



The University of Tennessee  
Knoxville

# The AMAze Group<sup>TM</sup>

St. Mary's Legacy Clinic  
Marketing Strategy  
Spring 2023

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## Introduction

The overall objective of this project was for the AMAze Group to provide St. Mary's Legacy Clinic with a marketing strategy to increase visibility in Knox County, Grainger County, Cumberland County, Scott County, Meigs County, McMinn County, and Sevier County. To achieve this goal, the AMAze Group focused on data-driven results obtained by a survey distributed throughout the target counties and by conducting secondary research. After conducting research and comparing data, the AMAze Group developed both traditional and digital media material to increase SMLC brand awareness. After developing these materials, the AMAze Group is confident that SMLC will be able to grow its visibility within the seven counties they are targeting.

## Research

To begin the AMAze Group's research endeavor, the first step was to research other free medical clinics. Remote Area Medical (RAM) has the most media traction, with multiple Newspaper articles in Knoxville News Sentinel and The Oak Ridger. RAM also had cable television videos and articles from WATE and WBIR. Project Rural Recovery had one news article from Fox17.

RAM's website directly links to a digital form volunteers can fill out. They also have their social media accounts linked at the top of the web page to direct attention to their digital media. One aspect implemented on their website is a direct link to a schedule of visits. Even though the dates are listed within the website, a more transparent and visual medium might gain traction. RAM also features an entire tab and registration for Telehealth appointments. There was no use of QR codes, only forms.

Another source of media found in online research is the website freeclinics.com. St. Mary's Legacy Clinic was not listed as an option within the area. Competitors Cherokee Health Systems, Free Medical Clinic of America, Outreach Mental Health Knox, Hope Research Center, Tennessee Department of Health, and Interfaith Health are listed on the site. Other websites like helpingpaythebills.com, freeclinicdirectory.com, and upasolutions.com would further create opportunities for patients to find St. Mary's Legacy Clinic.

With further research, the data shows that ages 18-24 make up 30.8% of users which is the largest amongst the age group. The closest age group to ages 18-24 is age group 25-34 with 30.3% of its users being in the age range 25-34. Data also shows that users that are aged 65+ make up the lowest percentage of users which is only 2.5% amongst the age group.

## Survey Results

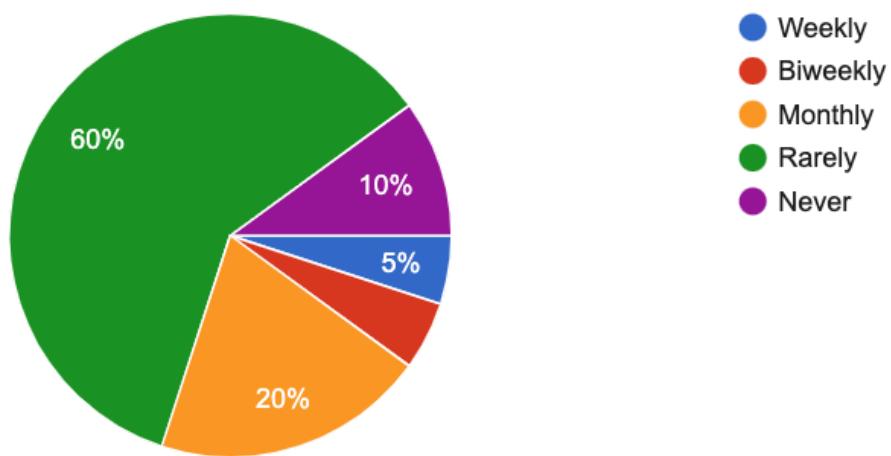
Along with conducting research on similar organizations within the area, The AMAze Group created a survey that received 40 responses with respondents being ages 18-22 years old. 70% of respondents were female and 30% of respondents were male. 82.5% of respondents identified their religion as Christianity while the remaining 17.5% identified as unaffiliated or preferred not to say. Most respondents had not heard about the clinic, but if they had it was through The University of Tennessee-Knoxville which had a few exceptions of a church or a community organization.

The AMAze Group wanted to further understand how far the scope of St. Mary's Legacy Clinic stretched to the community. To establish a foundation, the AMAze Group asked "How often do you volunteer in your community?" The graph below shows the diversity within the answers. St. Mary's Legacy Clinic asked The AMAze Group to look into volunteer opportunities. 60% of respondents rarely volunteered in their community. The remaining 40% volunteered monthly, biweekly, or weekly. To further explore where respondents were volunteering, The AMAze Group asked in what capacity they volunteered. Many respondents

volunteered with schools, churches, and/or other non-profits within the Knoxville community.

### How often do you volunteer in your community?

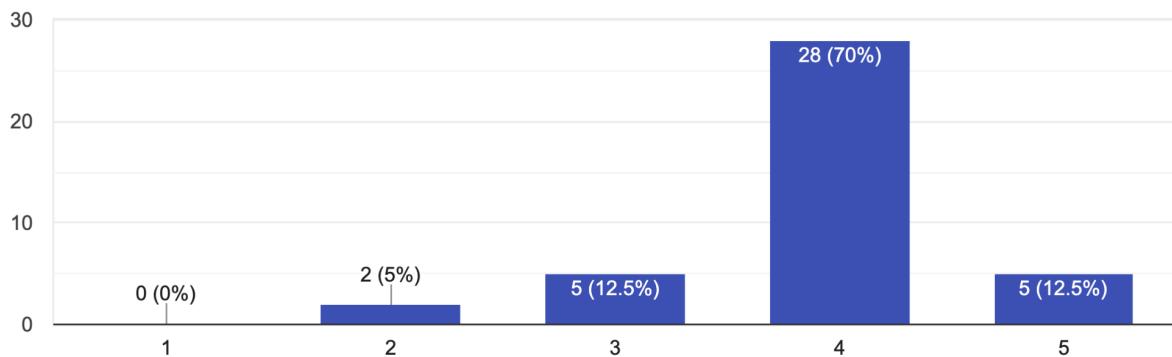
40 responses



The AMAze Group aims to highlight the value of trust within the St. Mary's Legacy Clinic organization. The AMAze Group asked respondents if they have had positive experiences with previous medical offices. The graph below shows that 70% of respondents had an above-average experience with a medical office. The AMAze Group concluded an overall good experience once reaching the physical office. The AMAze Group wanted to highlight this finding because the group hopes that this foundation of trust will carry forward into St. Mary's Legacy Clinic's operation.

**Do you have positive experiences with previous medical offices?**

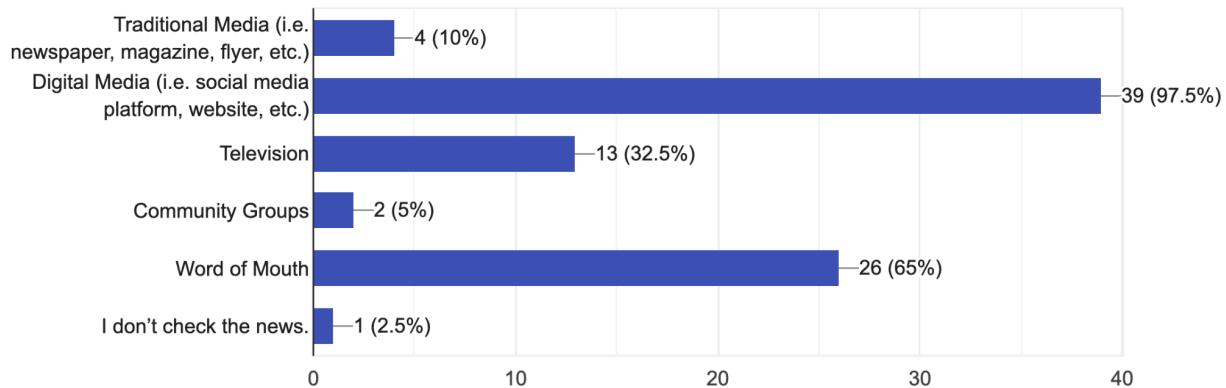
40 responses



Finally, The AMAze Group wanted insight into how respondents received their news. In the corporate partner meeting, one main focus was on how to reach more people that could use St. Mary's Legacy Clinic's services. The graph below shows the multiple avenues of receiving information.

**How do you check the news? Please check all that apply.**

40 responses



Nearly all of the respondents use digital media to get their news. The second most popular way to get news was through word of mouth. The AMAze Group hopes this will help St. Mary's Legacy Clinic extend its network, but also confirms that word of mouth is a substantial way to reach people in the community.

## Volunteer Development

One resource the University of Tennessee-Knoxville has in abundance is volunteers. In addition, many different groups and majors on campus require community service and/or volunteer hours. The AMAze Group created a flyer targeted towards students across campus to inform them of volunteer opportunities. The AMAze Group believes that one aspect of volunteer registration that hinders participation is the extra steps of downloading and printing the form on the SMLC website. By creating a Google Form, St. Mary's Legacy Clinic can have direct contact with volunteers to develop personal relationships and accountability. The purpose of this form is to make the process more inviting and efficient for potential volunteers. The QR Code takes prospective volunteers to the Google Form.

NEED VOLUNTEER HOURS?

VOLUNTEER WITH  
ST. MARY'S  
LEGACY CLINIC!

Apply Today!

Scan the QR code below to access the application to help provide FREE medical care across rural East Tennessee.

CONTACT US:  
St. Mary's Legacy Clinic  
805 S. Northshore Drive  
Knoxville, TN 37919

865.212.5570  
<https://smilcares.com/join>

During the introduction meeting, The AMAze Group recognized the urgency for bus drivers should also take precedence. In response, The AMAze Group created a flyer tailored toward bus drivers to help spread the word for volunteers. In addition, getting the flyers into the community by placing them at local truck stops and community centers would further expand volunteer options.

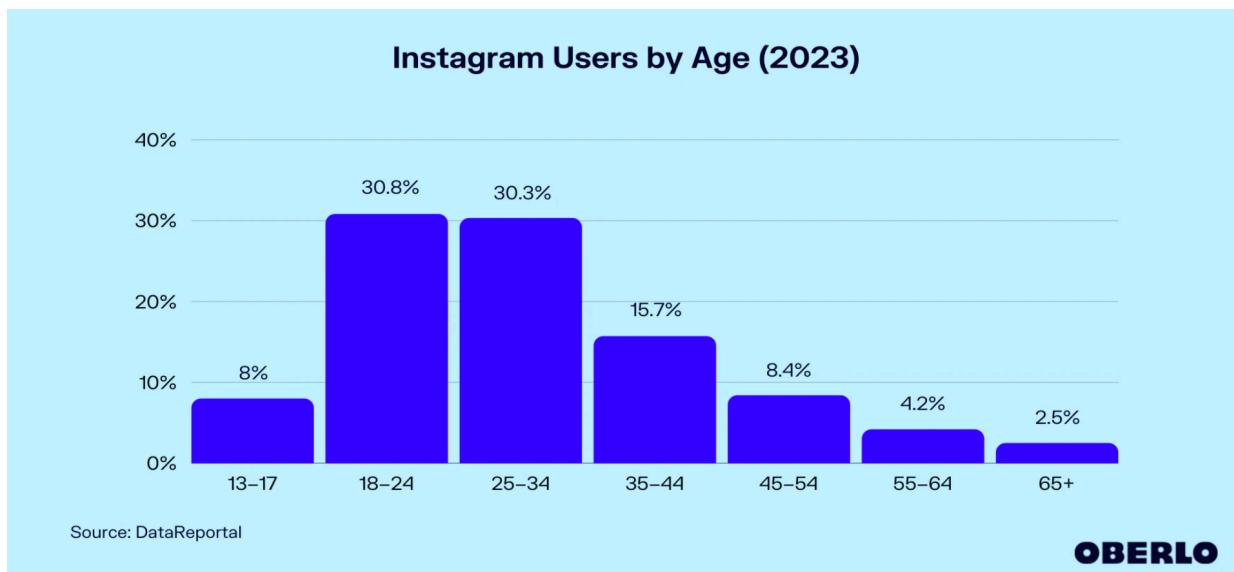


Both flyers have the ability to be used in digital and traditional print formats.

## Digital/ Social Media

### Instagram

Instagram is a social media platform that is popular and used around the world. It is a free photo and video-sharing app available on iPhone and Android. Users can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment, and like posts shared by their friends on Instagram.



The data received through research shows that ages 18-24 make up 30.8% of users which is the largest amongst the age group. Data also shows that users aged 65+ make up the lowest percentage of users which is only 2.5% amongst the age group. Visual content is the best way to engage with followers. Since Instagram focuses solely on a high-end visual experience, this could be a great way to connect with the SMLC target audience. If stories and posts target the correct age group, the St. Mary's Legacy Clinic has the potential to gain more visibility and brand awareness through Instagram.

## Instagram Posts



Above is a mock post created to represent the type of content St. Mary's Legacy Clinic could utilize on its social media platforms. This post is a great way to connect with the target market and show them that St. Mary's Legacy Clinic is appreciative of their staff and volunteers.

## Instagram Stories

The Instagram Stories function is a great tool for the St. Mary's Legacy Clinic to utilize. It is understood that nonprofits utilizing Instagram Stories generally see higher levels of engagement and follower growth as opposed to those that don't. There is also an option to highlight Instagram stories on a user's profile. By creating these highlights, St. Mary's Legacy Clinic could create a more engaging

profile. Some examples of different highlight titles could be Fundraisers, Volunteers, Announcements, 10-year Celebrations, etc.



Above is an example of an Instagram story the AMAze Group has created to cater to the target audience. The AMAze Group suggests that social media posts maximize the level of interest among the target audience.

## Creating Stories

To create an Instagram story, begin by selecting the “plus” button on the profile page. From there, select “story” and select the image to be posted. Instagram

stories are a great way to gain the attention of followers with stories located at the top of a user's home page.

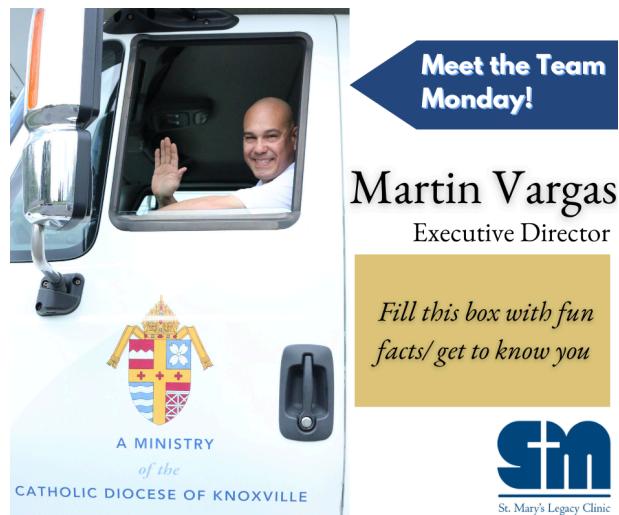
## Facebook

Facebook is another social media platform that is beneficial in spreading awareness about brands and messaging. Through Facebook, St. Mary's Legacy Clinic is able to reach an older and more diverse audience. Facebook offers features such as community groups, events, and a nonprofit manager. A beneficial feature of a user's brand within Facebook is tagging an account through an individual post. The post will also appear on the feeds of outside users, regardless if they follow St. Mary's Legacy Clinic, helping spread awareness without requiring users to search for the account intentionally.

The AMAze Group recommends using the 70/20/10 rule for Facebook posts. This guideline means 70% of posts should be valuable content. Most content affiliated with a brand should be of value to the community. It should be informative, but it can also be entertaining or inspiring. Keeping it relevant and authentic to the SMLC organization is imperative. It is suggested that 20% of posts should be shared content with other sources to uplift voices outside the organization or to engage more users. Posts viewed online can be saved to a dedicated folder for this purpose and shared as needed. The final 10% should be dedicated to promotional content. These can be posts promoting events, fundraisers, and other online channels. Minimizing promotional content will reiterate trust within the viewers and oppose a sales-based positioning affiliated with the brand. Saint Mary's

Legacy Clinic can even consider buying nonprofit ads on Facebook to raise the clinic's visibility if budget allows.

Below is a mock Facebook post that the AMAze Group has created to help St. Mary's Legacy Clinic visualize the information that they desire to portray.



## LinkedIn

LinkedIn is a growing social media platform that allows individuals to post about their work experiences and accomplishments while looking to get a professional job. LinkedIn also allows people to connect with their favorite professional workforces, owners, businesses of any sort, etc. The mission of LinkedIn is to connect the world's professionals to make them more productive and successful.



**St. Mary's Legacy Clinic**  
Serving The Rural Uninsured Since 2013  
Knoxville, TN 277 connections

**About**  
The St. Mary's Legacy Clinic is a medical clinic that travels to partner sites in underserved areas of East Tennessee to offer people without medical insurance holistic, primary care services. The clinic is a "family doctor's office on wheels," so SMLC provides care for both urgent health needs (i.e. acute illnesses, minor injuries, etc.) and chronic conditions (i.e. high blood pressure, diabetes, etc.).

**Highlights**

**Experience**

## Posting on LinkedIn

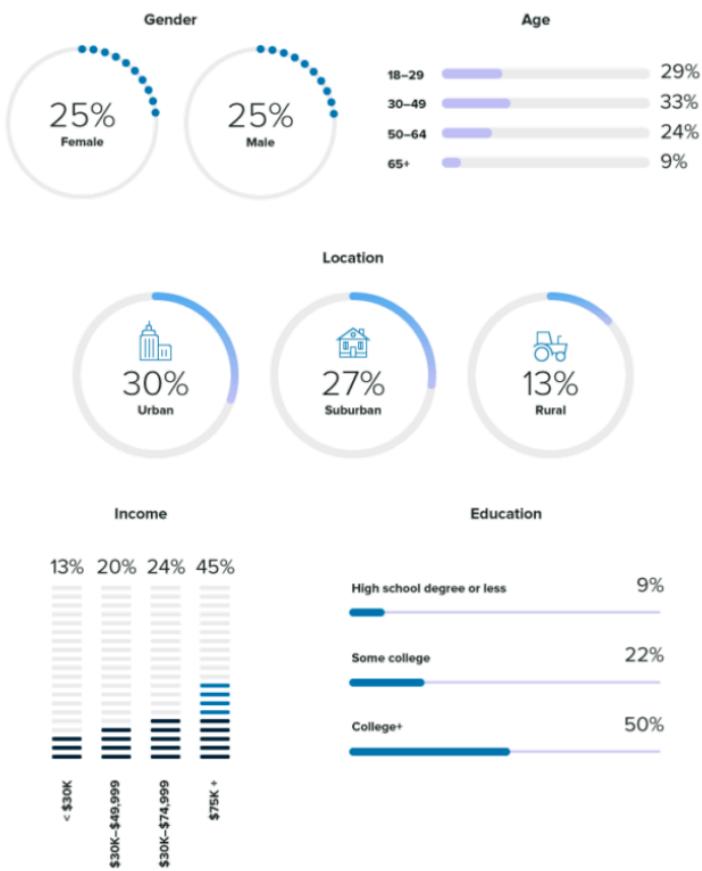
When posting to LinkedIn there are a few things St. Mary's Legacy Clinic should be aware of. Starting off, the St. Mary's Legacy Clinic account should add a well-thought-out professional profile picture and a background picture. Add a

quick and easy description of the St. Mary's Legacy Clinic and connect with individuals and businesses that are of interest to St. Mary's Legacy Clinic.



The image shows a LinkedIn post template for St. Mary's Legacy Clinic. At the top is the clinic's logo, 'sm' in a stylized blue font, with 'St. Mary's Legacy Clinic' written in smaller blue text below it. The main heading 'WE NEED VOLUNTEERS' is in large, bold, blue capital letters. To the right of the text are two circular images: the top one shows a smiling woman in a grey scrub top at a printer, and the bottom one shows a group of five people (three women and two men) standing together indoors. Below the heading is a bulleted list of requirements: '18+ only', 'Truck Drivers', and 'Any amount of experience'. A blue button with the text 'APPLY NOW' in white is positioned below the list. At the bottom, there is a call to action: 'Send Your Application to <https://smlcares.com>'.

Above is a mockup LinkedIn post that the clinic could add to their profile to get their audience's attention. St. Mary's Legacy Clinic should post any updates in the form of pictures or attention getters. Make sure to always add the link on where to apply. Adding pictures of the volunteers or staff in action is always a good idea to show the audience what they are signing up for.

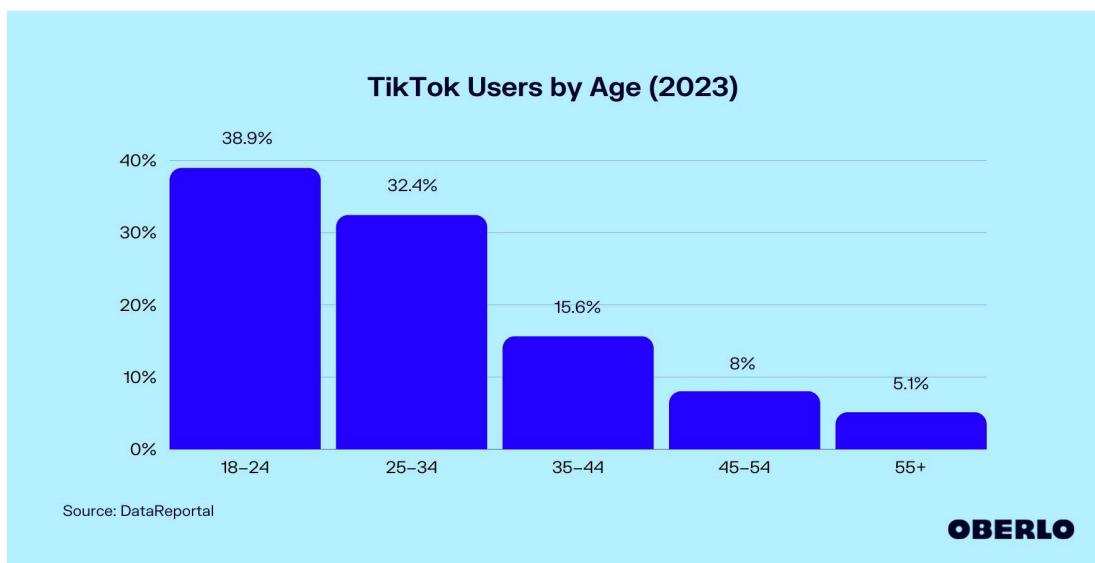


According to this demographic, 20-49-year-olds use LinkedIn the most out of the age groups. People who live in urban areas are also more likely to use LinkedIn. After reading all of this data, LinkedIn is mainly used by college or middle-aged professionals to get jobs based on their interests, and for hiring professionals looking to hire new employees to make their company better.

## TikTok

TikTok is the fastest-growing social media platform. Its growing popularity has been a motivating factor for more businesses to utilize TikTok for marketing purposes. While TikTok's audience is diverse, the majority of users fall within Generation Z, making it a great tool to target a younger audience. TikToks are extremely easy to make, with no prior editing knowledge needed. A few types of videos The AMAze Group recommends creating are a bus tour, meet the team interviews, and local notable people, such as mayors, speaking to the mission of the nonprofit.

By creating this content, St. Mary's Legacy Clinic will have the opportunity to gain the attention of a younger audience which will grow the clinic's brand awareness.



The use of TikTok in 2023, shows that a younger audience is more attracted to this type of social media than an older audience. The AMAze Group recommends using TikTok to promote St. Mary's Legacy Clinic to potential volunteers between the ages of 18 - 30. It is a great medium to showcase services in a light-hearted and casual way.

## Traditional Media

We Care! Contact us to learn more about our FREE clinical services and schedule.

**CONTACT US**  
ST. Mary's Legacy Clinic

805 S. Northshore Dr. Knoxville, TN 37919  
(865) 212-5570  
info@smlcares.com  
www.SMLCares.com





St. Mary's Legacy Clinic



**ST. MARY'S  
LEGACY CLINIC**  
SERVING THE RURAL UNINSURED

**About Us**

St. Mary's Legacy Clinic provides FREE healthcare services in East Tennessee, traveling to partner sites in underserved communities to offer holistic primary care services to those without medical insurance. As a "family doctor's office on wheels," we treat patients with respect and dignity to create a compassionate environment for everyone.



**Our Services**

**Primary Care**  
SMLC provides primary care services by health care professionals including medical evaluations and treatment plans, distribution of medications through AmeriCares, prescriptions, orders for diagnostic imagery and laboratory work.

**Vaccinations and immunizations**  
SMLC provides patients with most vaccinations, such as flu and COVID vaccines, all free of charge. Contact us to learn about our offered vaccinations and to schedule an appointment.

**Personalized Patient Education**  
Patient education and disease prevention are a strong focus for the clinic staff. We hope to advocate for you and your medical needs.

Possible coupon of some kind to encourage kids to bring the brochure home to their parents

The AMAze Group created a foldable infographic that St. Mary's Legacy Clinic can distribute at events, provide to students at schools, or have available at clinics to provide additional information. The outside of the infographic includes a QR code that leads to the website's contact us page, making it easy for potential patients to contact the clinic. Since St. Mary's Legacy Clinic serves individuals

who may not speak English, the infographic uses clear language to emphasize the clinic's services so it is easier for patients to understand or translate.

When someone opens the infographic, they are welcomed with a picture of the smiling staff at St. Mary's alongside the clinic's mission and services offered. The bottom right corner includes a location for St. Mary's to include a coupon code so students are encouraged to bring the foldable home. Since Chick-Fil-A could be a potential collaboration opportunity for St. Mary's Legacy Clinic in the future, the infographic could include a coupon code for a free chicken sandwich.



The AMAze Group also created a business card that staff can distribute to potential patients and at business and volunteer events. The card highlights that St. Mary's Legacy Clinic offers free clinical services and that it cares for all patients. Both statements showcase how St. Mary's helps individuals who may be uninsured or reside in underserved communities. One side of the business card includes St. Mary's Legacy Clinic contact information and address, and the other side has a picture of the friendly staff at the clinic. The phone number and website are on both sides, which are essential sources of contact information for new patients, volunteers, and corporate sponsors.



# ST. MARY'S LEGACY CLINIC



St. Mary's Legacy Clinic

## SERVING THE RURAL UNINSURED

SMLC provides primary care services by health care professionals including medical evaluations and treatment plans, distribution of medications through AmeriCares, prescriptions, vaccinations, orders for diagnostic imagery and laboratory work. No insurance or ID needed for care.

(865) 212-5570	info@smilcares.com	www.SMLCares.com

The AMAze Group designed a flyer which can be used in a variety of ways. The flyer includes basic information about St. Mary's Legacy Clinic services, along with tear off contact information. The tear offs are important because they make access to St. Mary's contacts and additional information readily available, even without a cell phone. This flyer could be displayed in public places around the community, including churches, or handed out at events. If the bottom half including the contact tear offs is removed, the flyer could also be used as a newspaper ad.



The AMAze Group also created an ad that could be displayed at a public bus stop, either displayed by poster or by purchasing the space for an ad. The group decided to use this image for the ad because it grabs the audiences' attention and gives the feeling of being inviting and friendly while still professional.

## 10 Year Anniversary

### Logos



To commemorate the importance of 10 years of St. Mary's Legacy Clinic, The AMAze Group drafted three anniversary logos that emphasized the number 10. The focus on the number in the logo emphasizes the importance of the anniversary. According to Illumine 8, "Clear, bold digits are the cornerstone of any anniversary logo and should consume the majority of the visual space. Clients, customers, employees — anyone viewing the logo for the first time — will instantly recognize and understand the milestone at first glance."

To further develop brand recognition, The AMAze Group chose to incorporate the original St. Mary's Legacy Clinic logo and to include more elements that further commemorates the 10-year anniversary. The AMAze Group used the same navy blue from the original logo, and added gold to the new 10-year logo. The color gold in the anniversary logo aims to signify success, achievement, and triumph. Not only does it help the audience recognize that the 10-year anniversary is a

celebratory achievement, it also complements the navy blue, more clearly associating it with St. Mary's Legacy Clinic.

## T-Shirt Design

The AMAze Group collaborated with Fresh Prints to create three T-shirt design options. The shirts include the 10-year anniversary logo, as well as example services that St. Mary's Legacy Clinic provides. The designs showcase the services in an eye-catching and distinct way. The designs are modifiable to fit the needs of St. Mary's Legacy Clinic. The services listed on the T-shirts can be changed to include any other services the St. Mary's Legacy Clinic team sees fit (i.e. adding the word "Vaccines", etc.). The design can be printed on many items such as towels, stickers, water bottles, hats, pins, lanyards, and other merchandise offered by Fresh Prints. The designs are shown on pages 25-27. The T-shirts and other merchandise can be ordered through Fresh Prints by contacting Lawson Carver at [lawsoncarver@freshprints.com](mailto:lawsoncarver@freshprints.com) or by calling +1(404) 838-7146.

## St. Mary's Legacy Clinic PR

Comfort Colors C1717 - White



Print Type: Screen Printing  
 Dimensions: 3.94" w x 4.00" h - 3.00" from collar



616 C      7687 C



Print Type: Screen Printing  
 Dimensions: 12.16" w x 12.50" h - 3.00" from collar



616 C      7687 C

## St. Mary's Legacy Clinic PR

Comfort Colors C1717 - White



Print Type: Screen Printing  
Dimensions: Max Pocket Area



Light  
Royal  
616 C



Print Type: Screen Printing  
Dimensions: 12.50" w x 11.36" h - 3.00" from collar



Light  
Royal  
616 C

## St. Mary's Legacy Clinic PR

Comfort Colors C1717 - White



Print Type: Screen Printing  
 Dimensions: Max Pocket Area



Light  
Royal  
616 C

Print Type: Screen Printing  
 Dimensions: 12.50" w x 10.08" h - 3.00" from collar



Light  
Royal  
616 C

## Video Development

The AMAze Group developed a 10-Year Anniversary video to highlight the importance of the clinic and to celebrate the past ten years of the clinic's success. The video can serve as content to be posted on all social media platforms, as well as aired on any other media platforms that St. Mary's Legacy Clinic would like to utilize the video for. The 10-Year Anniversary video aims to thank the clinic's patients and volunteers for their dedication to the organization.

## Conclusion

The AMAze Group thanks St. Mary's Legacy clinic for allowing them to assist with the growth and development of the Clinic's brand. The AMAze group hopes that the research along with traditional and digital marketing materials will help St. Mary's Legacy Clinic increase their brand awareness within Knox County, Grainger County, Cumberland County, Scott County, Meigs County, McMinn County, and Sevier County. Many of the elements included in this deliverable can serve as a basis for St. Mary's Legacy Clinic to increase its brand awareness.

Lastly, The AMAze Group would like to thank St. Mary's Legacy Clinic for allowing the opportunity to work on this amazing project. This project has been conducive to teaching the students more about marketing techniques and growing as marketing professionals. The group is looking forward to seeing the success of St. Mary's Legacy Clinic and how they continue to grow as a brand. The group hopes this project is beneficial for the growth of the organization.

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