

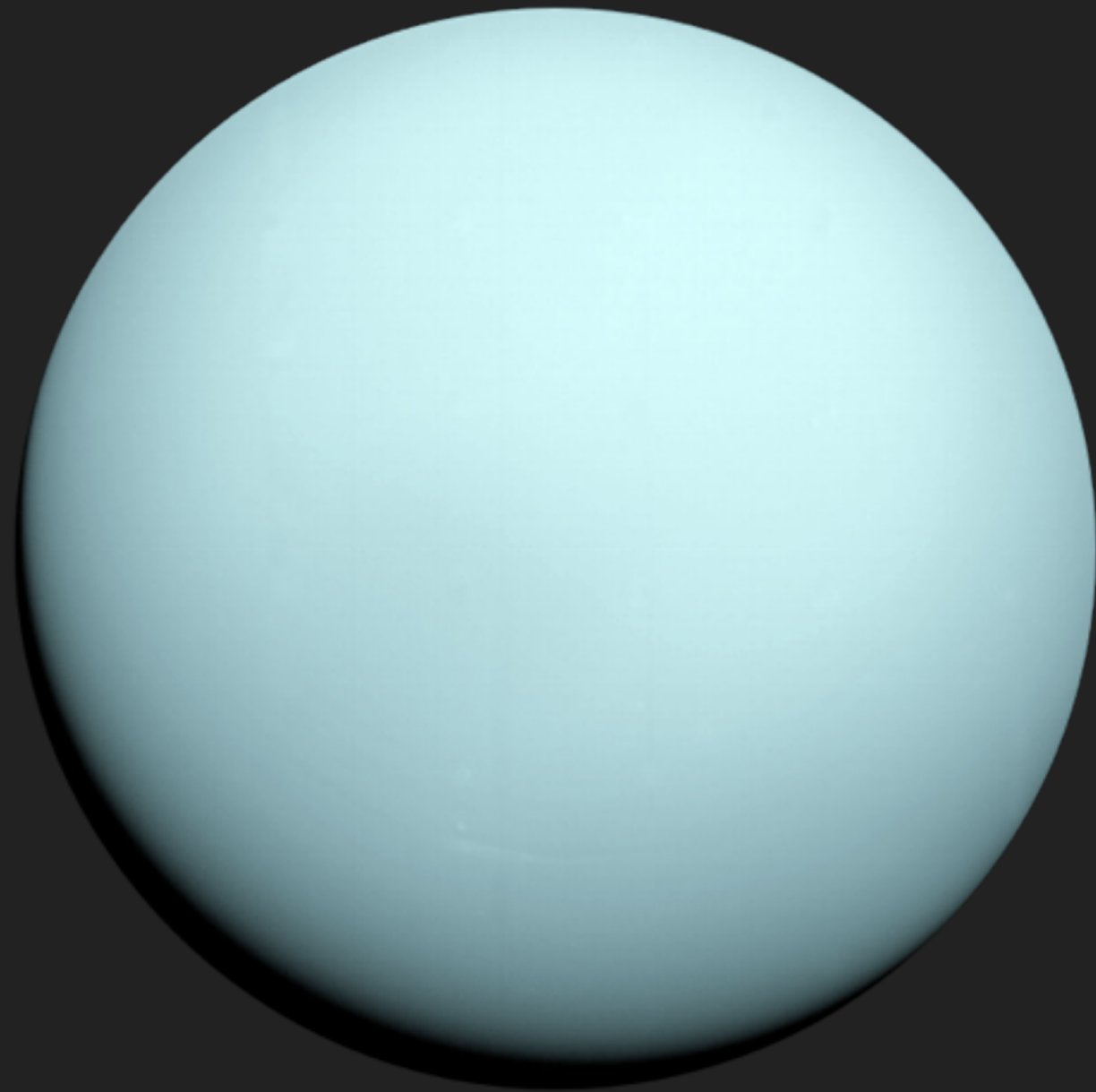
WHY EVERY COMMUNITY PHARMACY
SHOULD BE HARNESSING

FACEBOOK



FACEBOOK UK STATS (JUN 2017)

- ▶ 32 million active users and 84% of all adults >18yrs use it
- ▶ By 2022, there will be 42 million (MAU). That's 7 million more than in 2015
- ▶ No. of Facebook users > 65yrs has never stopped growing. Last year saw a boom in "Social Seniors"



I BET YOU URANUS THAT THEY ARE!



SAAM AKA THE PHARMACY MENTOR

- ▶ 11+ years Community Pharmacy experience.
- ▶ 4 years Online Business experience (Web dev, marketing, course creation, film production...)
- ▶ Founder of [Pharmacy Mentor](#)
- ▶ Locum and Digital Strategist for [Green Cross Chemists](#)
- ▶ Online business consultant
- ▶ Contributing writer for [ICP](#)
- ▶ Love climbing mountains!



WHY AM I TEACHING YOU ABOUT DIGITAL?

1. Embrace Digital or Die

2. It's my job to

The Facebook logo, consisting of the word 'facebook' in white lowercase letters on a blue rectangular background.

facebook.

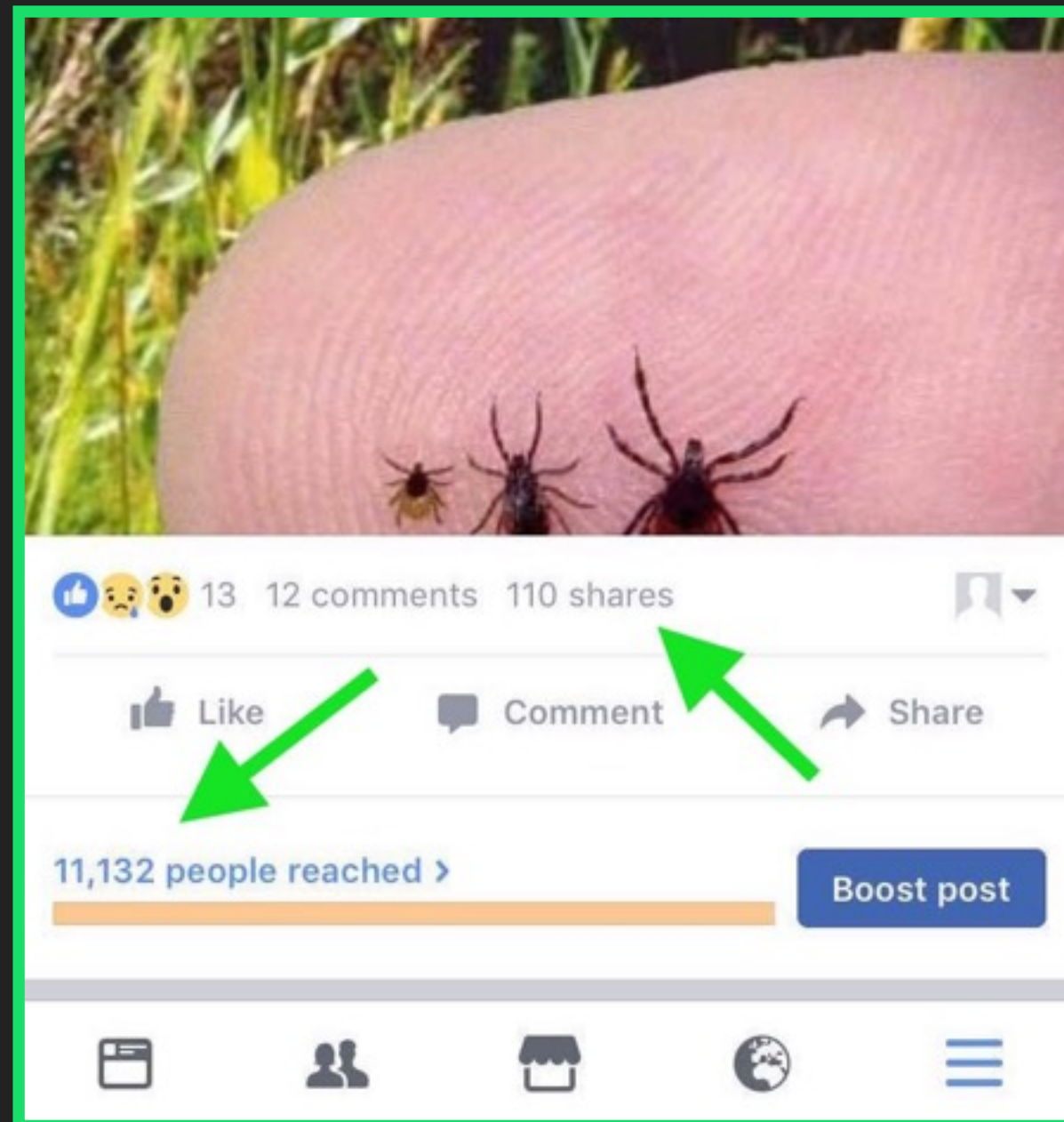
- ▶ Most popular social media platform
- ▶ Extremely dynamic business tool
- ▶ Free to use and website is unnecessary
- ▶ Independents aren't using it!

**WHAT DO YOU THINK THE
BENEFITS OF FACEBOOK FOR
COMMUNITY PHARMACY ARE?**



EXCELLENT COMMUNICATION TOOL

BUXTED PHARMACY TICK POST



GREEN CROSS CHEMIST MIGRAINE CAMPAIGN



BUILDING RELATIONSHIPS WITH LOCAL BUSINESSES



The Official Facebook Group

BRADWAY SHOPS AND BUSINESSES

Working together for the better

FACEBOOK MESSENGER

GREEN CROSS CHEMISTS



85% response rate, 1-min response time



Reply more to turn on the badge



Very responsive to messages



93% response rate, 14-mins response time



BUILDING BRAND AWARENESS

GREENWOODS PHARMACY HACK



▶ > 400 reactions

▶ > 300 shares

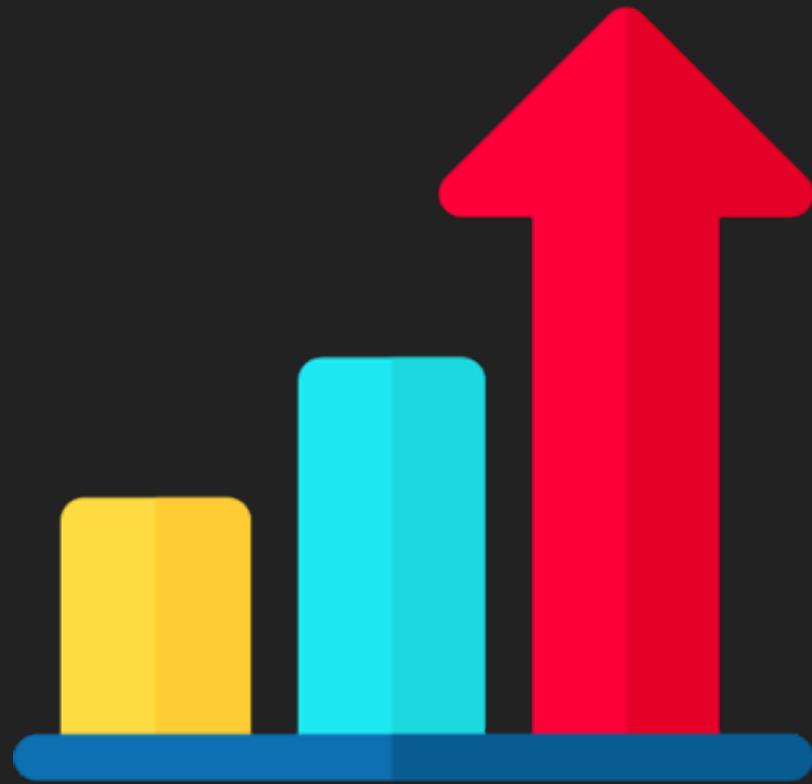
▶ 127,000 views!

“installed trust into the brand, saw and increase in footfall and sales”

TOTLEY PHARMACY HACK



PAGE LIKES: 55 TO 1,400 IN 5 DAYS




DRIVING FOOTFALL AND SALES

BUILD AN ONLINE SHOP

All Products [See All \(8\)](#) [Share Collection](#)

 <p>Bronnley Products £12.00</p> <p>Edit Share</p>	 <p>Harrogate Candles and Di... £10.00</p> <p>Edit Share</p>	 <p>Stugeron 15mg Tablets £3.32</p> <p>Edit Share</p>	 <p>Canesten Thrush Combi £14.69</p> <p>Edit Share</p>	 <p>Lora £2.50</p> <p>Edit</p>
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CREATE AN OFFER



Buxted Pharmacy
6 mths • €

THREE for the price of TWO
Expired • In store only


Three for the price of Two on hayfever products. Mix and match, cheapest item FREE, subject to availability, no other discounts in conjunction with this offer.

Hayfever342
Use this code at checkout.

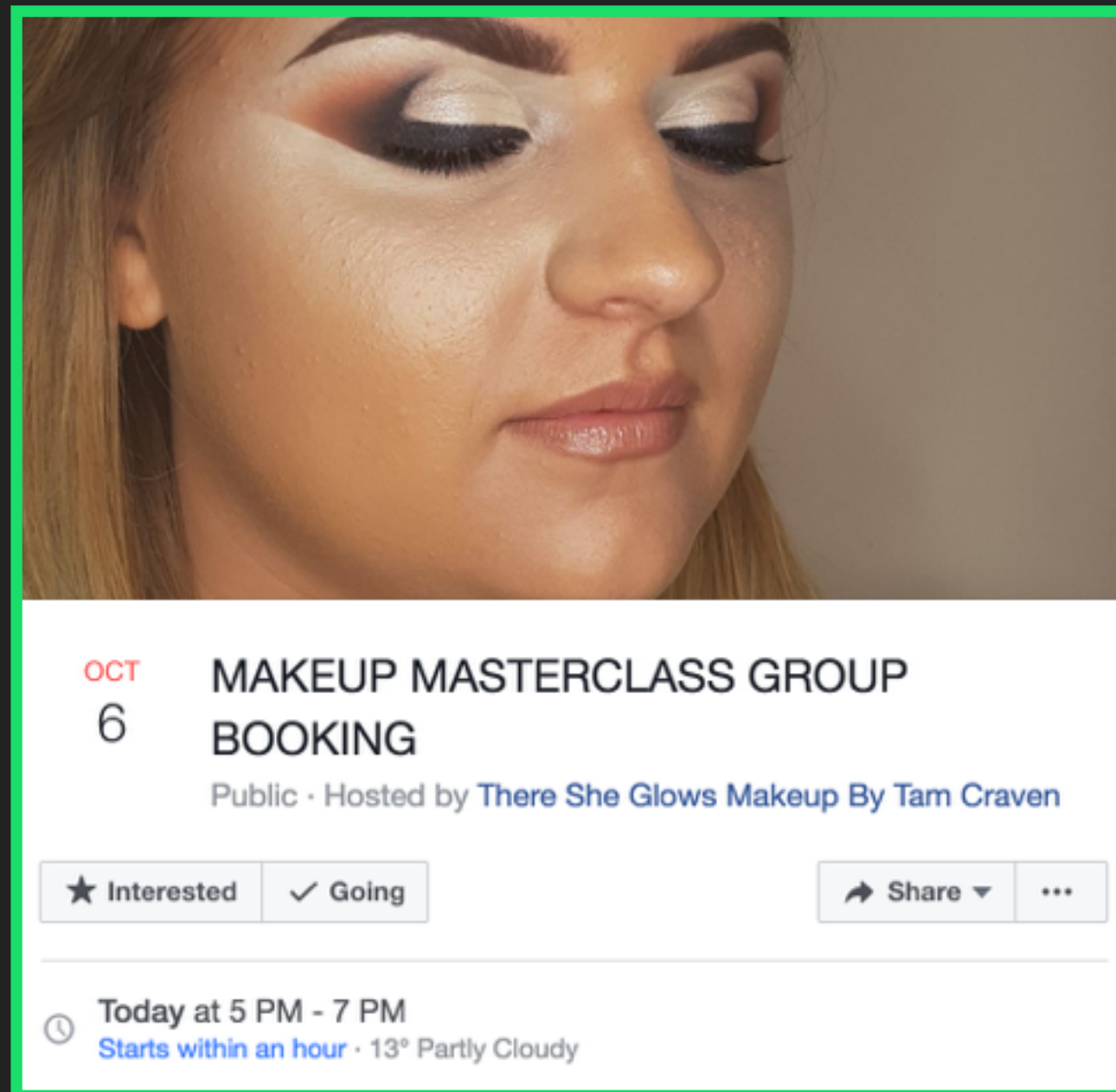
This offer is over

This offer is available in store only

... Three for the price of Two on hayfever products. Mix and match, cheapest item FREE, subject to availability.



CREATE AN EVENT





RECAPPING THE BENEFITS...

- ▶ Reach much more people in much less time
- ▶ Communicate health campaigns e.g. HLP initiative
- ▶ Build better relationships with community and local businesses
- ▶ Offer customers another way of contacting / improved customer service
- ▶ Building brand awareness
- ▶ Build trust and loyalty
- ▶ Drive footfall and sales

**SO, WHY AREN'T
INDEPENDENTS USING
FACEBOOK?**

MY RESEARCH TELLS ME...

YOU KNOW IT'S IMPORTANT BUT...

1.TIME

2.You don't know where to start or what to do

3.Not a priority

4.Not sure about the ROI



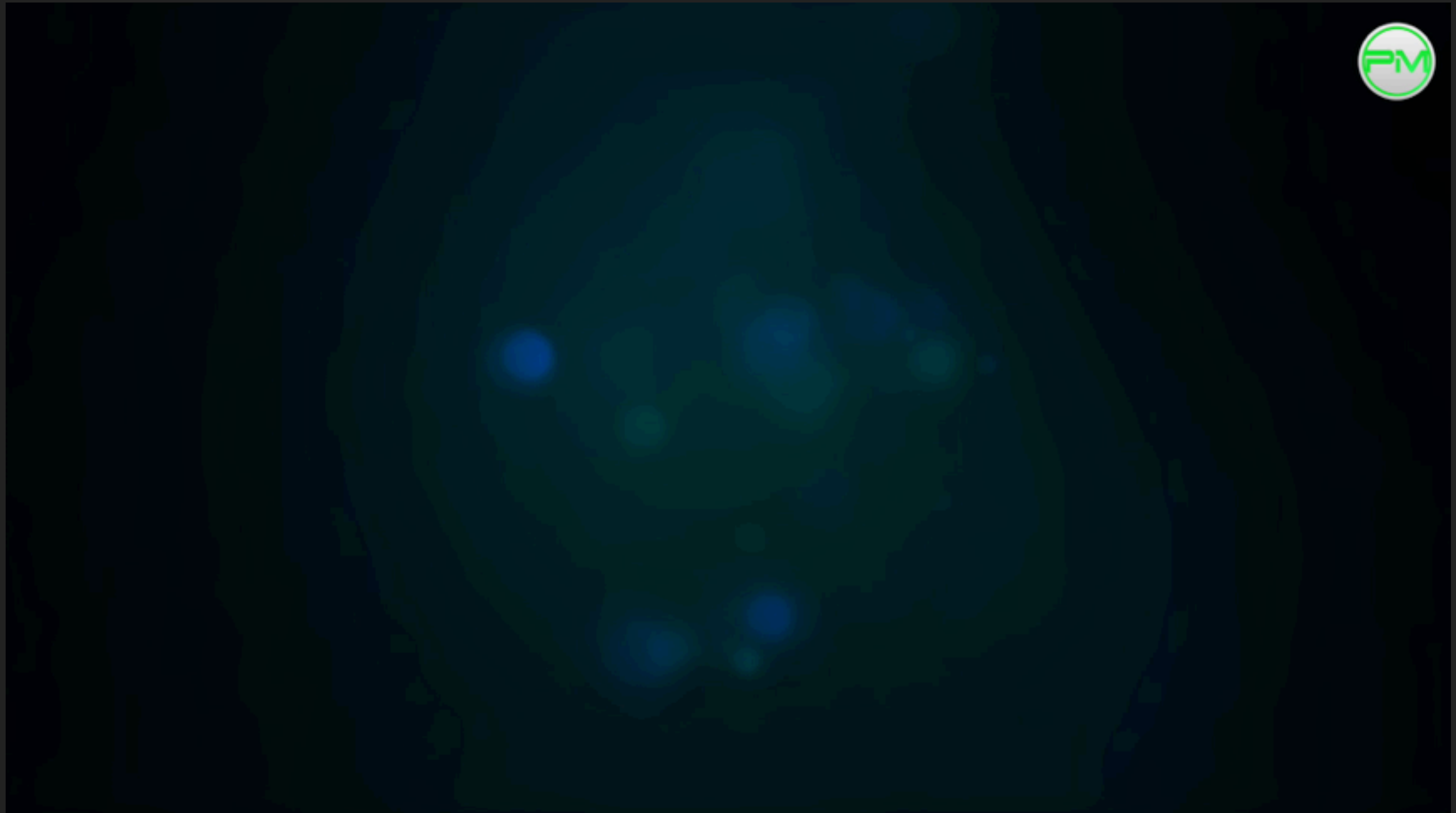
THE PHARMACY AND
SOCIAL MEDIA
MASTERY COURSE



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THANK YOU! QUESTIONS?

(No hard ones please :)