



# GEORGIA'S RURAL CENTER

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## Global Partnership for Telehealth Marketing Project

CENTER FOR RURAL PROSPERITY AND INNOVATION

## SUMMARY

CRPI was approached by leadership at the Global Partnership for Telehealth (GPT), a nonprofit based in Blackshear, Ga., about the organization's desire for a fresh marketing strategy as the proliferation of telehealth services continues. The Center contracted with a leading marketing shop in South Georgia, and GPT was provided a new marketing strategy, a new website, and marketing videos which target sectors of opportunity.

## DISCOVERY MEETING

An in-depth meeting was conducted with key members of the Global Partnership for Telehealth team to develop a framework for the following topics as a precursor to creating a marketing plan. The discovery meeting addressed:

- Brand Voice
- Messaging Overall and for Key Audiences
- Goals
- Story
- Audiences
- Tools

## MARKETING PLAN

The Big Picture created a year-long marketing plan that details out the core elements of brand voice, messaging, goals, story, audience, and tools as decided in the discovery meeting. From that point the plan will be segmented by quarters with an overview and easy to follow action items for each month, ensuring each item is rooted in the core elements and is designed to achieve the defined goals for each audience group.

## WEBSITE REDESIGN

GPT's website was completely redesigned to provide a user-friendly platform that enhances customer service for both existing and potential customers.

## MARKETING VIDEOS & WRAP DESIGN FOR GPT MOBILE LEARNING TRAILER

Professional marketing videos were created for GPT to enhance outreach efforts with specific sectors of opportunity. A new wrap design was also created for the organization's Mobile Learning Trailer.

## ADDITIONAL INFORMATION

Contact the Center for Rural Prosperity and Innovation (Georgia's Rural Center) at [info@ruralga.org](mailto:info@ruralga.org) or 229.391.4847. For more information on this specific project, please contact Scott Blount, [sblount@abac.edu](mailto:sblount@abac.edu).

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