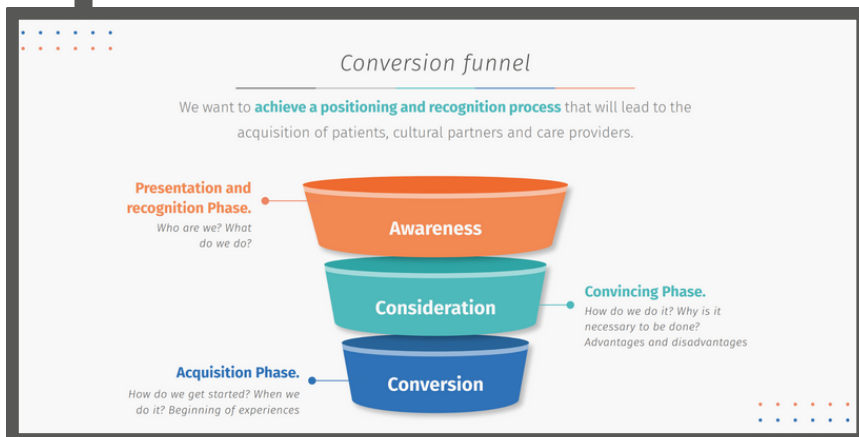
We established what content would be useful and applicable. We also designated specific information points to each outlet which meant all content was ideal for each channel. We aimed to create a wide strategy that would give Art Pharmacy a stronger online presence and improve their capabilities of informing, educating, and being able to help their target audience.

### KPIs we are going to use

- **Social Media**  
Engagement: How the campaigns and the content are contributing to our digital community.
- **Email Marketing**  
CTR (email conversion)
- **Word of Mouth**  
Measuring community growth by PR and referrals generated.
- **Ads**
  - Campaign Overview
  - Budget execution
  - Reach

- Conversions
- Channel attributions

## Solution



Art Pharmacy sought to become the premier choice for artistic, cultural and community services that aimed to improve mental wellness. Our solution for them was the creation of a marketing funnel that would spread the word about their incredible services and seasoned staff, and bring awareness to the increase of mental health issues across the country through social media, emails, and advertisements.

## Results

IPCOMM deployed a full marketing campaign that included social media content, marketing emails, blog posts, and advertisements that captured Art Pharmacy's capabilities and mission: provide art, culture, and healing for all who sought mental wellness.

The campaign was a success that saw customer and follower numbers increase on a daily basis, while Art Pharmacy expanded its services and continued to grow and position itself as the destination for mental health programs involving art.

**Art PHARMACY**

**Questions to check-in with yourself**

- 1 How am I feeling today?
- 2 What makes me feel this way?
- 3 What can I do to make myself feel better?
- 4 What am I grateful for?
- 5 What do I look forward to?

**Art PHARMACY**

*"Art washes from the soul the dust of everyday life."*  
Pablo Picasso

**Art PHARMACY**

**40+ active & receptive cultural experiences.**

We integrate perspectives from public health, artists, academia, and racial equity principles. **Get to know some of our cultural partners.**

**Atlanta Symphony Orchestra**  
The Atlanta Symphony Orchestra (ASO), currently in its 77th season, continues to affirm its position as one of America's leading orchestras with excellent live performances, renowned guest artists, and engaging education initiatives.

**OUT OF HAND**  
Out of Hand works at the intersection of art, social justice, and community engagement. They spark conversations to create a better world by using the power of theater to support and empower the work of community partners.

**Ballettwerk**  
The mission of Ballettwerk is to inform, educate and entertain through dance using dance as a vehicle to impact the community by offering programs that act as a catalyst for social change.

**We are fully committed to making arts and culture accessible to all interested individuals. There is an option that fits every need.**

**Find it!**

**Art PHARMACY**

Take care of your emotional health

**Art PHARMACY**

**Arts & Cultural experiences help**

- To be more mindful.
- Emotional well-being.
- To understand inner thoughts.
- With the bad days.
- To connect with others.
- Express feelings.



### About IP COMM:

IPCOMM is a minority- & women-owned Communications Agency and Printing Company empowering emerging and established organizations to grow through creative, strategic, and impactful brand solutions and purpose-driven communications.