

## **Marketing Essentials for an Independent Pharmacy**

Marketing is an essential part of running your pharmacy business. From identifying potential customers, to letting them know what you offer, to convincing them to use your services and products, it's crucial for staying connected with your patients and for growing your business.

In this workshop, we will review the basic components of an independent pharmacy marketing plan, as well as provide examples what has worked for us.

### **What is your pharmacy brand?**

A cool logo is nice. But a great brand is made up of a lot more:

- Name
- Design
- Mission & Vision
- Messaging
- Understanding Your Place in the Community

### **Online presence is NOT optional anymore.**

90% of your customers are online every day, and you should be too. It's how people find businesses, evaluate businesses, and connect with businesses. Let's take a deep dive into the most important components of your online presence:

- Website
- Search Engine Optimization (SEO)
- Google My Business Page
- Social Media: Setting Up & Successfully Running Your Accounts
- Reviews & Managing Your Online Reputation

A few additional components that ARE optional, but still effective:

- Paid Advertising via Social Media & Search Engine Marketing (SEM) on Google
- Email Marketing
- Digital TV Displays

### **Traditional marketing still works.**

There is something to be said about some of the tried-and-true marketing channels, especially for community-based small businesses. Here are some that have worked for us.

- Direct Mail
- Provider Outreach Marketing
- Local Print Advertising
- Branded Signage & Swag
- Press Releases & Articles

### **Your people, knowledge and service ultimately seal the deal.**

Don't forget about customer service and being the go-to industry expert in your community.

- Train Your Pharmacy Staff
- Provide Free Content
- Host Community Educational Events