



GPS



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2024 ANNUAL CONVENTION



Marketing 101: Everyday Strategies for Establishing Your Pharmacy's Digital Footprint

NCPA 2024 Annual Convention and Expo
Columbus, Ohio

Speaker



Erin Rexroth

Director of Marketing

NCPA

Disclosure Statement

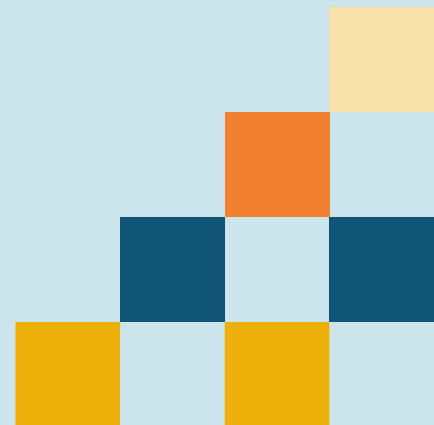
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Pharmacist and Technician Learning Objectives

1. Define what it means to successfully establish a digital footprint.
2. List key information to include on a company's website and social media pages.
3. Discuss strategies for establishing a digital presence and using data to inform marketing decisions.



Why must business owners prioritize their online presence?

According to Forbes...

- 71% of business have a website
- 28% of all business transactions are online
- 92% of global traffic comes from Google
 - According to Hootsuite, customers are 70% more likely to go to business who has a GMB listing
- 45% of web traffic comes from mobile devices

Homework:

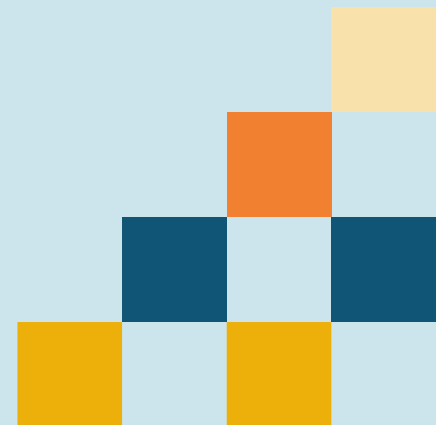
Review the entire set of statistics via the link below. They will be extremely helpful in informing decisions about your website.

www.forbes.com/advisor/business/software/website-statistics/



Why must pharmacies prioritize their online presence?

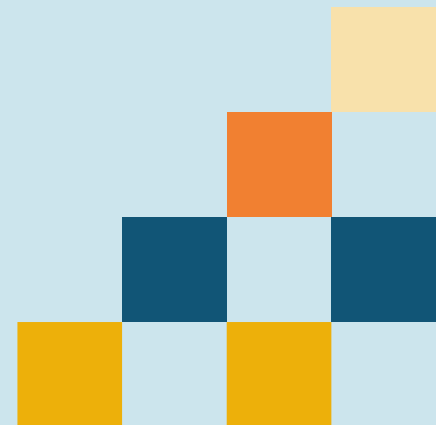
- Currently, only **10%** of the population use independent pharmacies for their health care needs.
- In a 2019 survey conducted by one of the largest GPOs in the U.S... of approximately 1,000 independent community pharmacies, **over 50%** still did not have a website.



What does it mean to have an effective digital footprint?

The basics for establishing your digital presence:

- Mobile friendly website
- Social media business pages:
 - Facebook, Instagram, YouTube business pages
 - Google Business Profile
 - Yelp listing
- Ranking near the top of the search engine results.



Website basics...

Setting up a domain name:

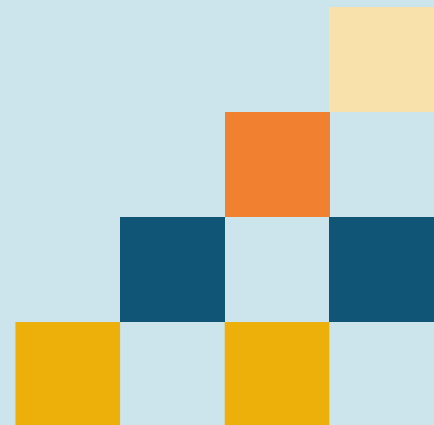
What's a domain? Your web address.

For example: www.Rexrothdrug.com

Homework:

Visit the site below for a step-by-step guide on how to purchase and register your website domain.

name.com/blog/how-to-buy-a-domain-name

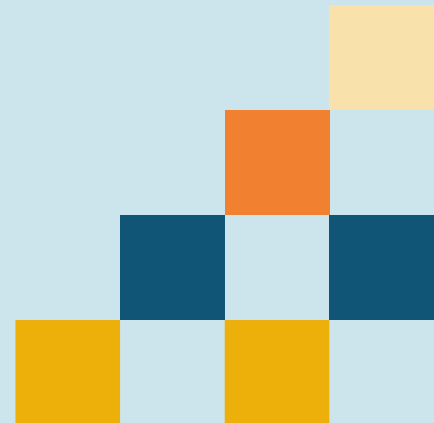


Website basics...

Did you know...

- It takes **less than a second** for users to form an opinion about your website, which also means your business.
- **38%** will stop engaging with the website if the content or layout is unattractive.
- **57%** surveyed say they won't recommend a business with a poorly designed website on mobile.

Source: www.sweor.com/firstimpressions



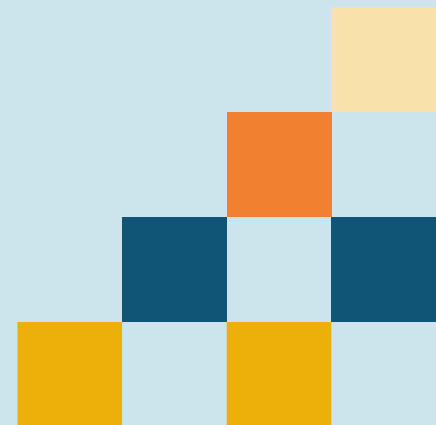
Website basics...

For those who already have a website set up...

1. Is your current website template more than 3 years old?
2. Are there unsupported website themes within your template/software?
3. Is your website template customizable?
4. Do your website and branding no longer match?

Homework:

*If you answered yes to two or more questions,
it may be time for an update!*



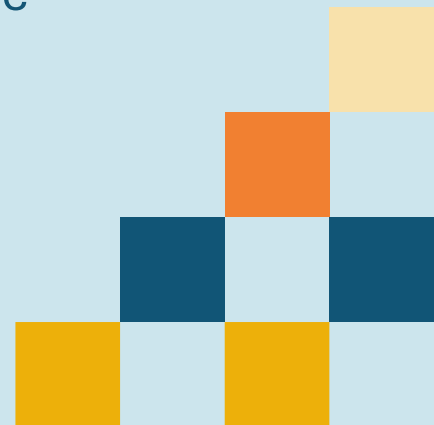
Building your website

Branding: recognizable logo and colors used in all advertising

Before you start building or refreshing your website you'll want to make sure you have branding created for your business.

If you already have branding, is it working for you?

If not, before you jump into designing a new website, it may be time for a branding refresh.



Building your website

Branding: Where do you start?

Hire a graphic designer:

Investment: \$300-\$5000 depending on what you hire them to do.

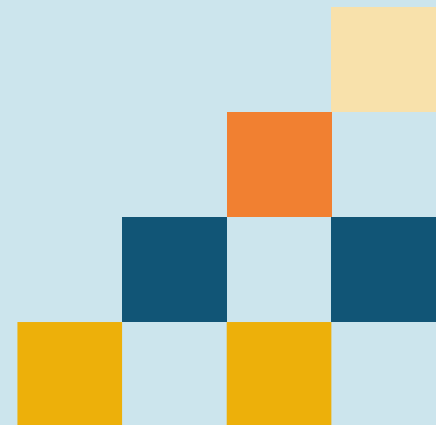
- **Go local** - Support another local small business owner! They can come in your store and really get to know you and your business.
- **Get a referral** - Have you noticed a local business that has great branding? Ask them who they used.
- **Google** - Look up branding or logo design and you'll find lots of online options.

Get creative:

- Try a subscription for a user-friendly online graphic design software.
- Ask a creative person on your staff or in your life to help design something.

Homework:

If you need new branding decide on one of the options above and do it!

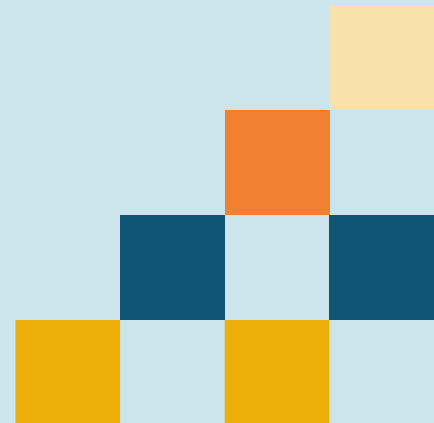


Building a website:

Website Design: Where do you start?

Hire a graphic designer:

- \$\$\$\$ - Hire a graphic designer to build and design it.
- \$\$\$-\$\$\$\$ - Purchase a DIY template.
- **Domain Company Template** - Sometimes you'll find that the company you purchase your domain from will offer a drag and drop template or website setup.

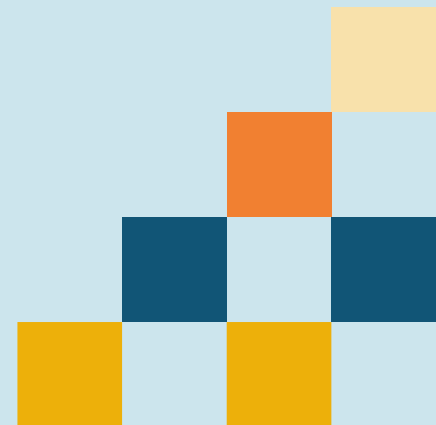


Building a website:

What should be on your website?

Already have a website? It's time for a checkup!

1. What is the main purpose of my site?
 - Informational
 - Online sales
2. What does my site need to do for visitors?
 - Tell people where you are located.
 - Let them know how to contact you.
 - Inform them of your services.
 - What else?
3. What devices do you expect your visitors to primarily be using?
 - Computer
 - Mobile device



Building a website:

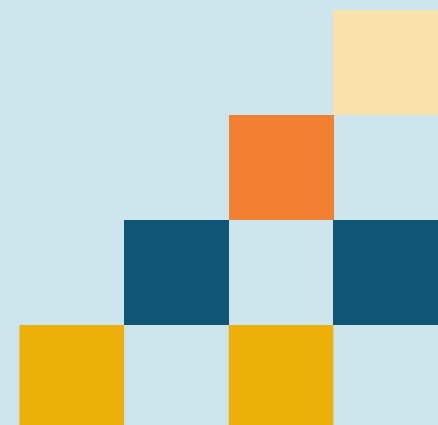
Website design: Is your website mobile-friendly?

- **60%** of all searches are done on mobile devices.
 - **68%** for specifically, health searches
- **50%** of U.S. e-commerce sales occur on mobile devices.
- **80%** of smartphone users will buy from companies with mobile sites and apps that are easy to navigate.
- Websites that **aren't mobile friendly** are unlikely to show up on google searches performed on mobile devices.

Homework:

If your website isn't mobile friendly, research new, mobile-friendly templates.

Learn more: www.whitelabeliq.com/googles-verdict-go-mobile-or-go-home/



Mobile responsive websites



Imagine a user looking at your site on a mobile device. Can the user easily read your page and find the necessary information or is too hard to use?



The desktop version of a site might be difficult to view and use on a mobile device. The version that's not mobile-friendly requires the user to pinch or zoom in order to read the content. Users find this a frustrating experience and are likely to abandon the site. Alternatively, the mobile-friendly version is readable and immediately usable.

Website examples

Moose Pharmacy of Concord

Moose Pharmacy of Concord
270 Copperfield Blvd
Concord, NC 28025

704-784-9613

M-T: 9am-6pm | F: 9am-5:30pm | Closed Sat & Sun

Moose Compounding Pharmacy

Moose Compounding Pharmacy
270 Copperfield Blvd, Suite 100A
Concord, NC 28025

704-792-2555

M-F: 10am-5:30pm

Staff Members At This Location

Ashley Moose, PharmD
Ashley Moose received her bachelor's degree from the University of Kentucky and her Doctor of Pharmacy degree from Campbell University. She completed a Community Pharmacy Residency and a Postgraduate Year 2 Community Pharmacy Residency with the University of North Carolina Eshelman School of Pharmacy and Moose Pharmacy.

Joe Black
Joe Black graduated from University of North Carolina with a B.S. in Pharmacy. He has worked in community pharmacy for more than 45 years. He joined the Moose Pharmacy team in January 2020. Joe's greatest passion in the pharmacy is helping patients and is known in the community for providing excellent patient care. He married his high school sweetheart, Cathy and they have been married for 45 years. Joe enjoys spending time with his 3 sons, 6 grandchildren, gardening, hiking to view waterfalls, riding his bike, and collecting electric trains.

Moose Pharmacy

Schedule Consultation | Refill Prescription | Moose Packs

Home | Services | Products | Locations | Learn | About Us | Connect With Us

Staff Members At This Location

Ashley Moose, PharmD
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Home | Locations | Job Opportunities | Connect With Us

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Website examples

Interested in the COVID-19 Vaccine? [Get on the waitlist](#)

KC PHARMACY

About Us Services KC Saving Program Mobile Wellness Classes Resources Reviews Gallery

Contact Refill New Patient

8988 Lorton Station Blvd Suite 102, Lorton, VA 22079 • Phone: 703-339-9599 • Fax: 703-339-7111 • Mon-Fri: 9a.m.-6p.m. Sat: 9a.m.-3p.m Sun: 11a.m.-2p.m

Welcome To KC Pharmacy

[Click Here to Refill Your Prescriptions](#)

Subscribe to our newsletter for seasonal promotions, health news and savings

Email address [Subscribe Here](#)

Interested in the COVID-19 Vaccine? [Get on the waitlist](#)

KC PHARMACY

8988 Lorton Station Blvd Suite 102,
Lorton, VA 22079 • Phone: 703-339-9599 • Fax:
703-339-7111 • Mon-Fri: 9a.m.-6p.m. Sat:
9a.m.-3p.m Sun: 11a.m.-2p.m

Welcome To KC Pharmacy

[Click Here to Refill Your Prescriptions](#)

[Call](#) [Refill](#) [Map](#)

Building a website:

Website design: Is your website user-friendly?

- **Landing Page:** The first page people see when they come to your website.
 - What should be clearly visible on your landing page?
 - Address
 - Phone number
 - Hours of operation
 - Email address and/or contact form
 - Links to social media pages
 - Services you offer or a visible menu that leads to that information

Homework:

*Check the above information and
update where needed.*



Strategies for establishing an optimal digital footprint

SEO: Search Engine Optimization

- How is your Google ranking:
 - How high is your business in search results?
 - Does Google “see” your site correctly?
- What happens when you google:
 - Your city + the word “pharmacy”
 - Pharmacy near me

Homework:
*Check your SEO and see
if it needs to be optimized.*

Strategies, cont.

How do you improve your SEO?

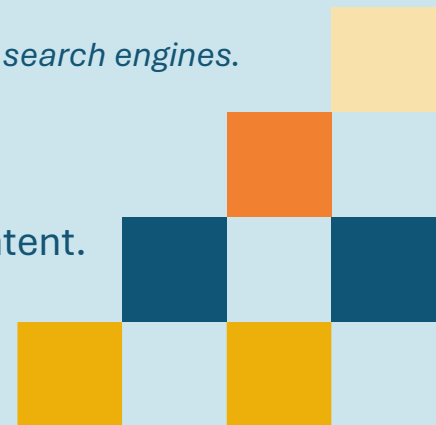
➤ Add Keywords to your website:

- Tools like *Google Keyword Planner* or *SEMrush* can help you discover popular keywords and how often they are searched.
- Think about search terms your patients and customers might use.
 - Strategically incorporate them into your website's content:
 - Page titles
 - Meta descriptions
 - Headings and body text

Don't overuse keywords. This can lead to keyword stuffing – a practice frowned upon by search engines.

➤ Optimize Page Elements: Clean, descriptive URLs

- Avoid using lengthy URLs with random numbers or symbols.
- Use short URLs that contain relevant keywords related to the page content.



Strategies, cont.

More strategies to improve your SEO:

- **Optimize Meta Description:** A short, descriptive summary of the content of a web page.
 - Learn more:
 - www.seobility.net/en/blog/meta-descriptions/
 - <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- **Optimize Page Elements:**
 - Clean, descriptive URLs
 - Avoid using lengthy URLs with random numbers or symbols.
- **Hire a professional (\$\$\$-\$\$\$\$):**
 - If it's in your budget, hiring a professional would still be the best option.
 - One-time consult or a monthly maintenance fee.

Homework:

Check your Meta description, page links and titles to see if anything needs to be optimized or outsource.



Strategies, cont.

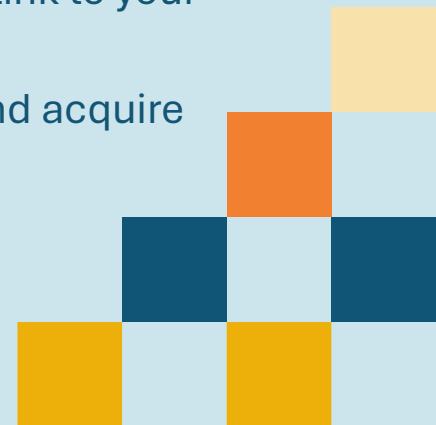
➤ Link to external content

- Connect search engines to your site via popular links that rank high on search engines.
 - Link to a popular health article somewhere on your website.

➤ **High-Quality Backlinks:** A link from another website that leads to your website.

For example: Your local health department lists your website as a resource.

- Make this a priority in your optimization strategy! These links let search engines know that your website is reputable and trustworthy.
- Reach out to your local government and businesses to ask if they would link to your site.
- Consider guest posting on relevant blogs or websites to gain exposure and acquire valuable backlinks.
- Quality over quantity.



Strategies, cont.

Online business searches made by consumers:

A study conducted in 2019 by *Bright Local* found that:

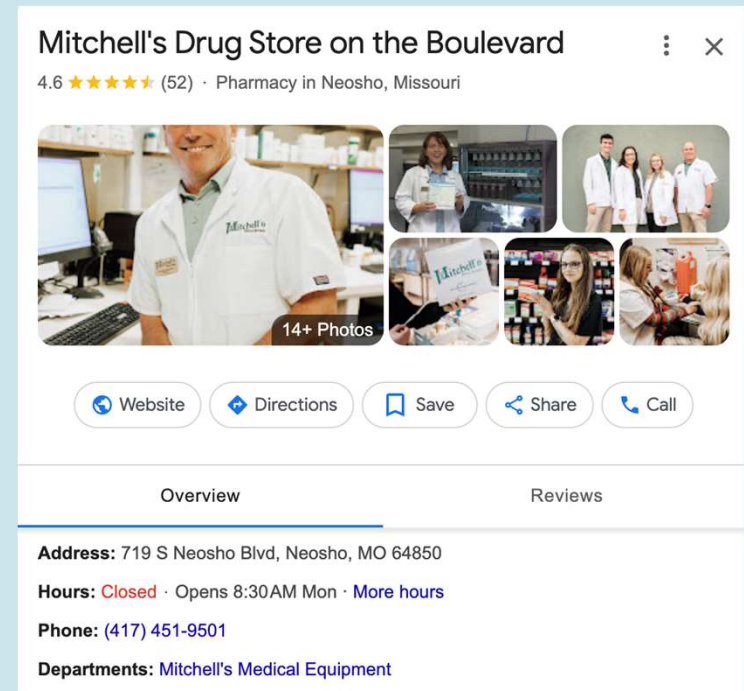
- **90%** of consumers find local businesses through internet searches.
- **33%** of those people say they are looking for businesses online nearly every day.
- **82%** of consumers read online reviews for local businesses.
- An average consumer reads about **10 reviews** before they decide to give a business a chance.



Strategies, cont.

Google My Business

- Do you have a Google My Business (GMB) profile?
 - Learn how to set up your profile at: www.google.com/intl/en_us/business/
- Benefits:
 - Increases exposure and gives viewers a preview of what's on your website.
 - Easy access to essential information.
 - Boosts traffic to your website.
 - Increases likelihood of reviews.
 - Gives you detailed insights about your business performance and SEO.
 - Improve ranking in Google.
 - Your accounts get you access to free marketing materials.

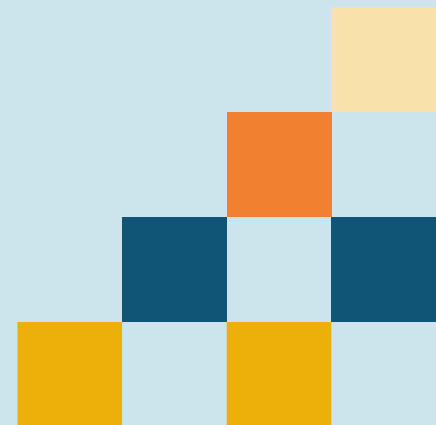


Strategies, cont.

Google My Business


- If you have a profile, make sure everything is up to date:
 - Email address
 - Address
 - Hours of operation (holiday hours)
 - Services listed
- Google reviews
 - Respond to current reviews, good AND bad.
 - Ask your patients to submit google reviews.
 - [Click here to learn how.](#)
- Add pictures of your pharmacy and employees.

Homework:
Set up a google profile
or check and update
current profile.



Google Business Profiles

Overview Reviews Photos By owner Ab



CALL DIRECTIONS SHARE WEBSITE

8988 Lorton Station Blvd STE 102, Lorton, VA 22079
1.6 mi

Located in: [Lorton Station Town Center](#)

Saturday	9AM-3PM
Sunday	11 AM-2 PM
Monday	9AM-6 PM
Tuesday	9AM-6 PM
Wednesday	9AM-6 PM
Thursday	9AM-6 PM
Friday	9AM-6 PM

K C Pharmacy

4.7 ★ (100) · Pharmacy in Lorton, Virginia · Closed

Overview Reviews Photos By owner About

Highlights

Identifies as women-owned

From the business

- Identifies as women-owned
- Small business

Service options

- Delivery
- In-store pickup
- Onsite services
- Same-day delivery

Accessibility

- Wheelchair accessible entrance
- Wheelchair accessible parking lot

Planning

- Quick visit

Overview Reviews Photos By owner Ab

Google review summary

4.7 ★★★★★ (100)

Rate and Review on Google

★ ★ ★ ★ ★

Reviews

All delivery 8 insurance 7 name 5 feeling 4 +3

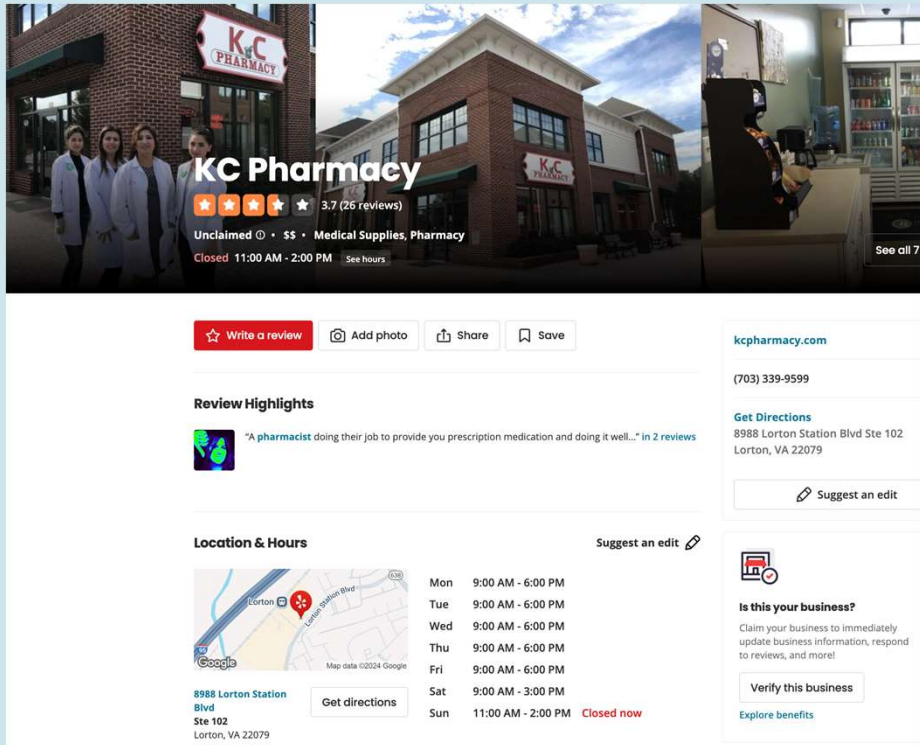
Sort by Most relevant Newest Highest Lowest

Alexia Gordon
Local Guide · 25 reviews · 6 photos
★★★★★ a week ago **NEW**

It's so nice to be able to call a pharmacy and not be put on hold for 20 minutes and to be able to talk to a real person instead of a bot. Bonus: KC Pharmacy actually cares whether you get your prescriptions filled (unlike certain ... [More](#)

Overview Reviews Photos By owner Ab





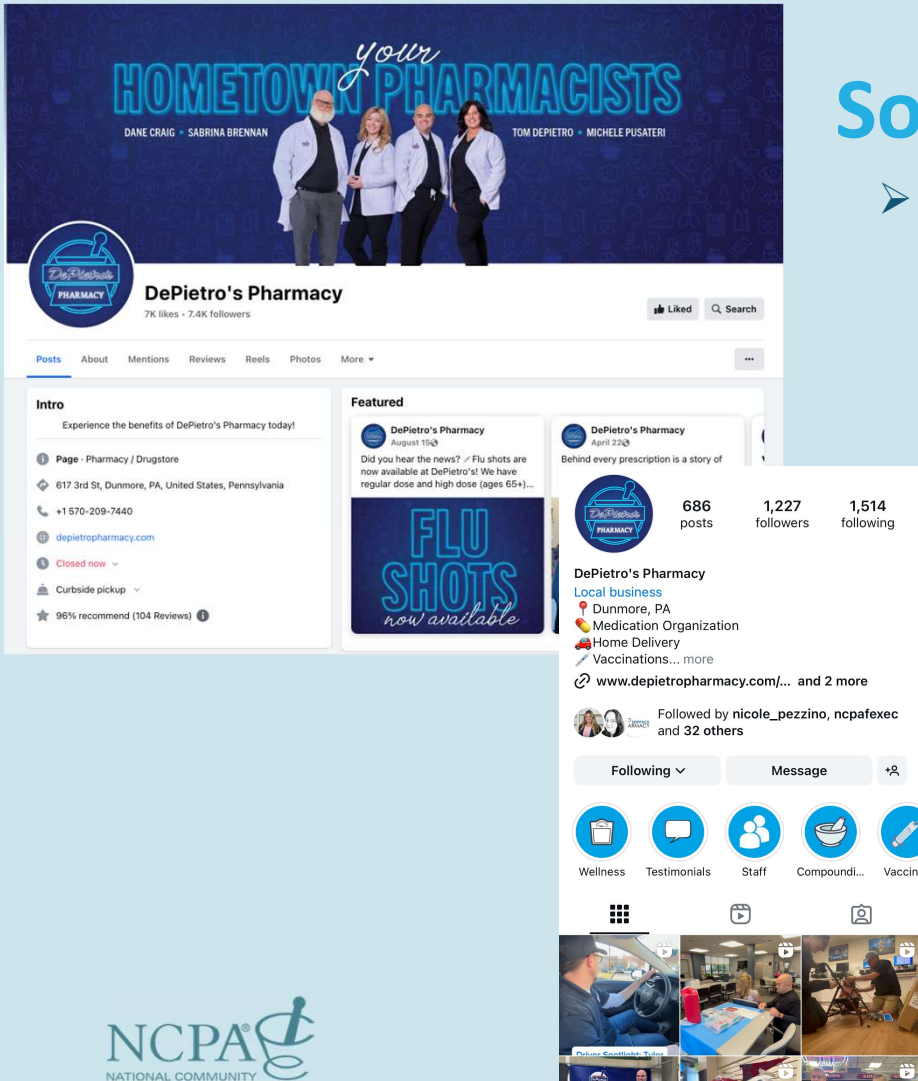
Yelp:

➤ Yelp is another avenue similar to Google My Business.

You can:

- List helpful business information
- Collect reviews
 - Get referrals when consumers search.
- Additional backlink
- Boost visibility

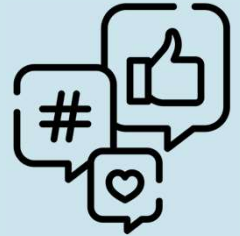
Homework:
Learn how to set up a Yelp page and advertise.



Social Media

➤ Why is social media important:

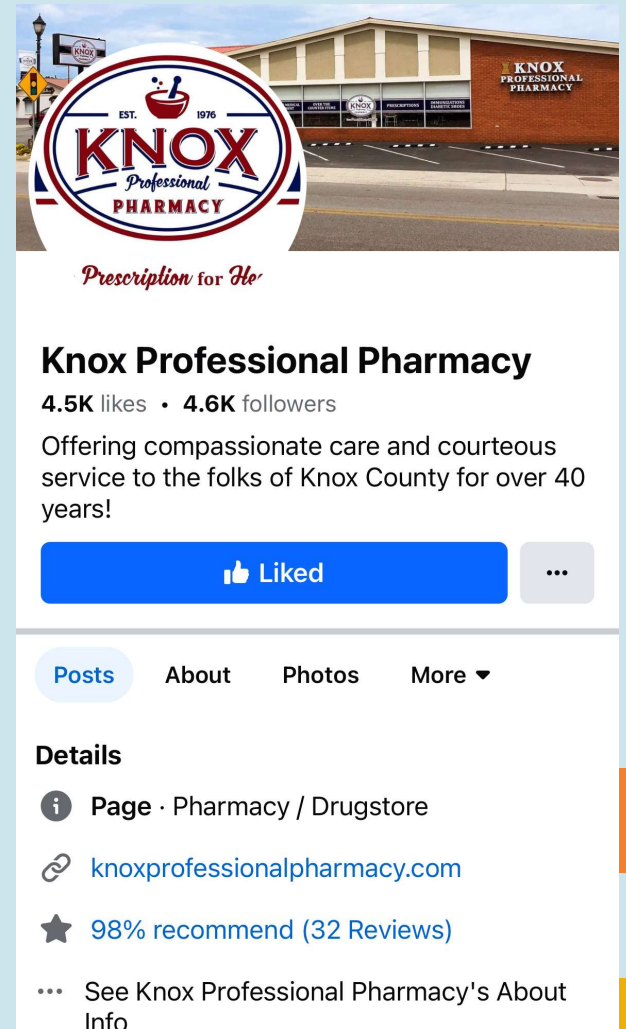
- Another avenue to your website.
- A different type of interaction with the community.
 - More interactive than your website.
 - You can share day-to-day events and activities.
 - You can answer questions or engage in other ways.
- Build your brand
- Share more time-sensitive information.
- Expand your marketing platforms.
- Potential customers notice when you *don't* have it.



Social Media, cont.

➤ Platform overview: Facebook

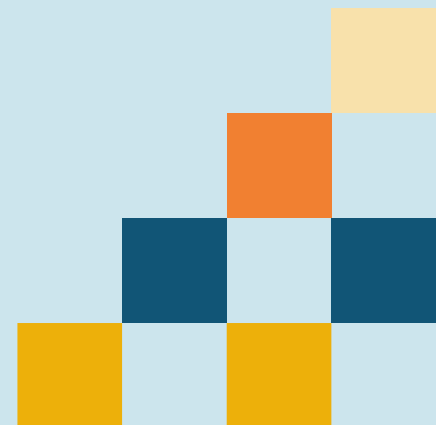
- Use broken out by age:
 - **75%** of Americans aged 30-49
 - **63%** of American ages 12+
 - **69%** of Americans ages 50 to 64
 - **58%** of Americans ages 65+
- It's set up more like a website.
- Can easily share time-sensitive and evergreen information and reach a large audience.
- Can list and promote events.
- Tip: Post regularly, 3-5x per week.



Social Media, cont.

➤ Platform overview: Instagram

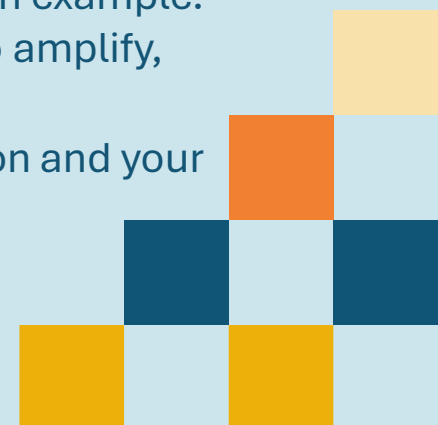
- Most used platform globally by **12- to 34-year-olds**.
 - Use in America broken out by age:
 - **59%** ages 13 to 17
 - **79%** ages 18 to 29
 - **59%** ages 30 to 49
 - **35%** ages 50 to 64
- Gives you an opportunity to use a different voice and reach a different audience.
 - Dominated by photos, video/reels, etc.
 - Minimal graphics
- Another avenue to your website.
- Tip: Post regularly (3-5x per week).



Social Media, cont.

➤ Consistency & Branding across all platforms:

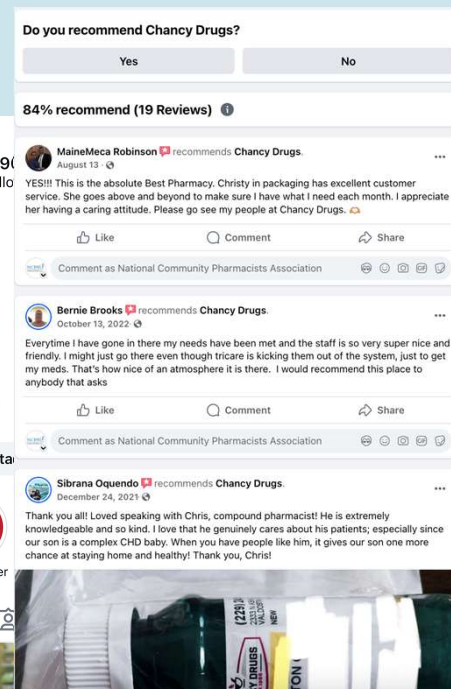
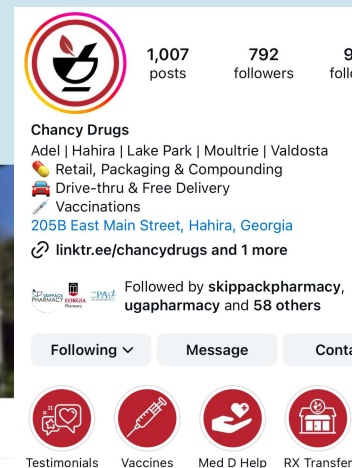
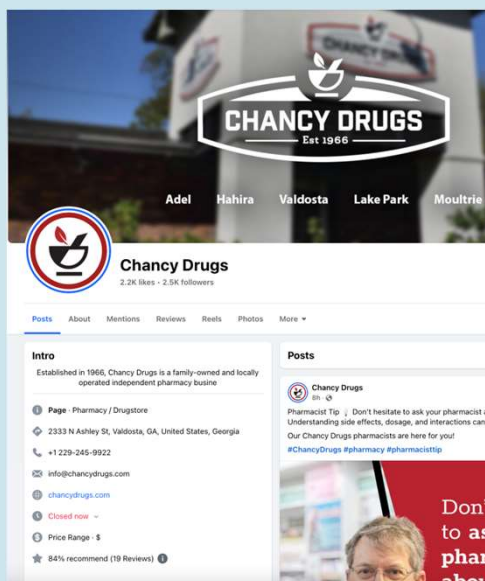
- **Brand Uniformity:** Use a generic template with consistent branding, including logos on all marketing materials.
- **Streamlined Approach:** Keep marketing efforts short, straightforward, and aligned with your brand identity.
- **Consistent Messaging:** Ensure consistent branding and messaging across all channels for a seamless customer experience.
 - Use the same language across platforms. *I.e. Vaccine or Immunization.*
 - Decide on a policy: Do's and don'ts for your social media. Here's an example. You see a social media post from a local business that you want to amplify, do you:
 - Reshare their post OR create your own post with the information and your logo and tag them.
 - Neither is right or wrong, you just need to decide.



Social Media, cont.

➤ Setting up your business accounts:

- Are your graphics and images sized correctly?
- Is your branding consistent across all platforms?
- Are your *About* and *Intro* sections complete?
- Is your page active or was your last post 3 years ago?
- Have you responded to reviews?
- Have you responded to direct messages on Facebook and Instagram?



Homework:

Do you have business accounts set up?
If so, check for updates. If not, set one up.

Social Media Tips

➤ Who is your customer?

Not just your current customer, the one you'd like to reach.

- Who is in your community?
 - Look up your community's demographics.

- Write out:

- **Your consumer's point of view (POV):**

Define the problems each audience is facing and what the ideal solution would be.

- **Create a unique value proposition (UVP):**

The very specific problem/need your target persona has and how and why you are the best solution. This statement should illustrate that you *get them*, and it will be what separates you from the pack.



Homework:

Do a little research and answer these questions.

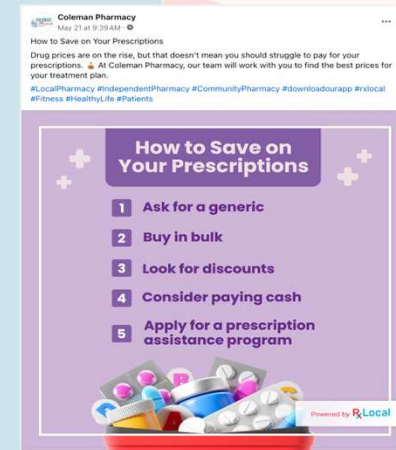
Social Media Tips, cont.

➤ Educate your audience:

- Do they know you don't just count pills? What services do you offer?
- Post helpful tips.
- Seasonal information, deals, front-end specials, etc.

➤ Build Brand Loyalty with:

- Patient testimonials.
- Fun, create engaging content:
 - Dogs in the drive-through
 - Stories about how you've been able to help people your community
- Feature local business partnerships like products in your front-end from a local vendor.
- Community involvement and events.



Homework:
Write a post for each prompt.

Social Media Tips, cont.

- **Create a regular cadence of posts in advance social media platform or paid scheduler.**
 - Tag other businesses, people, or pages in your posts whenever possible! This will help expand the reach of your post to a larger audience and grow your followers.
 - Share your posts to local FB groups.
 - For example, a neighborhood group.

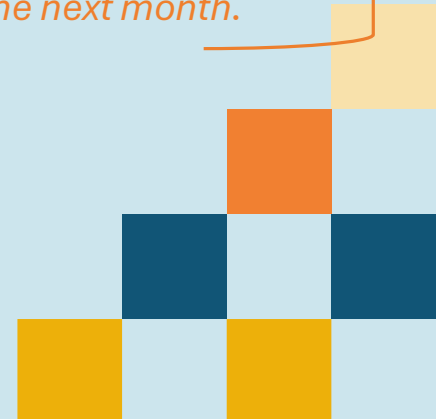
Goal: Three posts per week at a minimum, with varied messaging new and current costumers.

Walberg Family Pharmacies
23 minutes ago · 🌐

Ida Menold, managing pharmacist at Greenville Pharmacy, used her Volunteer Time Off (VTO) at Greenville Elementary School for their Track and Field Day! She was in charge of "Doctor Dodgeball" and 9 Square.

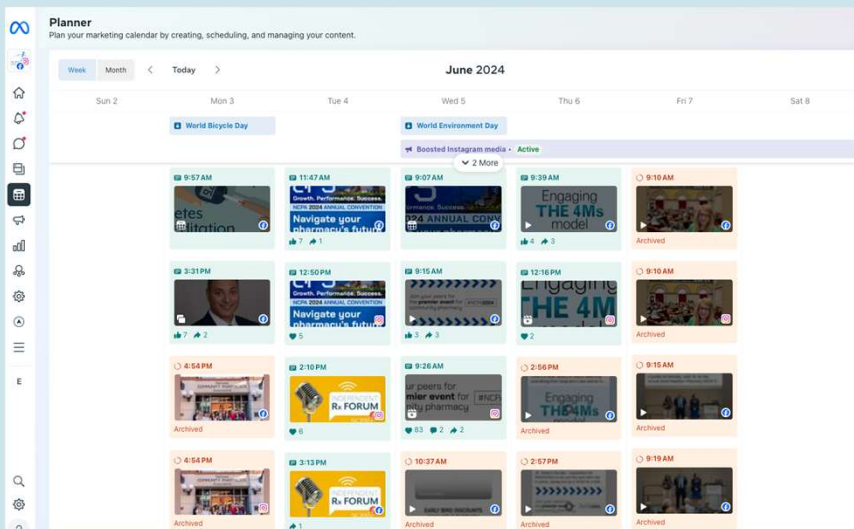


Homework:
*Schedule three posts per week
for the next month.*

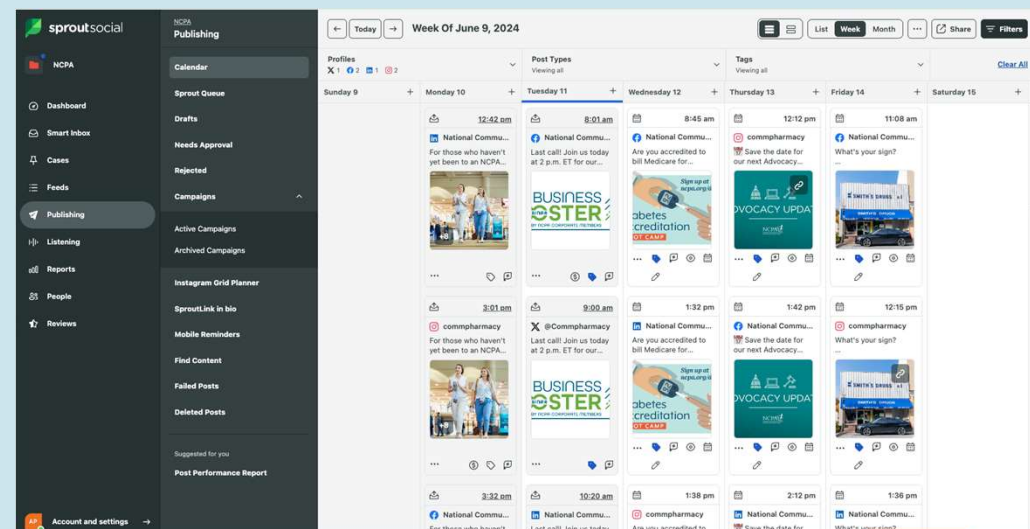


Scheduling Social Media

- Meta Scheduler



- Paid Subscription



Measure Effectiveness and Return on Investment:



Facebook

- Total followers
- Posts per week
- Click-through rates



Instagram

- Total followers
- Posts per week
- Click-through rates



Website

- Website visits
- Conversions

META BUSINESS SUITE:

Create, manage and track the performance of your ads across Facebook and Instagram in one place.

- Scan the QR code or click the link to learn how.

https://bit.ly/NCPA_Meta



Scan me

Measuring Effectiveness of Social Media



Reach

- Increased traffic to your website.
- Number of unique visitors and total clicks.



Engagement Rate

- Comments, sharing, liking, etc.
- Industry Average: 1%-3%



Click-Through Rate:

- Users clicking on the links in your posts.
- Industry standard: 1%



Channel Growth:

- Overall number of followers.

How do you know if your social media posts are effective?

**Measure your:
key performance
indicators (KPIs).**



Contact Information

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Director of Marketing

National Community Pharmacists
Association

Questions?