



Pharmacy Digital Marketing 101

From Patient Discovery to Lasting Loyalty





Tiffan Clark

*Sr. Director of Customer
Operations*

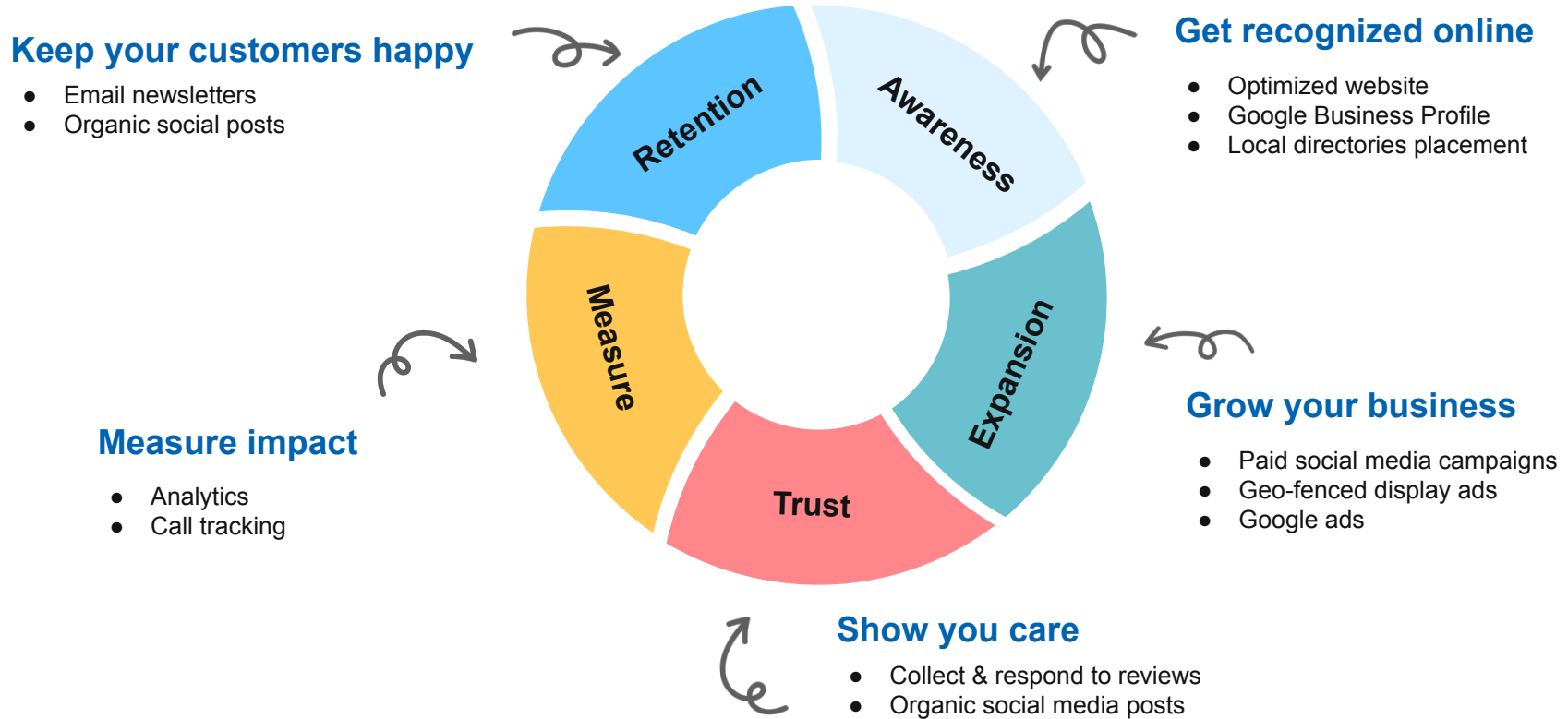


Julia VanDuren

Sr. Digital Marketing Specialist

Meet Our Presenters

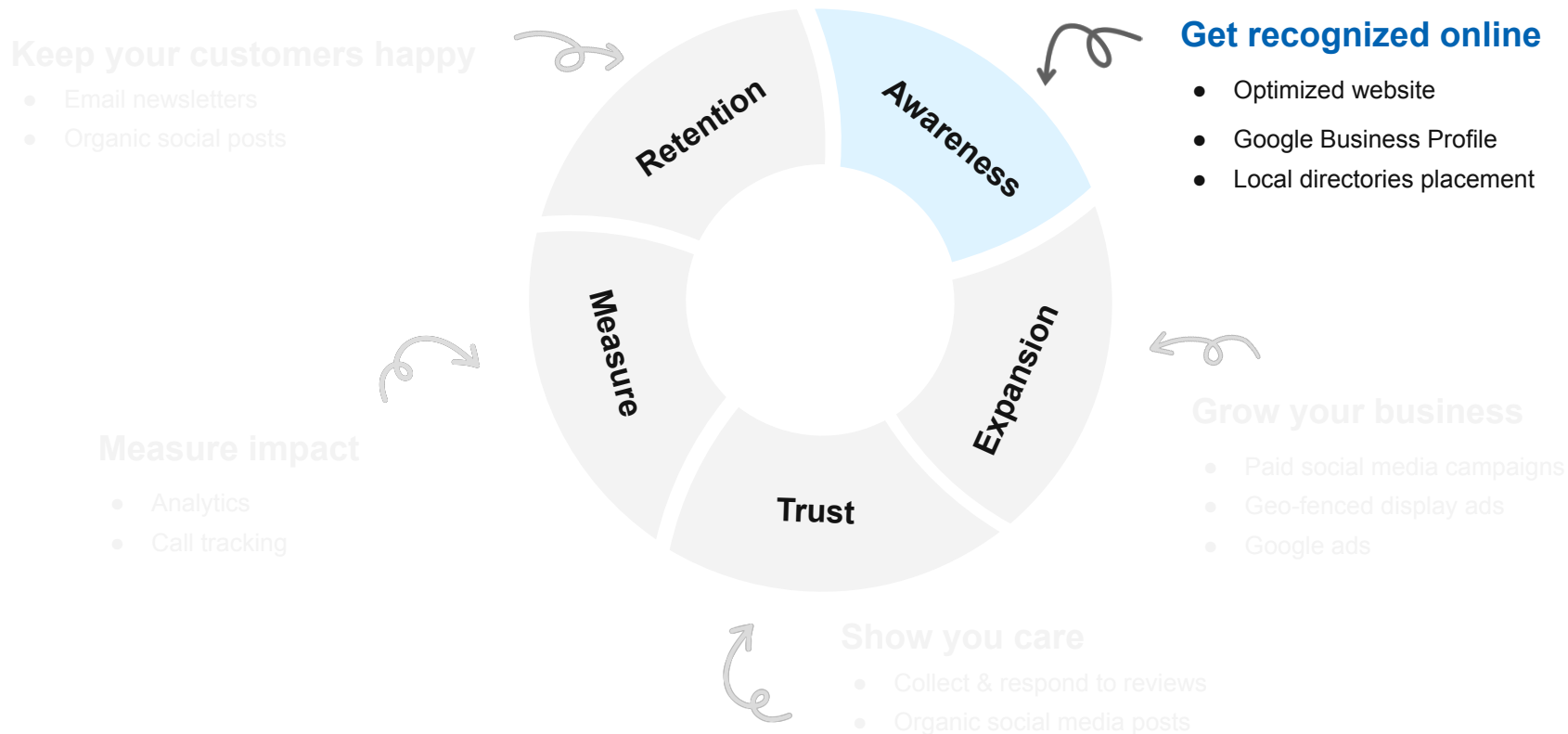
Components of a successful marketing strategy





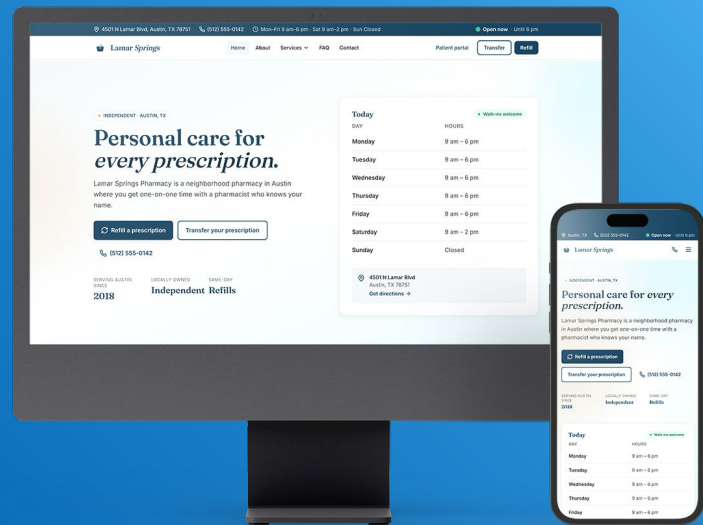
Awareness

STEP 1: Build awareness of your brand



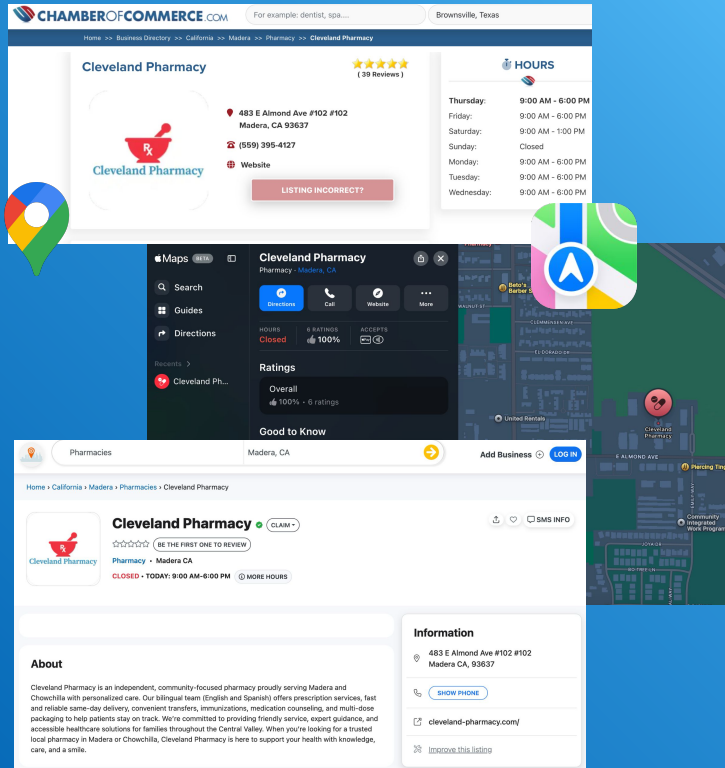
Optimize your website

- **Design for mobile first.** Ensure patients can easily find information and complete tasks from any device.
- **Simplify common patient actions.** Make online refills, appointment schedulers, forms, contact information, hours, and service details easy to find and use.
- **Prioritize accessibility and privacy.** Follow ADA best practices and use HIPAA-compliant patient-facing tools where protected health information is involved.
- **Keep your website current.** Regularly update hours, services, immunization offerings, and seasonal health information so patients always see accurate information.



Leverage online directories

- **Keep your information consistent and updated.** Ensure your pharmacy name, address, phone number, website, and hours are accurate across every directory.
- **Claim and manage key listings.** Verify your profiles on Google, Apple Maps, Bing, and other major directories to maintain control over your information.
- **Complete every profile.** Add categories, services, photos, and a business description to improve visibility and help patients understand what you offer.



Google Business Profile optimization

Needs help

PGPA Pharmacy

2.0 ★★☆☆☆ (1) · Pharmacy in Austin, Texas



[Website](#) [Directions](#) [Save](#) [Share](#) [Call](#)

Overview

Reviews

Located in: [Austin Community Foundation](#)
Address: 4315 Guadalupe St, Austin, TX 78751
Hours: [Open](#) · Closes 6 PM ▾
Phone: (512) 381-7472
[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

Best-in-class!

Tarrytown Pharmacy

4.8 ★★★★★ (770) · Pharmacy in Austin, Texas



[Website](#) [Directions](#) [Save](#) [Share](#) [Call](#)

Overview

Reviews

Located in: [Casis Shopping Center](#)
Address: 2727 Exposition Blvd #105, Austin, TX 78703
Areas served: [Austin](#)
Hours: [Open](#) · Closes 8 PM ▾
Phone: (512) 478-6419
Highlights: Curbside pickup · Delivery · Accepts debit cards
[Suggest an edit](#) · [Own this business?](#)

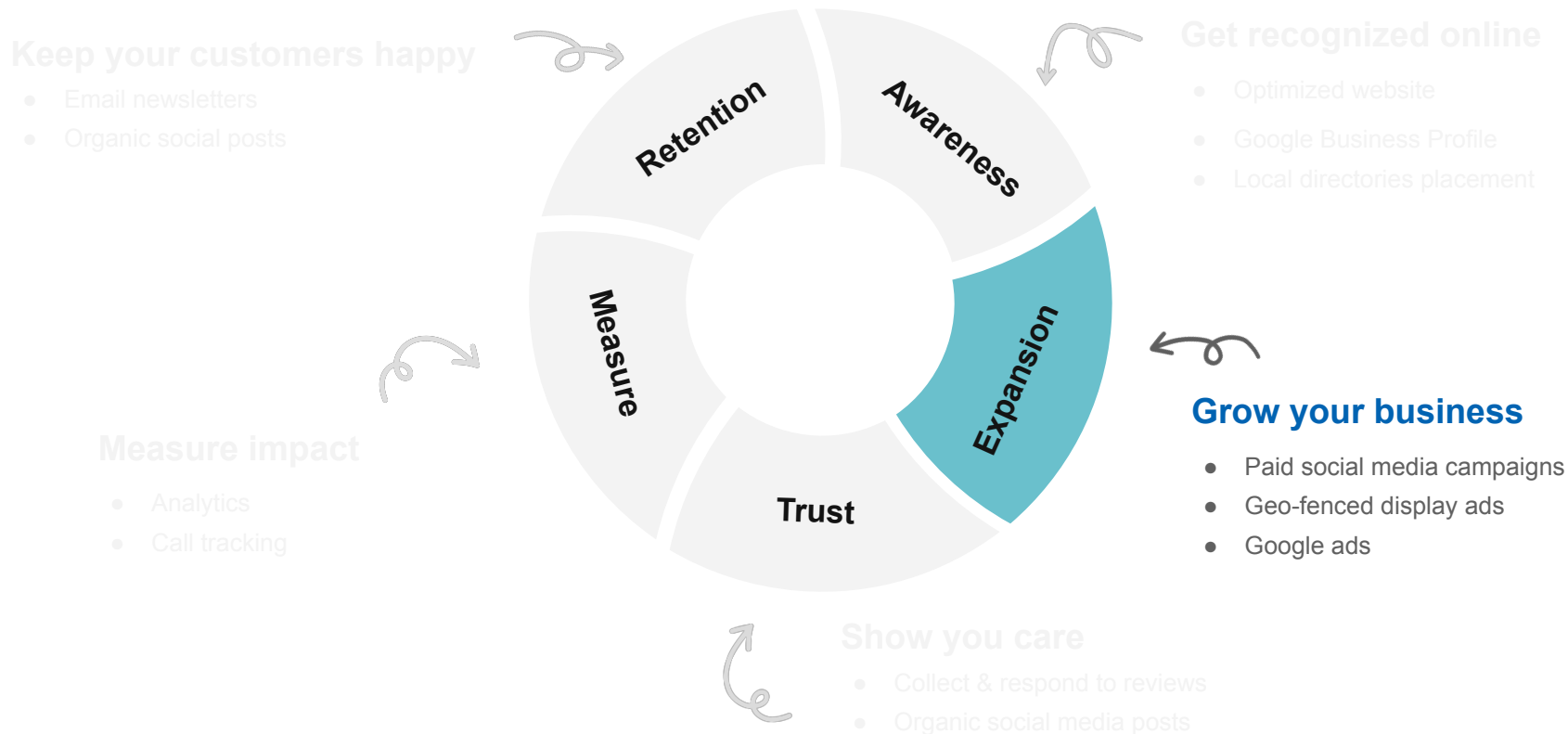
Questions & answers

Q: Do you accept insurance for the COVID-19 test?
(No answers)



Expansion

STEP 2: Grow your business



Paid social media ads

What are paid social media ads?

Reach potential patients who aren't already connected to your pharmacy through targeted advertising on social media.

Best practices

- Start with prescription transfer campaigns to drive new patient acquisition.
- Prioritize campaigns with the strongest return on investment.
- Align advertising with seasonal health needs.
- Target the right audience with the right message at the right time.

Ad
Disclosure

Lamar Springs Pharmacy
Sponsored

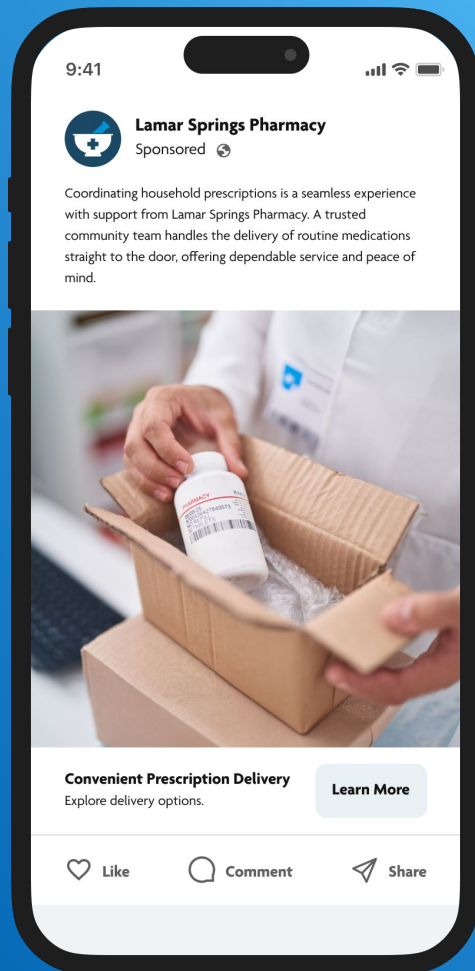
Lamar Springs Pharmacy brings essential items directly to the Austin community. Secure home delivery offers a dependable alternative to in-store pickup, serving as a convenient way to streamline a daily routine.

Save a Trip to the Pharmacy
Ask how delivery works.

Learn More

Header & Link
Description

Call to Action



Social media ads



Facebook & Instagram

Pros:

- Strong local targeting.
- One of the most affordable platforms.

Cons:

- Lower intent (people are browsing, not actively searching).
- Requires engaging visuals to stand out.



TikTok

Pros:

- Great for reaching younger audiences (18–35).
- Video format is engaging and shareable.

Cons:

- Significantly more expensive than other platforms.
- More time-intensive to produce effective ads.

Search ads & display ads

Search



Pros:

- High intent; captures people actively searching for “pharmacy near me” or “where to get a flu shot.”
- Can drive immediate traffic and appointments.

Cons:

- Competitive (chains like CVS/Walgreens bid heavily).
- Requires a costly LegitScript certification.

Display

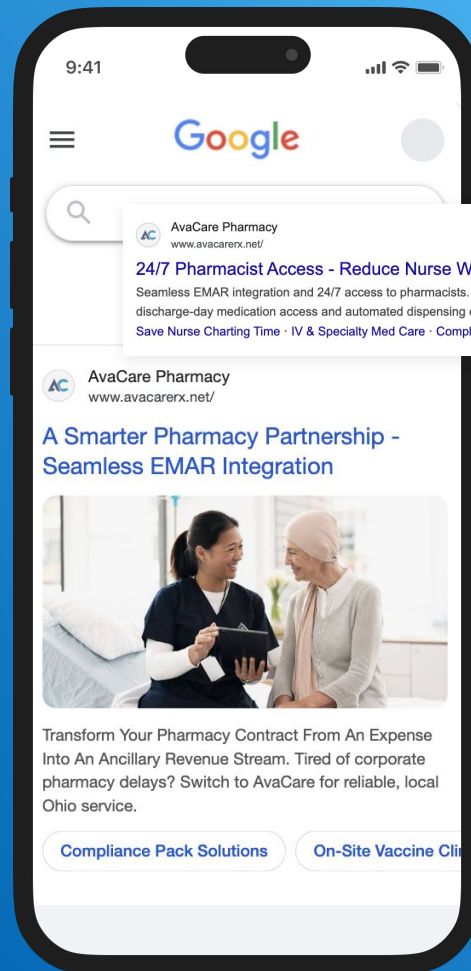


Pros:

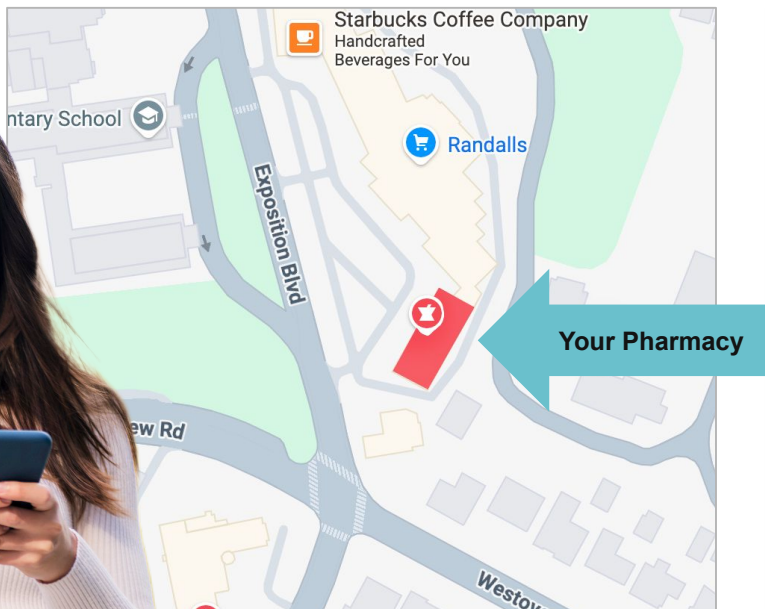
- Ads can appear across thousands of websites and apps.
- Often cheaper to get impressions than for search ads.

Cons:

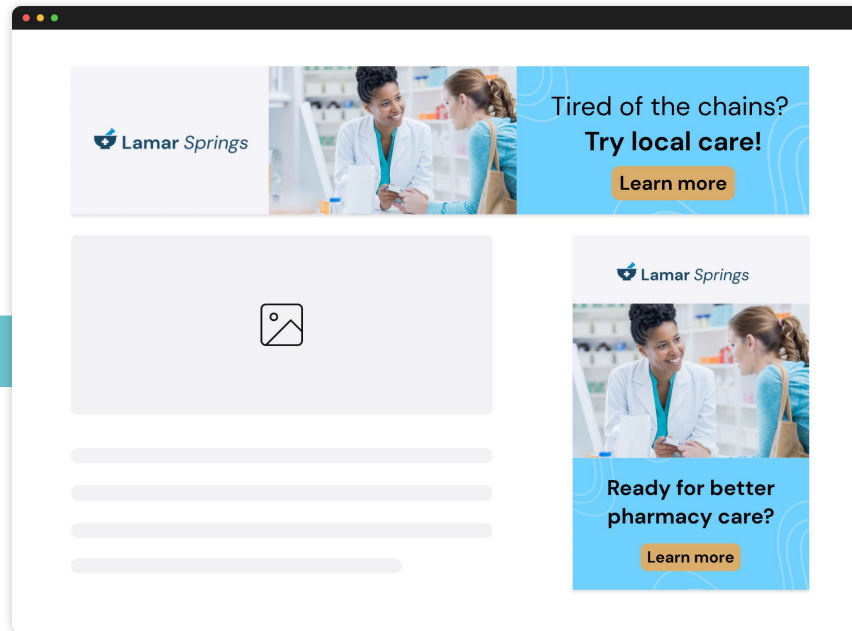
- Users aren't actively looking for pharmacy services while browsing.
- Strong visuals and clear messaging are needed to perform well.



How it works:



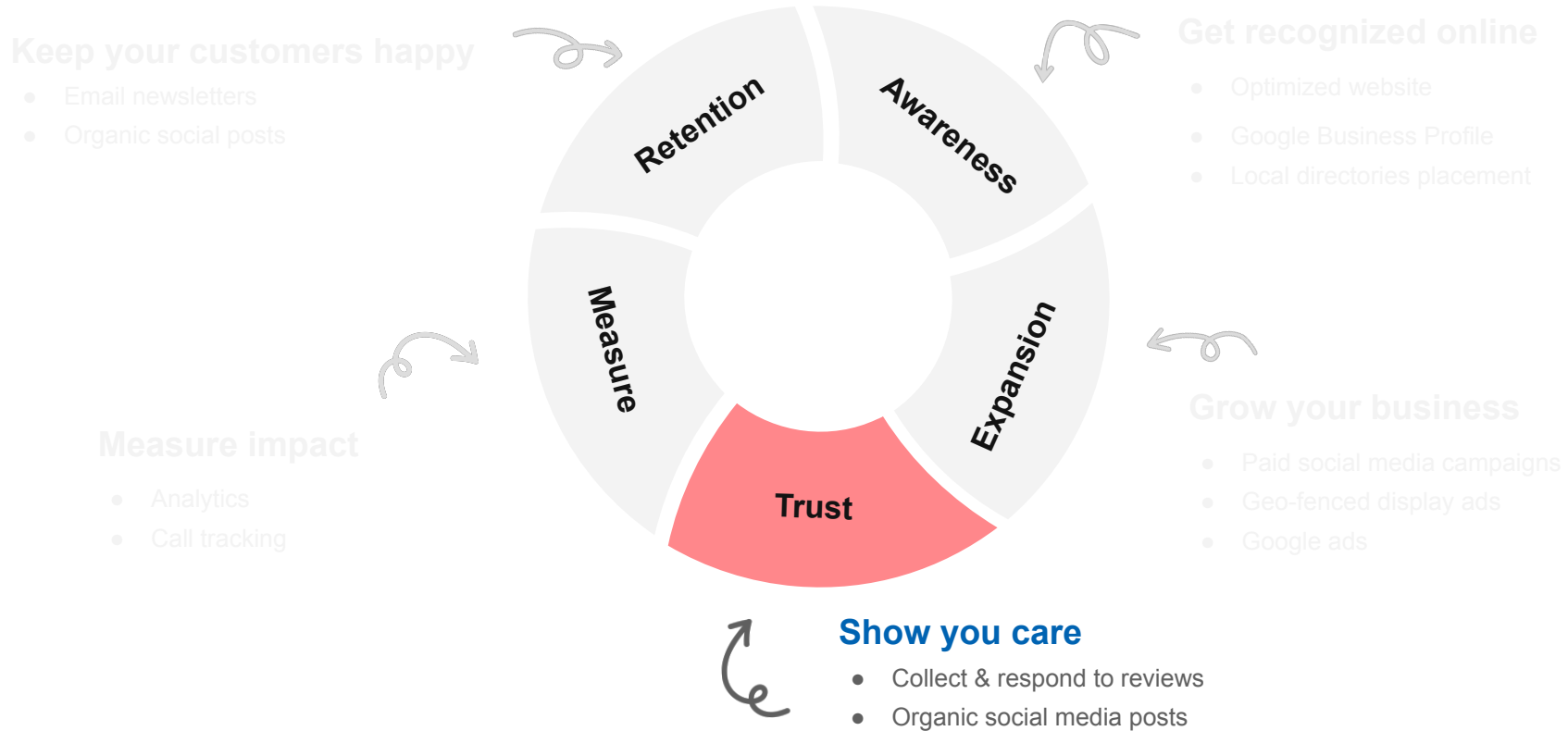
Ad Example:





Trust

STEP 3: Build trust with patients & prospects

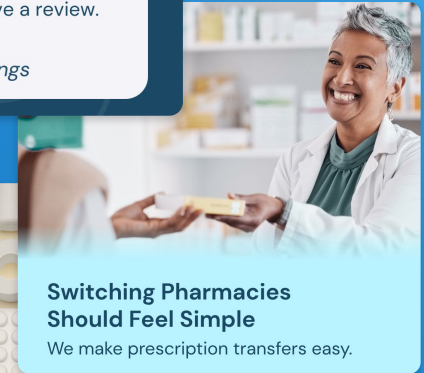
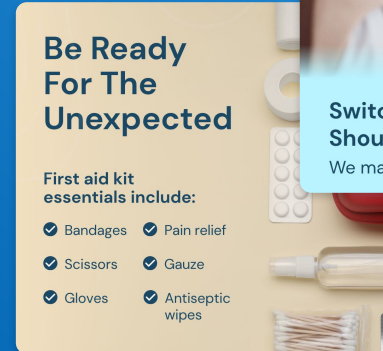


Building trust with organic social

Build trust with potential patients by sharing helpful, authentic content that demonstrates your pharmacy's expertise and community involvement.

Best Practices

- Post consistently to stay visible and credible.
- Share educational and seasonal health content.
- Highlight your team, patient care, and community involvement.
- Encourage reviews, engagement, and shares to expand your reach.





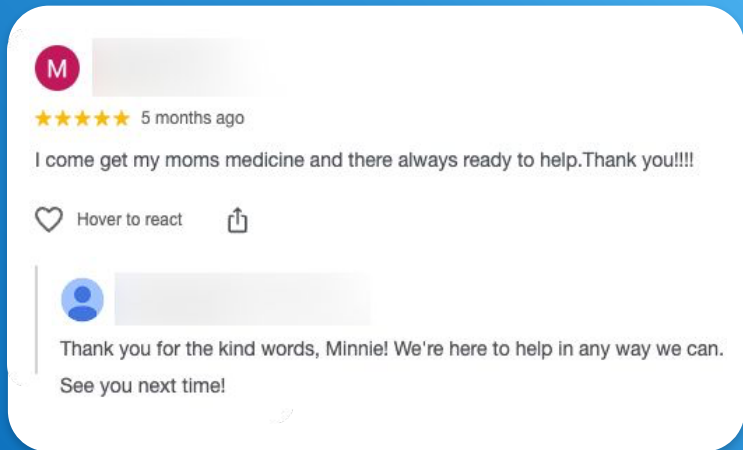
Collect & respond to reviews

Strengthen your online reputation by showcasing positive patient experiences where potential patients are searching for a pharmacy.

Best Practices

- Generate a steady stream of recent patient reviews.
- Respond to every review to demonstrate engagement and care.
- Monitor your online reputation across key review platforms.
- Highlight your commitment to exceptional patient service through authentic feedback.

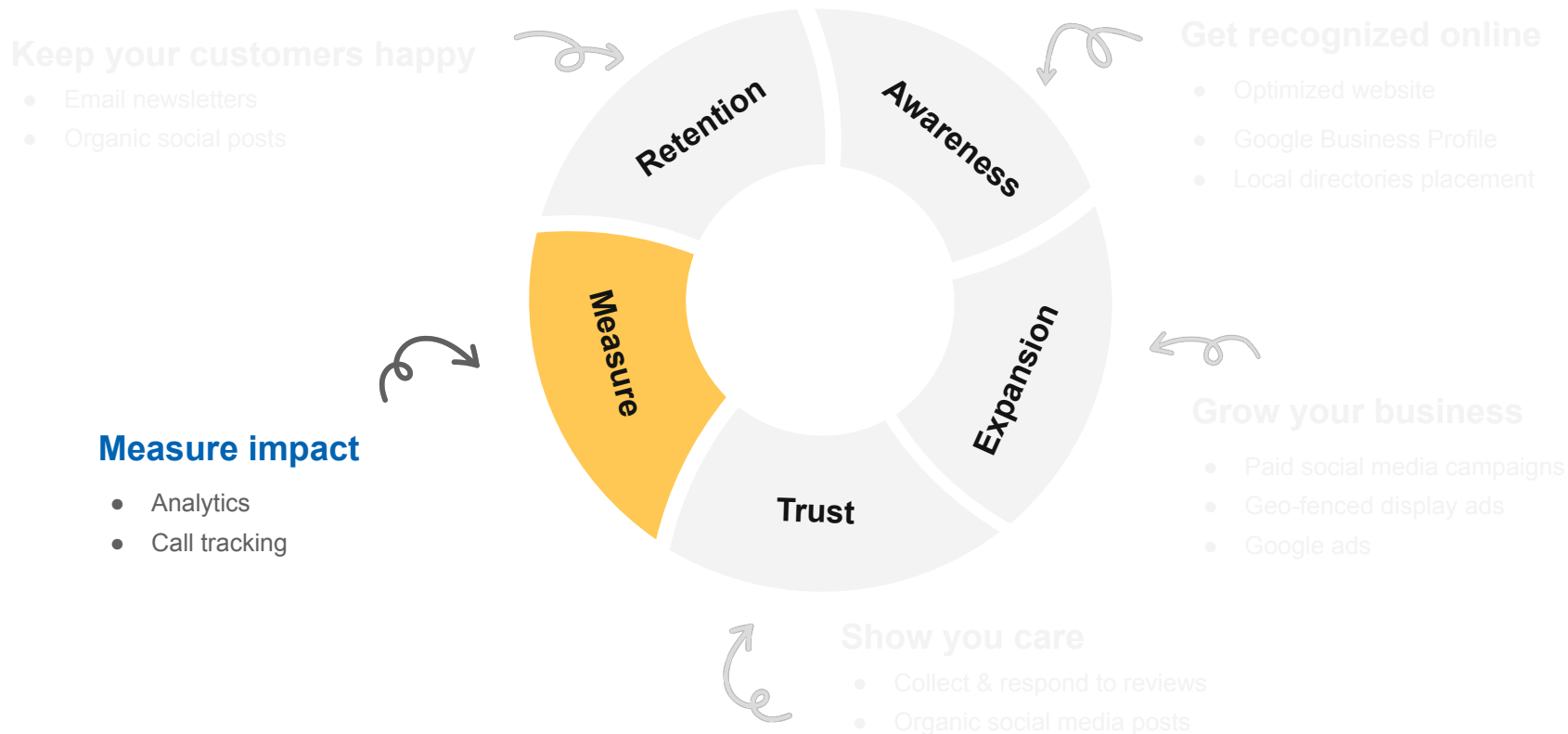
Quick tip: Don't encourage patients to name specific team members in reviews due to recent changes in Google algorithms.





Measure

STEP 4: Measure (& optimize) your impact



Tracking metrics

Measuring ROI

- **CTR (Click-Through Rate):** Measures how many people are clicking your ad.
- **CPC (Cost Per Click):** Shows how much you're paying for each click.
- **Conversions (bookings/appointments):** Tracks the actions that actually grow your business.



Leverage an online scheduler and/or tracking lines in order to measure conversions.



Measuring success with call tracking

Call tracking provides hard data on marketing Return on Investment (ROI) by attributing specific phone leads to marketing channels, helping you measure the impact of your digital marketing efforts.



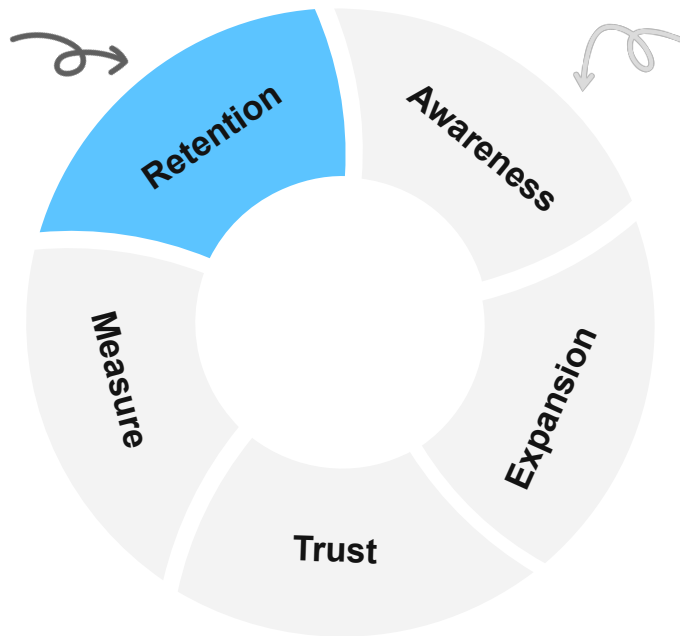


Retention

STEP 5: Retain your customers

Keep your customers happy

- Email newsletters
- Organic social posts



Get recognized online

- Optimized website
- Google Business Profile
- Local directories placement

Grow your business

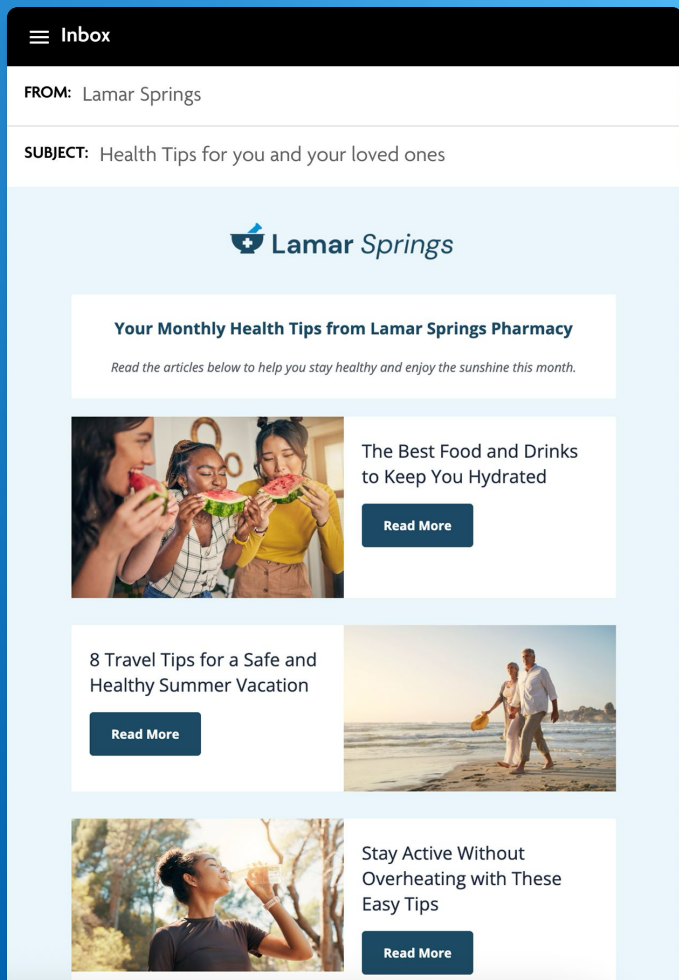
- Paid social media campaigns
- Geo-fenced display ads
- Google ads

Show you care

- Collect & respond to reviews
- Organic social media posts

Measure impact

- Analytics
- Call tracking



Email newsletters

Engage existing patients with valuable pharmacy and health-related content, helping position your pharmacy as a trusted healthcare resource and keeping you top of mind between visits.

Best practices

- Provide valuable, relevant content your patients will find useful.
- Maintain a consistent sending schedule.
- Keep emails concise, easy to read, and mobile-friendly.
- Include a clear call to action in every email.
- Use engaging subject lines to encourage opens.



Questions?

OUR SOLUTIONS

Ready to make the most of your marketing efforts?



lumistry.com/webinar-demo

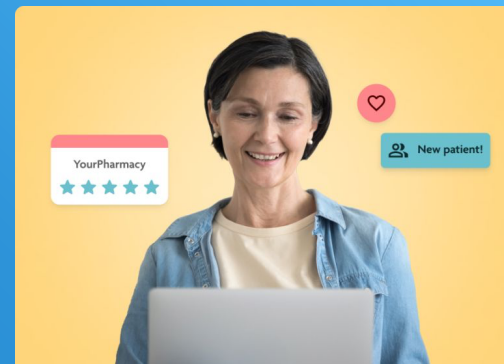


(888) 699-9803



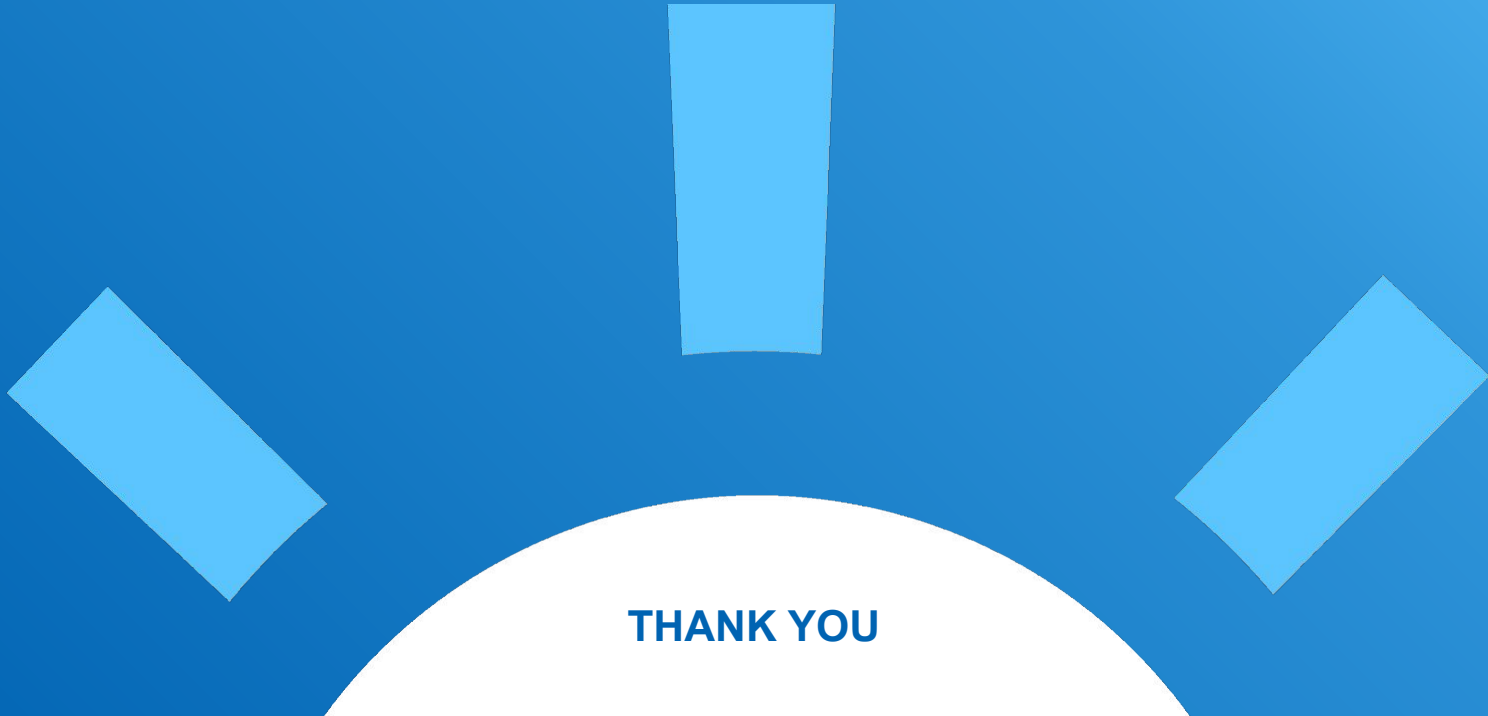
Marketing Services

Engage with patients, boost your digital presence, and enhance your pharmacy brand with a targeted social strategy.



Branded Websites

Generate business effortlessly online with a website presence that highlights the services your patients need (and your business relies on!).

A stylized graphic of a sun or smiley face is positioned at the bottom of the slide. It consists of a white semi-circle at the base, from which three light blue rectangular rays extend upwards. The central ray is vertical, while the two side rays are angled outwards. The entire graphic is set against a solid blue background.

THANK YOU