

# TOP TIPS FOR PHARMACY MARKETING

## 01 DEVELOP A BUDGET

Marketing is an investment - not an expense! Consider investing 1% of your total sales in marketing. Up to 3% can be justified depending on goals!



## USE INFLUENCERS 02

Look around at your hometown heroes who have strong social media followings. Team up on a product or service that makes sense and amplify your message.

## 03 PICK YOUR PRESENCE

Don't wear yourself thin by attempting to have a presence on every platform coming and going. Determine where your target audience hangs out and meet them there!



## GIVE IT AWAY 04

Giving stuff away can pay off big! Routinely spark engagement with social media giveaways. Free product samples can lead to lifelong customers.

## 05 PRIORITIZE YOUR ON-HOLD MUSIC

Being put on hold is just a regular part of business, but don't lull them to sleep with orchestra music! Record personalized messaging yourself and listen to the questions roll in.



## ABOUT THAT WEBSITE HEADER... 06

You only get FIVE SECONDS to make an impression when someone visits your website. Use it wisely and let them see what sets you apart!

## 07 SHOW YOUR FACE

Don't hide! Showing your face, preferably your smiling face, builds trust and familiarity before a patient ever walks into your store. People do business with people.



## EDUCATE 08

Not every effort needs to sell. Provide value to your audience through education and position yourself as a subject-matter expert. Sales will come.

