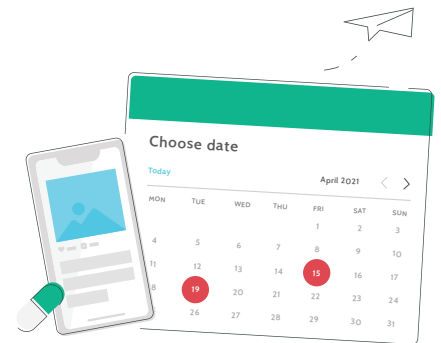


Creating a **Digital Marketing Plan** for Your Pharmacy

In today's world, a robust online presence is essential for the success of any business, including pharmacies. A well-thought-out digital marketing plan can significantly impact your pharmacy's visibility, customer engagement, and overall success.



This step-by-step guide will walk you through the essential steps to create an effective digital marketing strategy tailored to your pharmacy's unique needs.

1

Understand Your Patient Demographics

To kickstart your digital marketing plan, it's crucial to identify and understand your target audience. Collect demographic information such as age, gender, location, and preferences. This will determine what products and services you should prioritize promoting in the next year and which online channels you should use to do it.

You will also want to take into account the health needs of both your existing patients and your local community to tailor your strategy accordingly. For example, if you have a large number of patients with a certain chronic condition, you might want to plan to get involved in a [health awareness initiative](#) that will provide them with education on their condition. Or, if there is a gap in care your community is experiencing, promoting a [clinical service](#) that can help meet that need will help expand your patient base.

2

Examine Your Data & Analytics

Review your pharmacy's sales data in your POS system, and evaluate your customer feedback, as well as website/social media analytics. This information will help you determine popular products and services, as well as successful and unsuccessful strategies. Use these data-driven insights to guide your marketing priorities for the upcoming year, ensuring effective resource allocation.

3

Establish Your Marketing Goals

Set Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) goals for your digital marketing plan. Examples include increasing online prescription refills by 20% in six months or growing social media followers by 15% in three months. Clearly defined goals provide direction and a benchmark for success.



You will also want to take into account what your pharmacy's goals are outside of marketing. Are you adding a new service this year? Are you expanding your supplement offerings? Make sure that your marketing efforts align with your bigger-picture business goals.

4

Determine Your Budget

Allocate your digital marketing budget wisely, considering expenses for website maintenance, social media advertising, content creation, and digital marketing tools. Strive for a balanced approach, incorporating both paid and organic strategies to maximize results.

5

Analyze Your Competitors

Identify key competitors in your pharmacy's area. Analyze their online presence, marketing strategies, and customer engagement. This analysis will help you identify opportunities for improvement and areas where you can differentiate your pharmacy.

Set your pharmacy apart by promoting the unique products or services that you offer that competitors lack. Emphasize your strengths in your marketing messages, clearly communicating the value you provide to customers.

6

Refresh Your Pharmacy Website

Having an up-to-date and informative [pharmacy website](#) is crucial for search engine optimization (SEO) and helping potential patients find you online, but it is also imperative to the success of your digital marketing campaigns. Great social media campaigns can immensely boost your website traffic (which we will get to in the next step) but in order for those campaigns to convert traffic into customers, it's crucial to make sure your website lays that foundation for success.

Here are a few tips to help your website convert visitors into customers:

- Think about your audience and how to create webpages that answer the questions that brought them to your website in the first place.
- Use strong call-to-action buttons in prominent places, like a "Contact Us" button on your home page.
- Display testimonials and reviews from current customers around your site.
- Add landing pages for specific offerings and seasonal products that you can link to from social media posts and pages.

7

Improve Your Online Presence

Getting your pharmacy website refreshed and up-to-date is an excellent start, but in this day and age, you need more than a website to stand out from the competition online. Below are some of the mediums you will want to consider prioritizing in your pharmacy's digital marketing plan.



Pharmacy Reviews

Over 90% of consumers say that online reviews impact their buying decisions. Therefore [managing your pharmacy's online reputation](#) is a crucial part of attracting new customers – and making sure you aren't turning customers away. Reviews that mention your products and services can also boost your position in search results for those keywords.



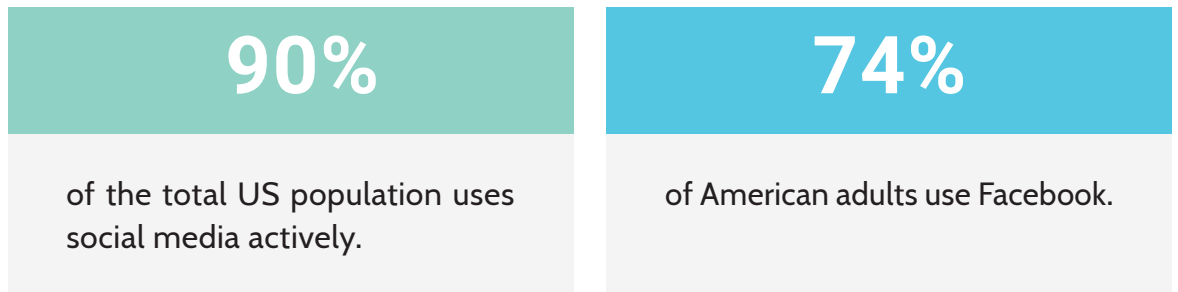
Google My Business

[Google Business Profile](#) is a free Google tool that lets you manage your business information and impacts how your pharmacy appears in search results and on Google Maps. Be sure to designate some time to make sure your basic information is up-to-date and pre-set your store hours for holidays throughout the year.

Having a profile that is complete and correct is great...but let's take it a step further! Write a compelling and keyword-rich pharmacy description that mentions the products and services that you want to be more visible for online. Add in high-quality images of your pharmacy (both interior and exterior) and be sure to highlight your FOH offerings in those photos. You might even consider setting reminders to check your profile quarterly to ensure it aligns with your seasonal campaigns or new offerings you have added.



Organic Social Media Posts



Source: [demandsage.com](https://www.demandsage.com)

Choose social media platforms based on your existing patient demographics as well as your target audience for unique products and services that your pharmacy offers. Share valuable health tips, and updates, and engage with your followers to position your pharmacy as a trusted source for your community's health needs – beyond just filling prescriptions.

Organic social posts are a cost-free opportunity to share genuine moments at your pharmacy. While the use of stock imagery can be convenient at times, actual photos of your store and team will resonate more with your community and can help patients and potential patients develop a personal connection with your pharmacy before they even step foot in the door.

Additionally, in the era of [AI language models](#) – which can be a great tool to help you generate ideas for content and draft posts – it's imperative to have a unique voice. If you do leverage AI for your posts, make sure to fact-check your content and add your own voice that is authentic and on-brand.



Paid Social Media Marketing

Social media platforms gather and store demographic information, so when you want to create an ad for your pharmacy, you can easily focus on targeting a specific patient persona that you have established for your pharmacy. That way, you only spend money reaching those most likely to become new customers.

[Paid social media advertisements](#) can make your pharmacy brand more visible online, attracting new visitors to your website and encouraging them to follow you on social media. If expanding your patient base or implementing new services is a priority for your pharmacy in the coming years, paid ads might be something you should budget for accordingly so you can increase your visibility quickly for relatively low costs.

Regardless of which online channels you choose to prioritize, you want to make sure that you are visible online to your target audience first and foremost. It is also imperative to make sure that all of your branding and messaging on your digital campaigns align with your other [pharmacy advertising](#) and communications – such as your [IVR messaging](#) – so that all of your pharmacy's marketing efforts are working in unison toward your goals.

8

Have an Execution Plan

Planning out your marketing efforts is great, but if the plan doesn't get followed through with, then it means nothing. Make sure you have the tools in place and the support you need to implement your plan and meet your goals.



Create a Schedule

Develop a content calendar to ensure regular updates on social media and your website. Consistency over frequency is important to keep your audience engaged, so don't over-commit to a posting schedule that you can't maintain. There are many [social media scheduling tools](#) to streamline your posting process by enabling you to schedule your social posts at times that are convenient for you or your team.



Designate a "Marketing Champion"

Appoint a team member to champion your digital marketing efforts. This will look different depending on the size of your pharmacy and your marketing strategy. Some pharmacies may have a team member who specializes in marketing and handles digital marketing efforts in-house, or in some cases, it might be a pharmacy's front-end champion who coordinates with their pharmacy's digital marketing service provider to [promote OTC items](#) they are focused on. What's important is that someone is staying on top of it and making sure that your marketing plans are being executed and goals are being met.

9

Track & Measure Success

Metrics are essential for businesses to monitor and analyze specific processes or actions, aiding in the assessment of pharmacy health and marketing efficacy. Common pharmacy website metrics include unique visitors (first-time visitors), average time on page, session length, and traffic source.

These metrics extend to other marketing efforts, such as social media and ads. [Google Analytics](#), a widely used free tool, facilitates comprehensive website data measurement and integrates seamlessly with Google Ads for ad campaign tracking.

Be sure that you (or the "champion" you delegate) review these analytics so adjustments can be made to your strategy to keep your pharmacy visible online as the digital landscape continues to evolve and ensure your pharmacy is well-positioned for success now and in the future.

Still not sure where to begin with creating or implementing your digital marketing plan? Our Digital Marketing Specialists are here to help with best practices, easy-to-implement strategies, or services that can do all the work for you.

[Get in touch today](#) to learn more!

877-959-7550

connect@digitalpharmacist.com

digitalpharmacist.com