“Our marketing and messaging have played a large role in communicating to the community the steps that we have taken to ensure safety and to convey that it is safe to seek treatment when needed,” said Linda Toomey, Marketing Manager at McLaren Greater Lansing.

LOCALiQ’s ability to create content that resonates with and engages the local audience and then get that content in front of consumers through the USA TODAY NETWORK has allowed McLaren Greater Lansing to remain top of mind in the community.

OUR PARTNERSHIP

“Our partnership with LOCALiQ allows us to navigate this ever-changing landscape and to keep a pulse on the effectiveness of our efforts.”

Linda Toomey, Marketing Manager, McLaren Greater Lansing