



—
The *voice* of the
community
pharmacist.

Essential Marketing Tips to Help Your Pharmacy Stay Connected and Expand Your Reach

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Disclosure Statement

There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.



Pharmacist and Technician Learning Objectives

- Outline basic components of the ideal independent pharmacy marketing plan.
- Review how customers find, evaluate, and connect with businesses.
- Identify important components required for establishing your pharmacy's online presence.

Why marketing
your pharmacy is a
wise investment....





Why invest in marketing?

Marketing helps customers...

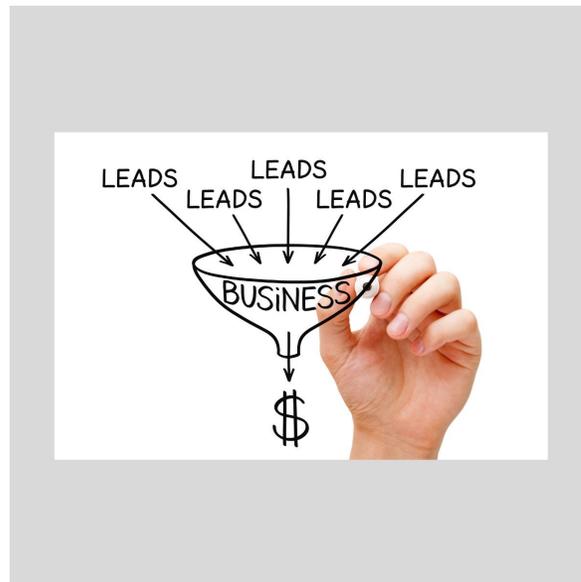
- ✓ find you
- ✓ create an emotional connection with your brand
- ✓ understand why they should choose you over competition





Why invest in marketing?

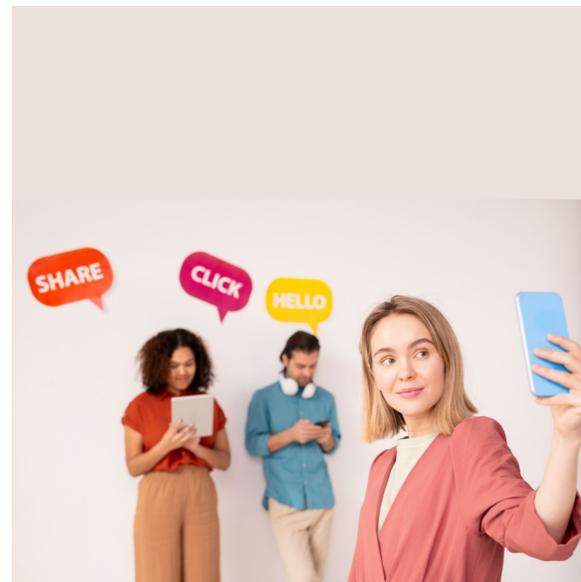
- ✓ An awesome brand can inspire your team.
- ✓ Marketing drives leads, which increases sales.
- ✓ Helps even out sales peaks & valleys. Increases control.





Why invest in marketing?

- ✓ Doesn't have to be expensive. Work smart, not hard.
- ✓ Can help you get to know your customer better.
- ✓ Marketing is fun! You or someone on your team probably has a knack for creating ways to get more customers!



Creativity is
intelligence having fun!



Get a good grip on
what your brand
is....



A cool logo is nice, but a great brand is made up of a lot more...

- Name
- Logo
- Colors
- Imagery

Emotional connection

- Stand for something
- Embody your beliefs
- Mission / Vision

Share your story

- Be genuine
- Add emotional elements

Nail your messaging

Make customer the hero;
you are the guide (Obi-Wan
Kenobi)

Understand your place in the community

What problems do you
solve?

Know your audience

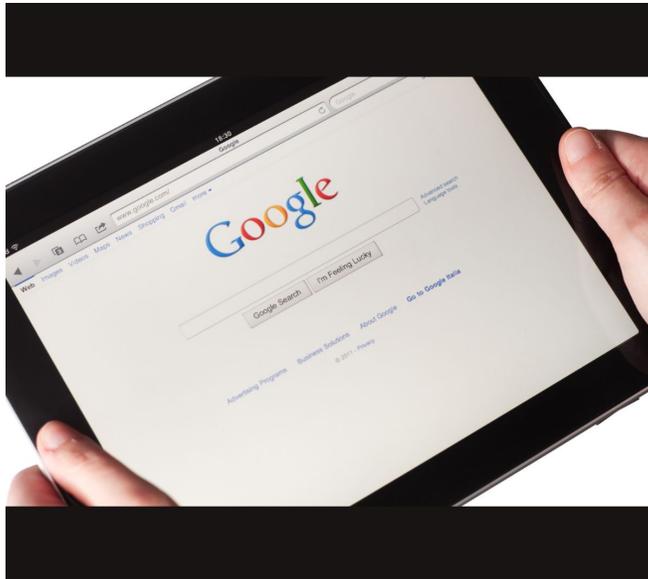
- Hot buttons/pain points
- Current: big chains (more
on this later...)

Online presence is
NOT optional
anymore....



**90% of your customers are
online every day, and you
should be too.**

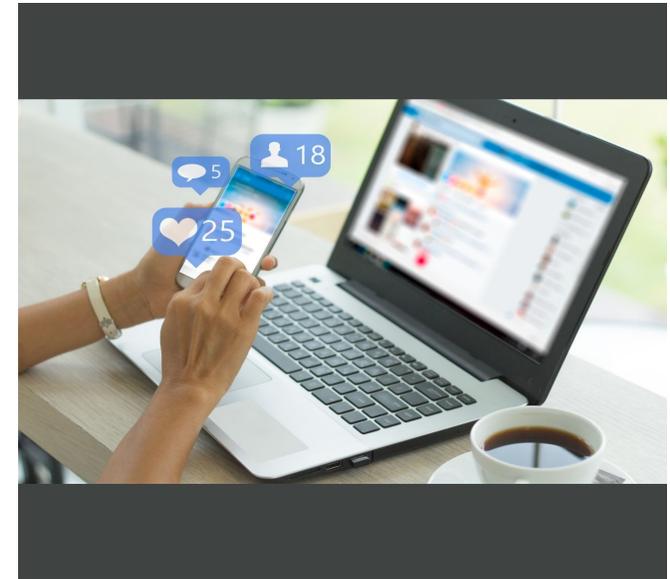
It's how people find businesses, evaluate businesses, and connect with businesses.



find = search



evaluate = leave or read reviews



connect = engage

Components of Online Presence

Website

Search Engine Optimization (SEO)

Google My Business Page

Social Media
(post consistently)

Reviews & Managing Your Online Reputation



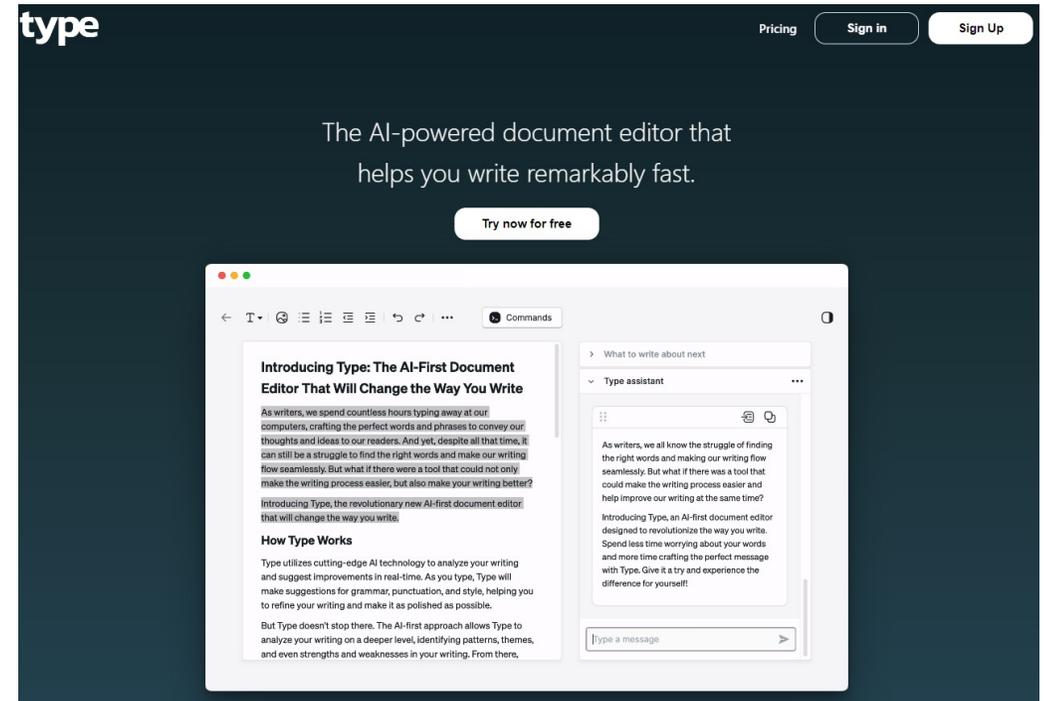
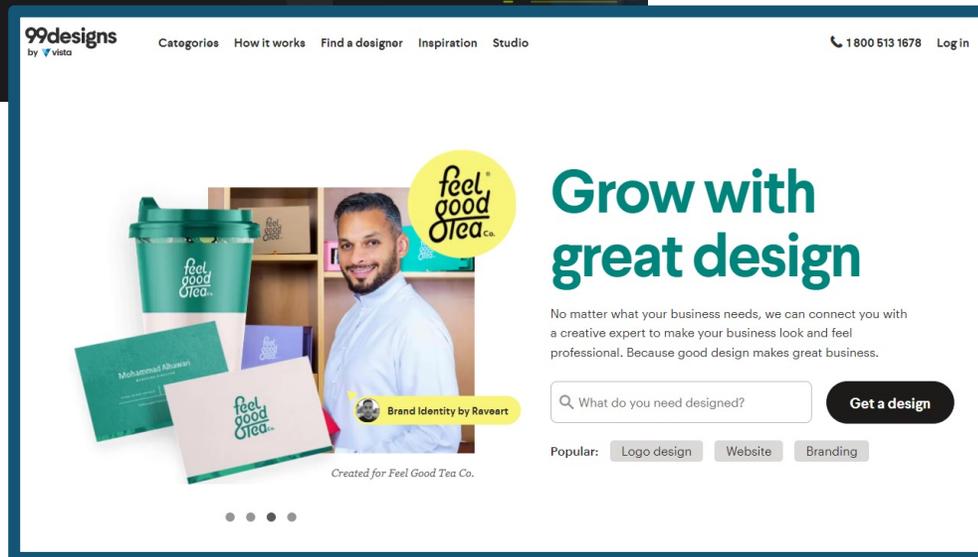
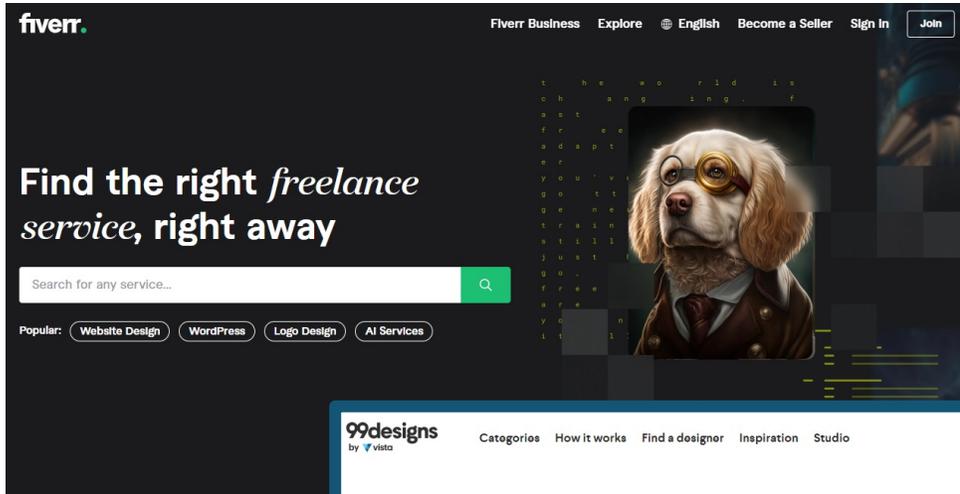
Work smart, not hard. (i.e. You don't have to throw a lot of money and time at marketing...)



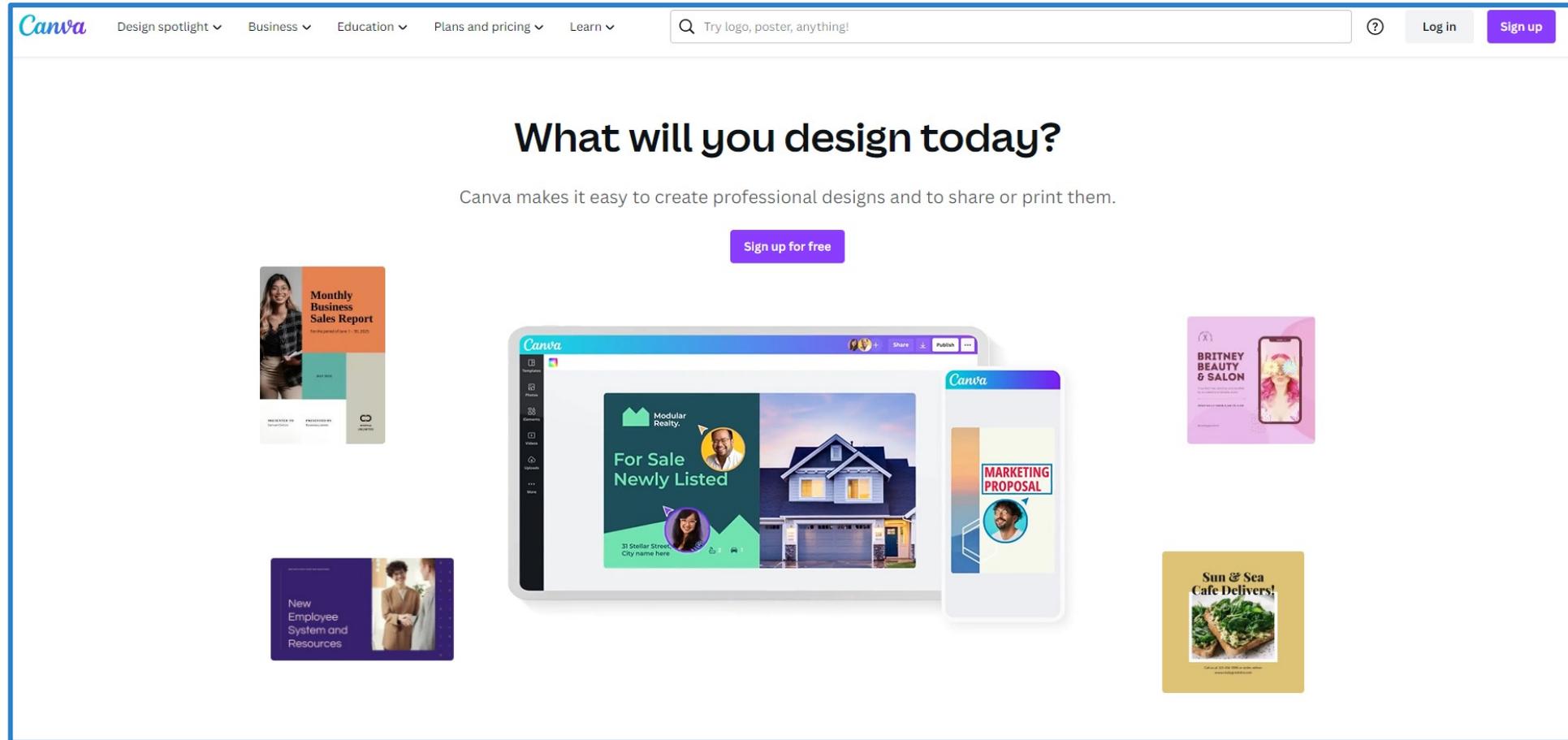
Marketing hacks for “non-marketers”

In today's tech world, anyone can do it...

Outsource work via freelance or AI-powered sites...



Graphic design tool that's easy enough for anyone to use...



Collaborate with other pharmacies, or consider sharing a marketing resource



Look for inexpensive or, even better, FREE ways to market your brand

USPS.COM Quick Tools Send Receive Shop Business International Help

Every Door Direct Mail®

Select Routes / Find a Printer / Using EDDM

Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

83501 Search Clear

Mailpiece Size Checker

Refine Search

View as: Map Table

Route Residential Business Total Age: 25-34 Size Income Cost

Order Summary

Selected Routes
0

Post Office™ Drop-Offs
0

Total Mailpieces
0

Approximate Cost
\$0.00

USPS EDDM (Every Door Direct Mail)

- Online tool to carrier routes within a zip code
- Target specific demographics and neighborhoods to narrow reach (and save \$\$)

Go direct through USPS (and your own printer) to save \$\$ by not using a direct mail company

Go after the low-hanging fruit with low-cost direct mail

WON'T ANSWER THE PHONE?

CAN TAKE DAYS TO FILL YOUR PRESCRIPTION?

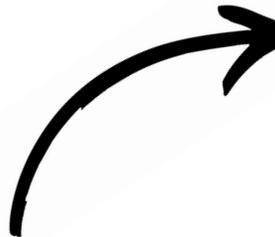
YOUR CURRENT PHARMACY...

ISN'T WELL STAFFED?

ISN'T MAKING YOU FEEL LIKE A VALUED CUSTOMER?



Targeted emotional pain point = chain frustration



Give customers a reason to try you!

VASHON
PHARMACY
Nutrition Center

Check out our extensive selection of professional grade vitamins formulated for purity, potency and absorbency.

One-on-one nutritional counseling available.

Get 10% off with this postcard. (Not to be combined with other promotions.)

You deserve better...

Dear neighbor:

Tired of being put on hold when you call your current pharmacy? We pick up the phone. A real person. Every time.

Frustrated with how long the lines are at your current pharmacy? We aim to get you in and out quickly, with your prescription in hand and a smile on your face. Scheduling enough team members to help ALL of our valued customers is our #1 priority.

We also pride ourselves on same day service. Call ahead and we will have your prescription ready when you get here!

You see, you're not just our customer, you're our neighbor. We take our customer service VERY seriously, and we want to prove it to you.

Kind regards,
Your Ostrom's Pharmacy Team

Thinking of switching pharmacies? Give us a try. We make it easy.

Give this QR code a quick scan with your phone's camera.

Ostrom's Drug & Gift

6414 NE BOTHELL WAY
KENMORE, WA 98028
(425)486-7711
WWW.OSTROMS.COM

Be the best version of you!

VASHON
PHARMACY
17617 VASHON HWY SW
VASHON, WA 98070
(206) 463-9118
WWW.VASHONPHARMACY.COM

Did you know that Vashon Pharmacy carries a wide range of dietary and nutritional products?

In addition to probiotics formulated to target your unique health goals, here are some of our signature supplement brands:

- Thorne
- Pure Encapsulations
- Nordic Naturals
- Metagenics
- Integrative Therapeutics
- Designs for Health
- OrthoMolecular

Our nutritional specialist is here to provide one-on-one consulting on how to safely support your diet and lifestyle with supplements based on your health needs.

Whether you're wanting bone & joint support, immune support, sleep & mood support or diet & weight management, we can help you find the right supplements to achieve your health goals.

We are also happy to special order anything you don't see on our shelves. Plus, we have a price match guarantee with proof of competitor pricing.

Kind regards,
Your Vashon Pharmacy Team

10% discount on your supplement purchase when you bring in this postcard. (Not to be combined with other promotions.)

Direct Mail ROI – “You Deserve Better” Postcard Example

Caught the attention of the Director of Pharmacy Acquisition at Rite Aid...

Email received a week after launch 😊

Saw some of your marketing tactics. Nicely done.



Also:

- ✓ **3-5 Rx transfers/week for first 3-4 weeks (paid for itself in the first week)**
- ✓ Combined 6 pharmacies to create cost efficiencies in printing = \$0.18/piece (30k postcards total)
- ✓ Mail cost = \$0.26/piece (USPS direct, no direct mail service fee!)
- ✓ Total cost per pharmacy = range from \$1250 to \$3230/store, depending on quantities

*add a QR code (with unique tracking code) to postcard that links to Rx Transfer page on website to further track ROI

Work with community newspaper

LAUNCH PRESS RELEASE

CONTACT INFORMATION:
[Company Name]
[Contact Name]
[Phone Number]
[Email Address]

YOUR LOGO

FOR IMMEDIATE RELEASE

{Company} Announces the launch of {product/publication/campaign/etc.}

{City, State} - {Company/Corporation} is excited to announce the launch of {product/publication/campaign/etc.}, a {description of product/publication/campaign/etc.} that will {basis of what this product/publication/campaign/etc. will do.} The official launch date for {product/publication/campaign/etc.} is {date.}

{Company/Corporation} believes {product/publication/campaign/etc.} will {further details about the product/publication/campaign/etc. impact/functionality/etc.}

{Product/publication/campaign/etc. launch details: marketing, events, etc.}

{Provide a rich, informative quote from someone related to this launch.}

{Boilerplate}



Snap a few photos

Press release templates
(available online)

MADISON PARK TIMES

A new pharmacy for MP

Julie Mathessen | Cascadia Pharmacy Group

Friday, April 28, 2023



Madison Park Pharmacy and Wellness Center owner Matt Binder and retail manager Laura Sorensen talk to a customer in the doorway of the new pharmacy in Madison Park, which will replace Pharmacia after the longtime business closed in February.

When the popular Pharmacia Integrative Pharmacy in Madison Park closed its doors in February of 2023, longtime local customers and employees only had a few days' notice. Needless to say, community members were not happy.

Pharmacia had provided the community with a different option than the average big chain pharmacy, offering popular holistic medicine products and services as well as natural beauty products, licensed naturopaths, herbalists and clean beauty experts. These were in addition to the standard pharmacy offerings of traditional and compounded prescription meds, vaccines and over-the-counter products, which gave customers a unique pharmacy experience right in their own neighborhood.

Pharmacia history

For nearly 20 years, Pharmacia operated 28 stores, offering a combination of wellness products including supplements, vitamins and over-the-counter medications, health services and prescription medications. In July of 2021, digital pharmacy business Medly purchased the 28 Pharmacia locations, while retaining their prescription files and inventory, potentially forcing Pharmacia patients to drive a further distance to fill their prescriptions at the closest Walgreens.

The pharmacy history goes further back than 20 years ago, however. Prior to Pharmacia occupying the space, current landlords Dean and Gigi Allaras remember Gigi's father running the pharmacy that was there previously. This space has been a pharmacy of one type or another since the 1950s. It was very important to Dean and Gigi to keep a pharmacy in this space, so they played a key role in securing the new pharmacy that will go in there soon.

Keeping it local

Matt Binder, local pharmacist and owner of two nearby independent pharmacies, Ostrom's Drug and Bob Johnson's Pharmacy, said he did not initially intend to open a pharmacy in Madison Park.

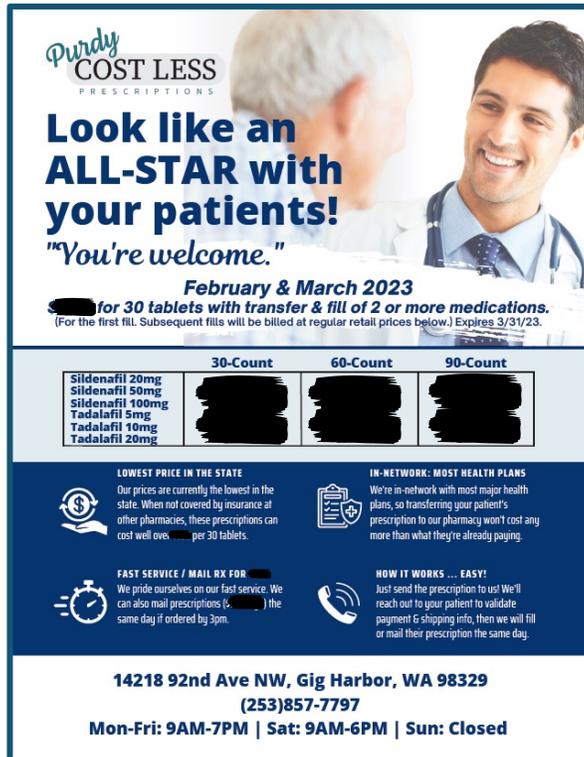
Within a couple of weeks, however, he and business partner Jeff Harell were approached by the landlords. Binder said when they visited, multiple Madison Park residents told them how much the neighborhood needed a pharmacy.

Binder is a lifetime resident of nearby neighborhoods in the Seattle area and a UW pharmacy school graduate. He and Harell knew right away that their values and passion for independent and hyper-local pharmacy services would be a perfect fit for the Madison Park community.

"We learned that this is a neighborhood that takes care of itself, and it's our belief that every self-sufficient community needs a pharmacy," Binder said in an email. "As we were able to bring back most of the old team, we could tell that we've got something really special coming up."

FREE ADVERTISING!!!

Provider outreach marketing to build relationships in the community and to grow your Rx business



Purdy COST LESS PRESCRIPTIONS

Look like an ALL-STAR with your patients!
"You're welcome."

February & March 2023
for 30 tablets with transfer & fill of 2 or more medications.
(For the first fill. Subsequent fills will be billed at regular retail prices below.) Expires 3/31/23.

	30-Count	60-Count	90-Count
Sildenafil 20mg			
Sildenafil 50mg			
Sildenafil 100mg			
Tadalafil 5mg			
Tadalafil 10mg			
Tadalafil 20mg			

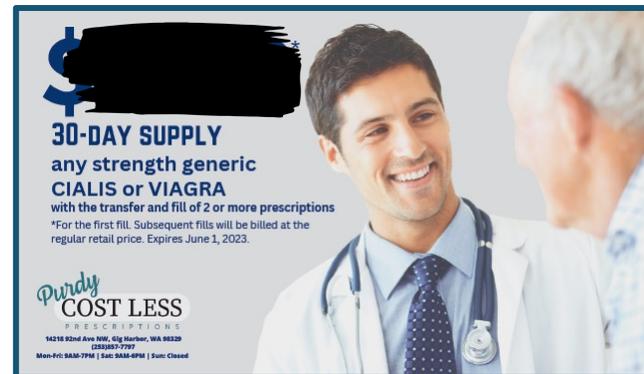
LOWEST PRICE IN THE STATE
Our prices are currently the lowest in the state. When not covered by insurance at other pharmacies, these prescriptions can cost well over [redacted] per 30 tablets.

IN-NETWORK: MOST HEALTH PLANS
We're in-network with most major health plans, so transferring your patient's prescription to our pharmacy won't cost any more than what they're already paying.

FAST SERVICE / MAIL RX FOR [redacted]
We pride ourselves on our fast service. We can also mail prescriptions ([redacted]) the same day if ordered by 3pm.

HOW IT WORKS ... EASY!
Just send the prescription to us! We'll reach out to your patient to validate payment & shipping info, then we will fill or mail their prescription the same day.

14218 92nd Ave NW, Gig Harbor, WA 98329
(253)857-7797
Mon-Fri: 9AM-7PM | Sat: 9AM-6PM | Sun: Closed



\$ [redacted]

30-DAY SUPPLY
any strength generic
CIALIS or VIAGRA
with the transfer and fill of 2 or more prescriptions
*For the first fill. Subsequent fills will be billed at the regular retail price. Expires June 1, 2023.

Purdy COST LESS PRESCRIPTIONS
14218 92nd Ave NW, Gig Harbor, WA 98329
(253)857-7797
Mon-Fri: 9AM-7PM | Sat: 9AM-6PM | Sun: Closed

- ✓ Flyer + coupon
- ✓ In-person delivery to providers
- ✓ Make it easy for providers to refer patients to you
 - Information
 - Incentivize
 - Time-sensitive

Helpful Resources

Freelance open market site...

Fiverr ... <https://www.fiverr.com/>

Freelance open market site...

99designs ... <https://99designs.com/>

AI-powered copywriting site...

Type.ai ... <https://type.ai/>

Helpful Resources

Graphic design tool for non-graphic designers

Canva ... <https://www.canva.com/>

The book that makes marketing easy...

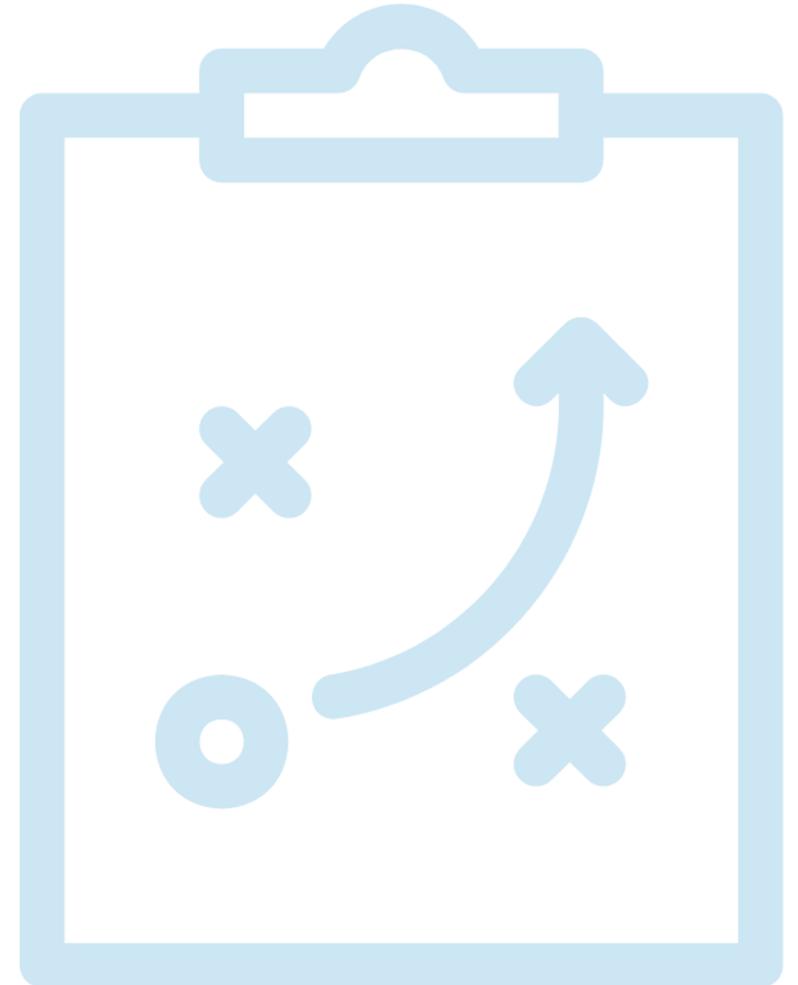
<https://buildingastorybrand.com/>

Game Plan

Marketing your pharmacy is a wise investment of your dollars.

Spend time creating a strong brand that connects with customers.

Work smart, not hard. Marketing doesn't have to be expensive or cost a lot of money.





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www.ncpa.org

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