



Social Media and Your Digital Brand

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Today's Presenter



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Branding Basics

Define Your Brand Identity

What is Your Pharmacy's Brand?



Your brand is your promise to patients.

It's the perception patients have when they hear or think about your business.

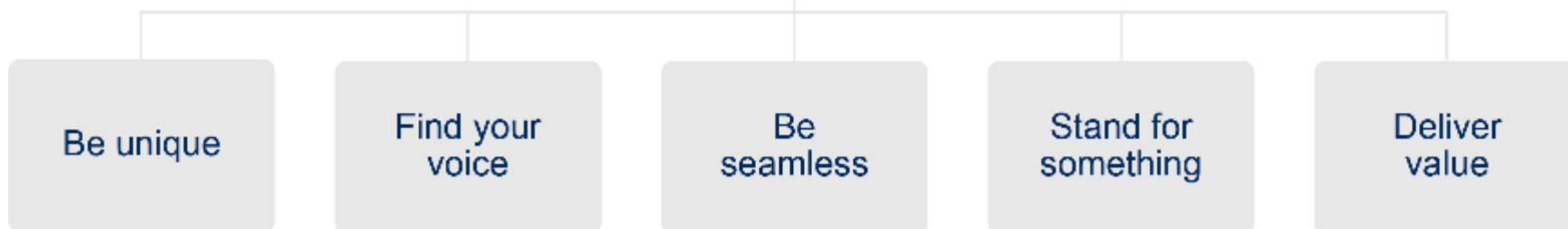
- Conveys your **purpose** and **values**.
- Establishes your **personality** and **tone**.
- **Differentiates** you from the competition.



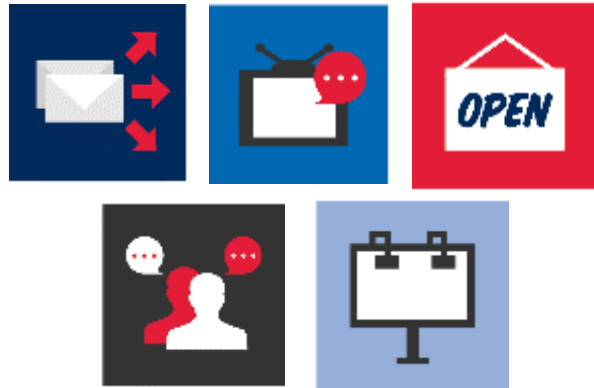
Define Your Brand Identity



Branding is the most important asset for small businesses. Define your brand and then integrate it into everything you do – both offline and online.



Offline vs. Online Channels



Face-to-face interactions
In-store experience
Signage
Print marketing
Direct mail
TV/radio/print ads
Word-of-mouth



Social media
Website
E-mail
Blog
Local business listings
Ratings and reviews
SEO

Creating A Seamless Brand Experience



Consumers want to feel a real **human connection** with brands and want technology to enhance this connection. An important aspect of true human connection to a brand is **familiarity**.

75
PERCENT

of consumers expect companies to provide a consistent experience whenever they engage with them (e.g., website, social media, mobile, in-person).





Digital Demand

Consumer Trends & Insights

Digital Brands: A New Requirement



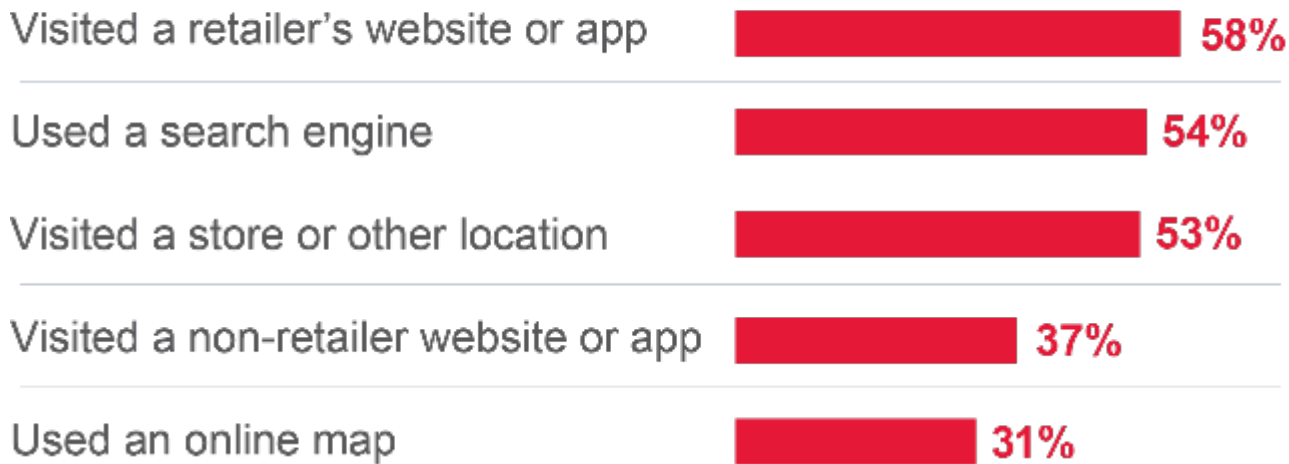
The digital era provides a whole new world of opportunities for brands.

- Online brands are **interactive**.
- They can **listen** and **learn** from customers and **react** to their needs.
- Businesses must **adapt** to keep up with the evolving preferences and expectations of today's shoppers.

Consumer Purchase Trends



Top Consumer Behaviors that Preceded an In-Store Purchase



53%

of shoppers
decision-making
is influenced
by social
recommmendations.

Social Media



Social channels are becoming **destinations where product and brand discovery happen.**



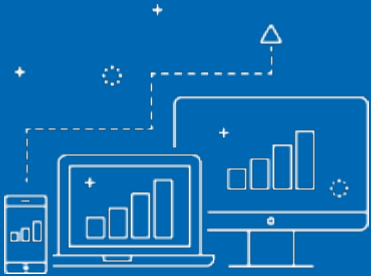
More than
2 billion
people use Facebook every month.



U.S. consumers spend
5 hours per day
on mobile devices, with the
majority of time spent on Facebook.



Adults ages 55-64 are more than
2x as likely
to engage with brands on social.



Building Your Digital Brand

It's All About Content

Find Your Digital Champion



- Who from your pharmacy is going to build and manage your online brand?
- Do they have the proper tools and resources?
- Are you in alignment about your brand identity?



Promoting Your Online Brand



Empower employees to be social brand advocates.



Advertise your digital channels anywhere and everywhere.



Put share buttons in strategic places.



Encourage customers to leave online reviews.

Content Marketing: The Basics



Content is what you're sharing with and saying to your patients and your readers. It's what you post on your website and social media, and comes in many different forms such as photos, posts, blogs, ads, and more.

Content marketing helps meet a marketing goal for your pharmacy:

- Acquisition of potential customers
- Retention of existing customers
- Making more people aware of your brand or your products
- Any other goals you determine

Content Marketing: Essential Elements

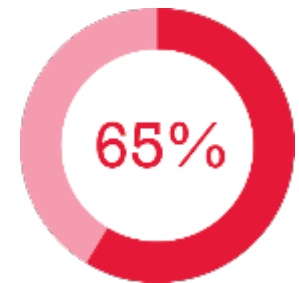


Know your customer.



Communicate shared values.

Sixty-five percent of people that feel an emotional connection to a brand say it's because "they care about people like me."



Be authentic.

Eighty percent of people cite "authenticity of content" as the main factor as to whether or not they follow a brand.





Digital Platforms

Success on Social Media

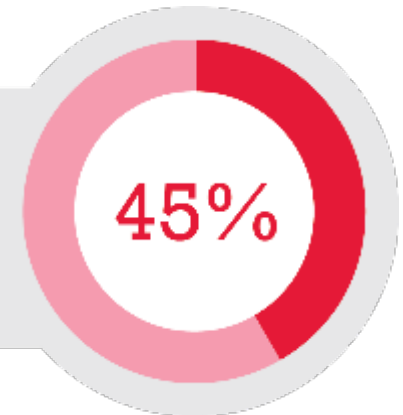
Success on Social Media



1 Share a variety of content.

- Breaking news / health news
- Product and patient educational content
- Information about pharmacy events / programs
- Other (make it fun!)

Forty-five percent of consumers will unfollow a brand on social media if their platform is dominated by self-promotion



2 Be consistent.

- Recommended post frequency: 2-5 times per week
- Don't become "out of sight, out of mind"

Success on Social Media



- 3 Plan in advance using Publishing Tools.
- 4 Connect with the community and entice engagement.
- 5 Stay engaged, especially with feedback.

Eighty percent of consumers expect a response within 6 hours of posting to social channels.



Success on Social Media



6 Monitor your page insights.

7 Use visuals to your advantage.

Use Emoticons to Get



94% Increase

in total views when
compelling images are used.

Sample Content: Social Media



Northfield Pharmacy
Posted by Karen Anderson
January 31 · 🌐

Thank you so much for being one of our customers. We are committed to constantly pursuing being the best pharmacy we can be. You have helped us in that process and we so appreciate you placing yourself and your family's trust in our pharmacy. Please let us know how we can do a better job at taking care of you. ... See More



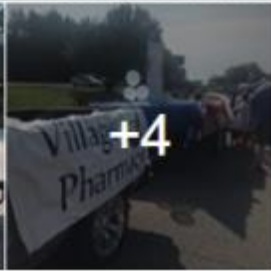



08/06/2014 11:48

👍❤️ 143 22 Comments 7 Shares

This is a screenshot of a Facebook post from Northfield Pharmacy. The post is a text-based thank-you message from Karen Anderson, dated January 31. Below the text is a photograph of four pharmacy staff members in white lab coats standing in front of a pharmacy counter. The photo has a timestamp of 08/06/2014 11:48. At the bottom of the post, there are 143 likes, 22 comments, and 7 shares.

Village Pharmacy
July 4 at 10:22 AM · 🌐

It was a great day at the parade thanks to all that came out!!!



👍 Like 💬 Comment ➦ Share

👍❤️ 22 Most Relevant

This is a screenshot of a Facebook post from Village Pharmacy, dated July 4 at 10:22 AM. The post text says 'It was a great day at the parade thanks to all that came out!!!'. The main image shows a group of people, including children and a dog, posing in front of a parade float decorated with American flags. Below the main image are three smaller photos showing different views of the parade float. At the bottom, there are 22 likes and the post is sorted by 'Most Relevant'.

Sample Content: Social Media

 **Rocky Point Pavilion Pharmacy** ...
 Thursday at 1:12 PM · 🌐

Happy International Selfie Day!



 8  1 Comment 

 **jorgespharmacy** · Following ...
 Jorge's Pharmacy



36 likes

jorgespharmacy #tbt @jorgespharmacy is not just a business, we are family. #miamipharmacy #pharmacy #communitypharmacy #Miami... more

Sample Content: Social Media



keypharmacy · Following
Key Pharmacy



33 likes

keypharmacy The pup is so excited for his visit to Key Pharmacy! #keylife #pharmacy #pharmacylife



rogersvillerx · Following
Rogersville, Missouri



19 likes

rogersvillerx Come by Friday from 12pm-6pm for an extra %10 off ice cream! #backtoschoolsocial



Questions?

Webinar Series: Social and Digital Best Practices



Getting Social: Connecting with Your Med D Patients Online and in Your Store

Tuesday, November 13th, 2018

2:00pm – 3:00pm ET

Hug Your Haters: Learn to Love Your Customers and Google Reviews

Thursday, December 13th, 2018

2:00pm – 2:30pm ET

Brand Central Station Resources



Visit **GNPBrandCentralStation.com** for social media resources, including:

- Daily Post Suggestions
- Profile and Cover Photos
- Infographics
- Newsfeed Graphics
- Seasonal/Holiday Graphics
- Additional Tips and Best Practices

Good Neighbor Pharmacy July 2018 Social Media Posts for Your Page

Need the latest post suggestions for your social media page? Go on our social ideas to generate fresh content for your page in a few minutes and post in place. Our social ideas change the way you share the good news!

ID#	Post	Content/Comments	Posting Location
NE550A	Public Post For Post Number 11 July	It's a busy, busy time for you and your family. It's time to get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550B	Public Post For Post Number 12 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550C	Public Post For Post Number 13 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550D	Public Post For Post Number 14 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550E	Public Post For Post Number 15 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550F	Public Post For Post Number 16 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550G	Public Post For Post Number 17 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550H	Public Post For Post Number 18 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550I	Public Post For Post Number 19 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550J	Public Post For Post Number 20 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550K	Public Post For Post Number 21 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550L	Public Post For Post Number 22 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550M	Public Post For Post Number 23 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550N	Public Post For Post Number 24 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550O	Public Post For Post Number 25 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550P	Public Post For Post Number 26 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550Q	Public Post For Post Number 27 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550R	Public Post For Post Number 28 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550S	Public Post For Post Number 29 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine
NE550T	Public Post For Post Number 30 July	Get your flu shot. It's just one of the ways you can protect your family.	#FluVaccine

THE BENEFITS OF FLU VACCINATION

5 MILLION ILLNESSES PREVENTED DURING THE 2015-2016 SEASON

71,000 HOSPITALIZATIONS PREVENTED DURING THE 2015-2016 SEASON

2.5 MILLION MEDICAL VISITS PREVENTED DURING THE 2015-2016 SEASON

FOR MORE ON THE BENEFITS OF GETTING A FLU SHOT, VISIT WWW.CDC.GOV

Additional Resources



Visit WeAreGNP.com/evolution for tips and best practices to help you get started on social media or optimize your pages.

A screenshot of the website 'WeAreGNP.com/evolution'. The page has a blue header with the Good Neighbor Pharmacy logo and navigation links: 'In-Store Experience', 'Marketing', 'Managed Care', 'Business Performance', 'Pharmacy Ownership', 'Pharmacy Transformation', and 'Events'. A search bar is visible. The main content area features a large image of a woman with a blue overlay and the text 'Our Marketing Program Is Evolving to Showcase Your Unique Brand'. Below this, there are several sections with links: 'What Is Changing?', 'Why Is It Changing?', 'What Is It Changing?', 'How Can I Prepare?', and 'How Do I Learn More?'. At the bottom, there is a call to action: 'IT COSTS \$0.25 FOR 1,000 IMPRESSIONS ON FACEBOOK— 3% OF WHAT IT COSTS FOR TV'.

Available worksheets:

- Facebook for Beginners
- Optimize Your Facebook Page in 10 Minutes or Less
- Instagram Best Practices
- Boost Your Social Media Presence



AmerisourceBergen®

Where knowledge,
reach and partnership
shape healthcare delivery.