WHY EVERY COMMUNITY PHARMACY SHOULD BE HARNESING FACEBOOK

Saam Ali
Why Every Community Pharmacy Should Be Using 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!
PHARMACY MENTOR

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
WHY EVERY COMMUNITY PHARMACY SHOULD BE USING 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
WHY EVERY COMMUNITY PHARMACY SHOULD BE USING FACEBOOK

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”
WHY EVERY COMMUNITY PHARMACY SHOULD BE USING FACEBOOK

TOTLEY PHARMACY HACK

PAGE LIKES: 55 TO 1,400 IN 5 DAYS
DRIVING FOOTFALL AND SALES
WHY EVERY COMMUNITY PHARMACY SHOULD BE USING FACEBOOK

BUILD AN ONLINE SHOP

![Image of online shop with various products]

- **Bronnley Products**: £12.00
- **Harrogate Candles and Diffusers**: £10.00
- **Stugeron 15mg Tablets**: £3.32
- **Canesten Thrush Combi**: £14.69
- **Loratadine Tablets**: £2.50

[Buttons: Edit, Share, See All (8), Share Collection]
CREATE AN OFFER

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.
WHY EVERY COMMUNITY PHARMACY SHOULD BE USING FACEBOOK

CREATE AN EVENT

OCT
6
MAK EUP M ASTERCLASS GROUP BOOKING
Public · Hosted by There She Glows Makeup By Tam Craven

★ Interested ✔ Going

Today at 5 PM - 7 PM
Starts within an hour · 13° Partly Cloudy
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
WHY EVERY COMMUNITY PHARMACY SHOULD BE USING FACEBOOK

THE PHARMACY AND SOCIAL MEDIA MASTERY COURSE
THE PHARMACY AND SOCIAL MEDIA MASTERY COURSE

50% OFF

USE CODE: SOCIALMEDIA50

HTTP://COURSES.PHARMACYMENTOR.COM/
THANK YOU!

QUESTIONS?

(No hard ones please :)