



GPS



NCPA<sup>®</sup>  
NATIONAL COMMUNITY  
PHARMACISTS ASSOCIATION

**Growth. Performance. Success.**

**2024 ANNUAL CONVENTION**



# Lights, Camera, Action: Top Tips for Demystifying Video Marketing

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**NCPA 2024 Annual Convention and Expo**  
Columbus, Ohio

# Speaker



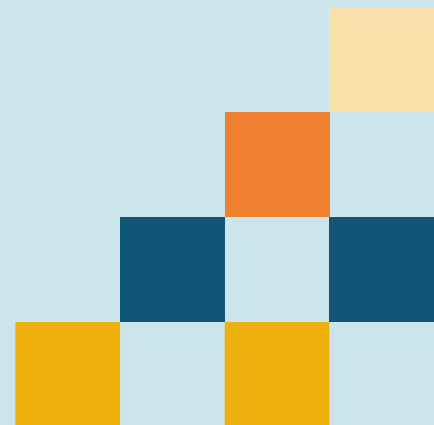
**Vince Bellitti**

Owner and Business Manager

HB Pharmacy

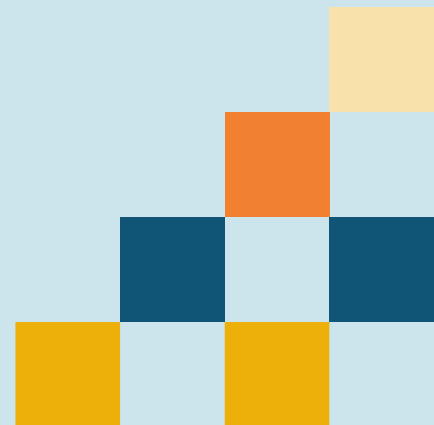
# Disclosure Statement

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

1. Review different types of video marketing and when it makes the most sense to use each.
2. Discuss strategies to simplify video marketing planning and establish a consistent online presence.
3. Identify opportunities for incorporating pharmacy team members in video marketing efforts.



# North Arlington, NJ Pharmacy Market

## Town Demographics / Setting

- **Size:** ~16,000 people
- **Location:** 7 miles from Manhattan
- **Vibe:** More city than suburb, middle class
- **Patient Mix:** Average retail mix of Commercial, Medicare, Medicaid patients
- **Patient Concentration:** Retail patients are nearby in our delivery radius (about 5 miles)

## Nearby Pharmacies

- Independent #1 – 0.1 miles
- Independent #2 (Coming Soon) – 0.6 miles
- Independent #3 – 1.1 miles
- Independent #4 – 1.1 miles
- Independent #5 – 1.4 miles
- Independent #6 – 3.4 miles
- CVS #1 – 0.8 miles
- CVS #2 – 1 mile
- CVS #3 – 2.4 miles
- Walgreens #1 – 3 miles

# HB Pharmacy: Then and Now

1964



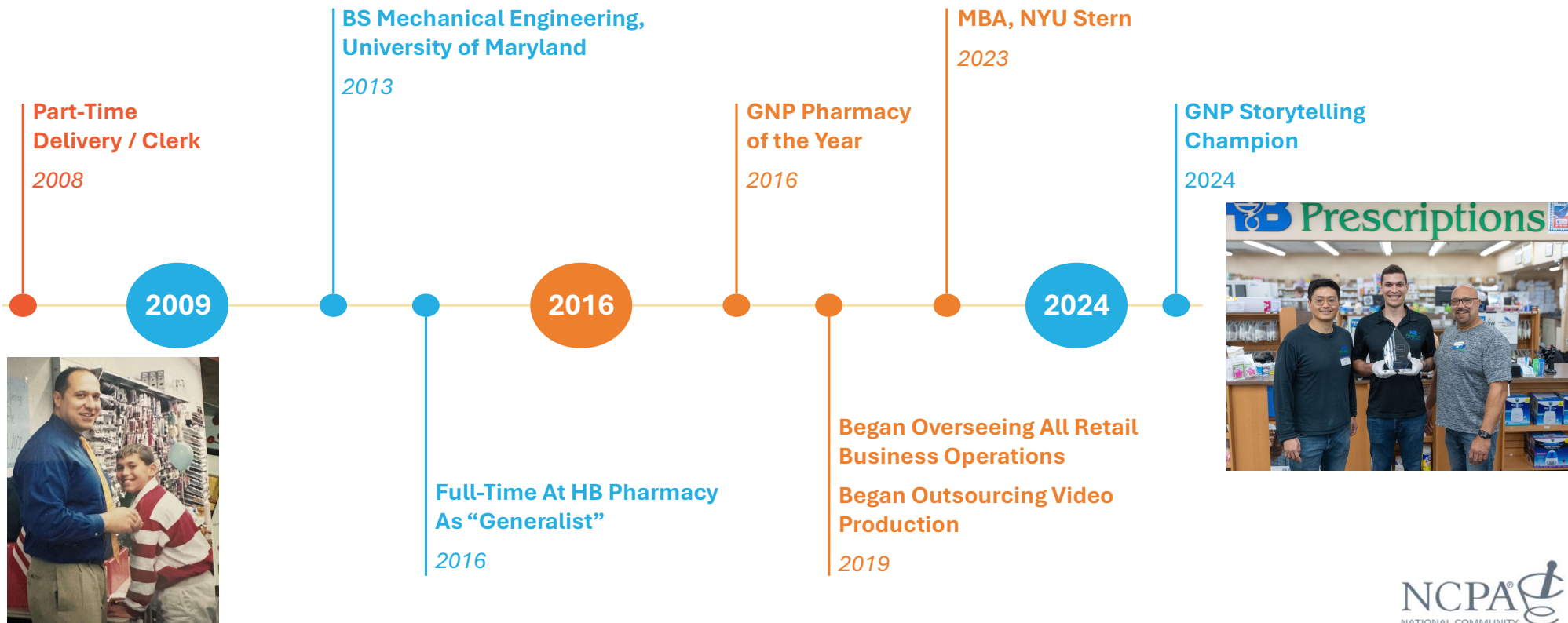
John and Gaspar Bellitti

2024



James Park, John and Vince Bellitti

# Vince's Story At HB Pharmacy





# The Most Important Step – START!!!!



“Instructional” Video – May 2016

- When I started using video in 2016, I had ZERO video experience and background.
- We just started trying and learned as we went.
- We’ve been doing this for 8 years now and explored many different types of videos.
- We are still learning and improving!

# HB Pharmacy's Video Results

## Last 90 Days

facebook

All Posts Stories Reels **Videos** Live

Minutes viewed ⓘ

14h 7m ↓ 12.8%

Interactions ⓘ

581 ↑ 114.4%

YouTube

Views

22.4K ↑










25% more than previous 90 days

Watch time (hours)

770.2 ↑

12% more than previous 90 days

## Top Viewed on YouTube

Content	Views ↓	Watch time (hours)
 1:37 How to use your Topi-Pump	29,954 19.3%	358.8 8.8%
 4:41 How to use your Neti Pot	28,473 18.4%	979.7 24.0%
 2:24 Injecting Enoxaparin	24,905 16.1%	530.7 13.0%
 3:15 How to administer a subcutaneous injection from a vial	10,194 6.6%	246.8 6.0%
 20:43 Autoimmune Disease & Low Dose Naltrexone (LDN)	7,344 4.7%	705.0 17.3%
 2:33 Using Your Nasal Atomizer For Midazolam	7,294 4.7%	159.4 3.9%
 1:32 Choosing The Right Heartburn OTC Medication	5,637 3.6%	101.0 2.5%
 2:52 Supplement Spotlight: Zinc 20mg	5,453 3.5%	76.2 1.9%
 2:54 How to use your Topi-CLICK Perl® Vaginal Dosing Kit	4,452 2.9%	131.6 3.2%

# Video Marketing Is NOT Selling!!!

“Humanize” Staff



“Behind the Scenes”



Using Video For More Than “Promotion”

Meet Patients At Home

HB PHARMACY PRESENTS  
**HOW TO ADMINISTER A SUBCUTANEOUS INJECTION FROM A VIAL**



Establish Credibility



# Choosing A Video Length Based On Video Type

Video Type	Short Form <1 min	Medium Form 1-4 mins	Long Form 5 – 10 mins	Podcast 10+ mins	Live Varies
Product / Services Promotion	●	●	●	●	●
“How To...”	●	●	●	●	●
General Pharmacy Updates	●	●	●	●	●
Funny / “Get To Know Us”	●	●	●	●	●
Pharmacist Recommendations	●	●	●	●	●
Patient or Provider Education	●	●	●	●	●

● Go for it!    
 ● Could work!    
 ● Eh maybe not

# Keeping It Simple And Manageable

## Must Haves

- COMMITMENT – make it a priority!
- Cell phone with camera
- Location with natural lighting
  - Switch up the scenery if you can!
- Social media accounts
- Buy in from your staff

## Nice To Haves

- Tripod for a phone
- Lights or a special filming location
- Editing software for extra effects, thumbnails, etc.
- “Cross posting” software
- Outsource production / posting to a professional if you can afford it

# How To Make It Happen

## CREATE VERSATILE VIDEOS

- Film content you can post on all sites
  - <60 secs
- Evergreen content
  - How to \_\_\_\_\_
- Social posts, texts to patients, QR codes

## ASSIGN A LEADER

- Accountability
- Manage the calendar
- Recruit younger employees
- Pharmacy students and those wanting internships can get involved!

## Prior Planning Prevents Poor Performance

## BUILD A CALENDAR

- Consistency > Perfection
  - 1 video / RPh / month
- Bake in time for scripting as needed
- Plan a month ahead
- Staff accordingly
- When busy, turn the dial back, not off

## CHOOSE EASY TOPICS

- Common questions at the counter
- Hot topics
- Stay in your comfort zone
  - Photos work too
- Play to your passions
- Share birthdays, etc.

# Summary of Best Practices

- Keep it simple
  - Forget algorithms and fancy equipment
- Consistency > perfection
  - Make it a priority and a schedule
  - When busy, turn down don't turn off - not an "all or nothing" game!
- Play to your strengths
  - Long form vs. short form vs. live
  - Utilize topics you know well



# Summary of Best Practices

- Get staff involved
  - Build accountability and ownership
  - Stick to "comfort zones"
  - Anyone need a “marketing internship”?
  - Pharmacy students?
- It’s not selling – it’s storytelling
  - Focus on sharing your staff and talk about your “why”
  - Share how you’ve helped others – they’ll sell for you!





# Brainstorming Session



- What are some topics you can film about RIGHT NOW?
- Who are some local businesses or practitioners you can collaborate with on videos?
- Any brave volunteers to film a quick video as an example?

Questions?



# Contact Information

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