



Marketing 101

Essential Strategies for Pharmacies

Presented by Kelly Bailey from GRX Marketing

Agenda

- Who we are
- Importance of Marketing
- 5 Steps of Marketing
 - Research
 - Identity
 - Planning
 - Execution
 - Analysis

GRX Marketing

Founded in 2010, GRX Marketing was created to fill a vital gap in the market — providing independent pharmacies with creative, affordable marketing support.

Our team of 15 brings strategic insight and deep industry experience, serving as a trusted partner committed to helping independent pharmacy owners grow and succeed.



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Importance of Marketing

"A man who stops advertising to save money is like a man who stops a clock to save time." – Henry Ford

Marketing is an investment into your business; not an expense.

Your competitors NEVER stop trying to take your patients – you need to be doing something to be seen and heard.

Importance of Marketing for Pharmacies

Independent pharmacies face steep competition (chains, mail-order, and other independents). Marketing can keep you top of mind and help you stand out.

Marketing can help you understand your desired target audience within your community, allowing you to develop an effective plan.

Marketing is so much more than promotion. It's about building trust, loyalty, and local relationships.



How will you break through the clutter without a plan?

On average, a person sees an estimated 4,000 – 10,000 ads per day through traditional and digital media.



Step 1 - Research

Look before you leap.

Research Your Market

- Patients' demographics
- Community healthcare struggles/needs
- Local providers/facilities



Source: Freepik

Define Your Audience(s)

- Seniors & Medicare patients
- Patients with chronic conditions
- Families & Caregivers
- Specialty or Niche Patients
- Long Term Care facilities

Which are the most prevalent audience(s)?

Which audience(s) are underserved in your community?



Step 2 - Identity

Solidify your brand identity.

Branding Guidelines

- Create visual brand identity that cuts through the clutter.
 - *Name, logo, colors, and messaging should reflect the pharmacy's identity and target audience*
 - *Consistency across signage, website, social, and print materials builds credibility. **Do not deviate.***



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Voice & Messaging

- Focus on your target audience and think about how you would talk to them.
 - *Seniors & Medicare patients care about personalized service, convenience, refill synchronization, help with Medicare Part D, delivery, consistency and trust.*
 - *Patients with chronic conditions care about education and adherence support, simplified medication regimens, consistent pharmacy access, medication reviews, nutrient depletion.*

Voice & Messaging

- *Families & Caregivers care about convenience, safety, clarity in communication, coordinated refills.*
- *Specialty or Niche Patients care about expertise, customized solutions, specialized services, education, consultation.*
- *Long Term Care facilities care about reliable service, compliance, clear and consistent communication, flexibility.*

Unique Selling Proposition (USP)

- How to choose the right USP
 - What do patients complain about the most with competitors?
 - What do you do consistently better than competitors?
 - What can you prove, every day, where others just promise?
- Tips
 - Combine 2-3 angles
 - Add proof points (years in business, certifications, outcomes)
 - Make it resonate emotionally

Unique Selling Proposition (USP)

Examples:

“We are deeply rooted in the community we serve. As a locally owned pharmacy, we reinvest in local health initiatives, partner with area providers, and provide education and outreach to improve public health. Our success is measured not by volume, but by healthier neighbors and stronger community connections.”

“Our pharmacy goes beyond prescriptions to support total wellness. From immunizations and screenings to nutrition advice and preventive care programs, we empower patients to take control of their health. By focusing on prevention and education, we help reduce long-term health risks and improve quality of life.”



Step 3 - Planning

A goal without a plan is just a wish.

Importance of a Marketing Plan



Keeps you on track



Helps with budgeting



Avoids last minute decisions



Better ROI tracking

Building a Marketing Plan

- **Goals:** What you would like to achieve by your deadline.
- **Strategies:** How you will do it and the reasoned argument to support your logic.
- **Tactics:** The group of actions you will take to fulfill the strategy and succeed.
- **Budget:** How much you will need to spend to achieve your overall goals.

Goals/Focus

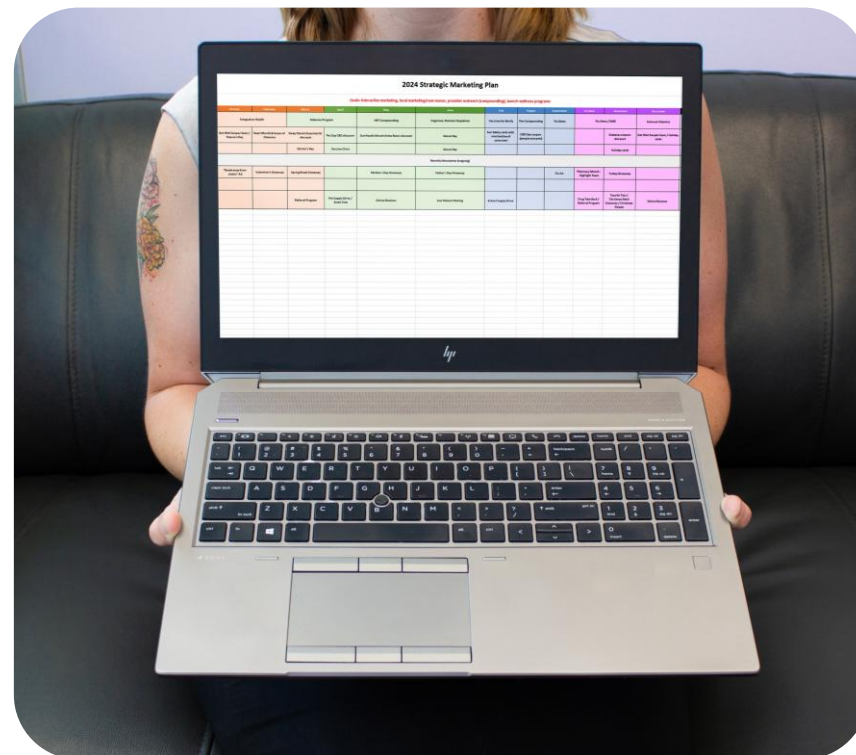
- Be specific – not just “I want new patients.”
- Focus on your differentiators
- If everything is a priority – nothing is.



Source: Freepik

Strategies

- Provide a framework that outlines the overall approach
- What high-level approaches will you take to engage with your audience and achieve your goals?



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Tactics

- What are the specific actions employed to execute each strategy?
- This includes what marketing collateral and avenues you will need to employ.



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Spending

- Recommend 1-3% of first year sales be spent on marketing. Varies by market, goals, etc.
- Leave room for surprises and unexpected shifts in strategies.
- Track ongoing campaigns and expenses monthly.
- Ad spend will vary depending on avenue, audience, and geography.



Source: Freepik

Putting it all Together

GOAL:

- Increase community awareness of the pharmacy's services by 25% within 9 months, as measured by new patient scripts, foot traffic, website traffic, and social media engagement.

STRATEGIES:

- Increase the pharmacy's visibility in the local community
- Strengthen relationships with community partners
- Enhance digital and social media presence
- Promote clinical services beyond dispensing

Putting it all Together

Strategy 1: Increase the pharmacy's visibility in the local community

Tactics:

- Participate in local health fairs, farmers markets, and community events.
- Sponsor a local school, sports team, or senior center program.
- Display clear exterior signage highlighting services (vaccines, MTM, testing).
- Run traditional and digital ad campaigns across a variety of platforms.
- Create patient referral program to share with families and friends.

Putting it all Together

Strategy 2: Strengthen relationships with community partners

Tactics:

- Visit local physician offices to introduce pharmacy services and provide brochures.
- Partner with senior living facilities for medication reviews or vaccine clinics.
- Collaborate with community organizations (churches, libraries) to host health talks.

Putting it all Together

Strategy 3: Enhance digital and social media presence

Tactics:

- Post weekly educational content on social media (seasonal health tips, services).
- Encourage satisfied patients to leave online reviews.
- Maintain an up-to-date Google Business profile with services, hours, and photos.
- Update website content quarterly to support SEO.
- Collect patient emails and send out monthly e-newsletters driving traffic to the website for more information.

Putting it all Together

Strategy 4: Promote clinical services beyond dispensing

Tactics:

- Run monthly service-focused campaigns both in-store and via other marketing avenues (e.g., “Vaccine Awareness Month”).
- Train staff to consistently mention at least one service during patient interactions.
- Offer limited-time promotions (e.g., free blood pressure checks).
- Develop educational materials targeted to patients and providers.

Types of Media	Budget	Media Details	January
Digital Media			
Geofencing	Budget per month	This spot is for vendor information or campaign details.	Focus for the month
Social Media Paid Advertising			
Website / SEO			
Paid Search			
Email Marketing			
Texting			
Traditional Media			
Billboard			
Radio			
Prints Ads			
Direct Mailers			
Community Outreach			
In-Store Marketing			
In-store Prints			
Exterior Signage			
Promotions / Sales			
Events			

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Step 4 - Execution

The best marketing doesn't feel like marketing.

Start Internally

- Inform staff of your goals, strategies and tactics
- Provide training and scripts to help them education/sell/promote
- Encourage them to follow on social media
- Assign one champion per strategy to review progress and provide ongoing support



Source: Freepik

Know The Rules

Healthcare is an ***incredibly*** regulated industry when it comes to advertising.

- Always include relevant disclosures/disclaimers.
- When it doubt – play it safe.



Create Valuable Content

- Solve a real problem
- Keep it relevant to your audience
- Provide insight/results not just information
- Build trust, not simply awareness
- Make it easy to digest



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Marketing Avenues

- Traditional Marketing
 - Radio
 - TV
 - Billboard
 - Direct Mailers
 - Press Releases
 - Newspaper/Print Ads
- Digital Marketing
 - Social Media
 - Website
 - Geofencing/geotargeting
 - Online Ads
 - Email
 - SEO



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Traditional - Pros

- Broad reach
- Local targeting
- Tangibility and credibility
- Direct interaction
- Easy to understand



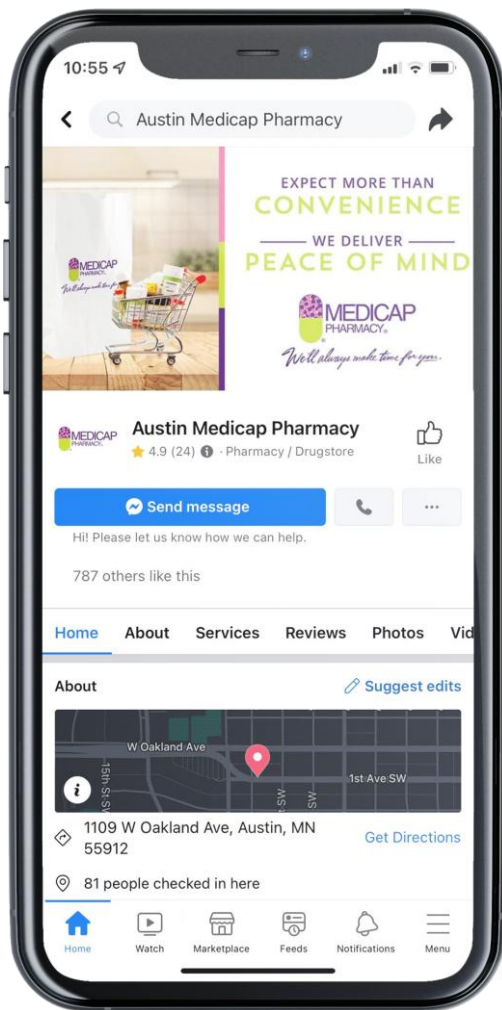
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Traditional - Cons

- High cost
- Difficulty in measurement
- Limited targeting
- Lack of flexibility
- Less engaging



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Digital - Pros

- Cost-effective
- Targeted
- Measurable
- Increased engagement
- Flexible
- Personalized



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Digital - Cons

- High competition
- Tech dependence
- Algorithm changes
- Privacy & security
- Technical skills
- Negative feedback
- Ad fatigue



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Step 5 - Analysis

Good decisions start with good data.

Measure, Learn & Adjust

- Marketing is not a 'set it and forget it' project
- Track performance across all channels (website analytics, social insights, ad reports, coupons returned, sign ups, etc.)
- Adjust your strategy based on what is working

Metrics

- Number of scripts per month
- Number of transfers in/out
- OTC sales
- Social media following
- Website traffic
- Increase in service utilization (vaccinations, MTMs, screenings)
- Digital ad metrics (impressions, clicks, CTR)
- Email open rates/unsubscribes



EDUCATIONAL RESOURCES

XGRX
MARKETING®

Call: 515-280-2914

Visit: GRXMarketing.com

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