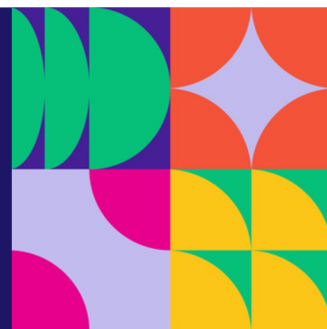




Service Marketing Action Planner

Marketing the Services That Matter Most

Effective marketing starts with a clear service, a defined audience, and a practical way to measure whether the effort worked. Use this planner to choose one service, match it to the right audience and outreach channel, and turn one marketing idea into a more targeted, trackable initiative.

Start by identifying one service or business priority worth marketing.

Prioritize options that align with:

- Community demand
- Patient value
- Workflow sustainability
- Financial impact
- What makes your pharmacy different

Service to promote:

1: Service	2: Audience	3: Channel	4: Consistency	5: Measure
Choose the patient care service or business priority that matters most.	Decide whether to focus first on current patients, potential patients, or referral sources.	Match the message to the outreach channel: in-pharmacy, online, social, provider outreach, event, or mailer.	Reinforce the same message across staff conversations, signage, online presence, and patient or provider follow-up.	Track cost, response, revenue, and what should be adjusted next.

Before choosing a tactic, clarify:

- Who are you trying to reach first?
- What do they need to know or do?
- What service is underused, differentiating, high-value, or worth repeat engagement?
- What message would make the service feel timely, useful, or worth acting on?
- What would count as success?

Use the pharmacy itself as a marketing tool:

- Outside: signage, visibility, cleanliness, parking/accessibility
- Inside: service visibility, flyers/signage, OTC placement, workflow prompts
- Staff: greeting patients, consistent messaging, and service recommendations
- Online: current Google profile, consistent Facebook presence, original content, and reviews

Turn One Marketing Idea Into a Stronger Initiative

A stronger marketing initiative is targeted, repeatable, and measurable. Before launching, decide what it will cost, what you expect to gain, and how the content or event can keep creating value after the first push.

Marketing idea	Good	Better	Best
Patient outreach	One-time mailer	Targeted mailer to a specific patient group	Trackable targeted mailer with a clear offer and follow-up plan
Provider outreach	Detailing a provider	Detailing a specific provider for a specific reason	Using collateral from one conversation to detail similar providers
Content or event	Social post, event, or website page	Targeted video, event offer, or service-specific web content	Evergreen content reused on social, website, email, flyers, and provider outreach

Measure before and after

- Estimated cost, including staff time
- Expected sales, referrals, appointments, or new patients
- Baseline volume before launch
- Actual results after launch
- What to keep, stop, or adjust

Basic ROI question: How much did it cost, and how much did you gain?

Extend the value of the effort

- Reuse the same content in multiple places
- Turn longer content into shorter posts or clips
- Add content to your website for ongoing reference
- Use follow-up with patients or providers to reinforce the message
- Use AI, templates, or automation to reduce time spent

Take back to your pharmacy:

Service to promote:

Audience to reach first:

Outreach channel to use:

One consistent message:

30-day implementation step:

First action:

Owner:

Metric to track:

Date to review results:

Bottom line: Market the services that matter most by choosing the right audience, repeating the message consistently, measuring what worked, and reusing strong content across multiple channels.