

# DELIVER A RECORD- BREAKING **FLU JAB** SEASON



**The flu season is approaching.** Use the tactics in this guide to carry out the most flu jabs you've ever done

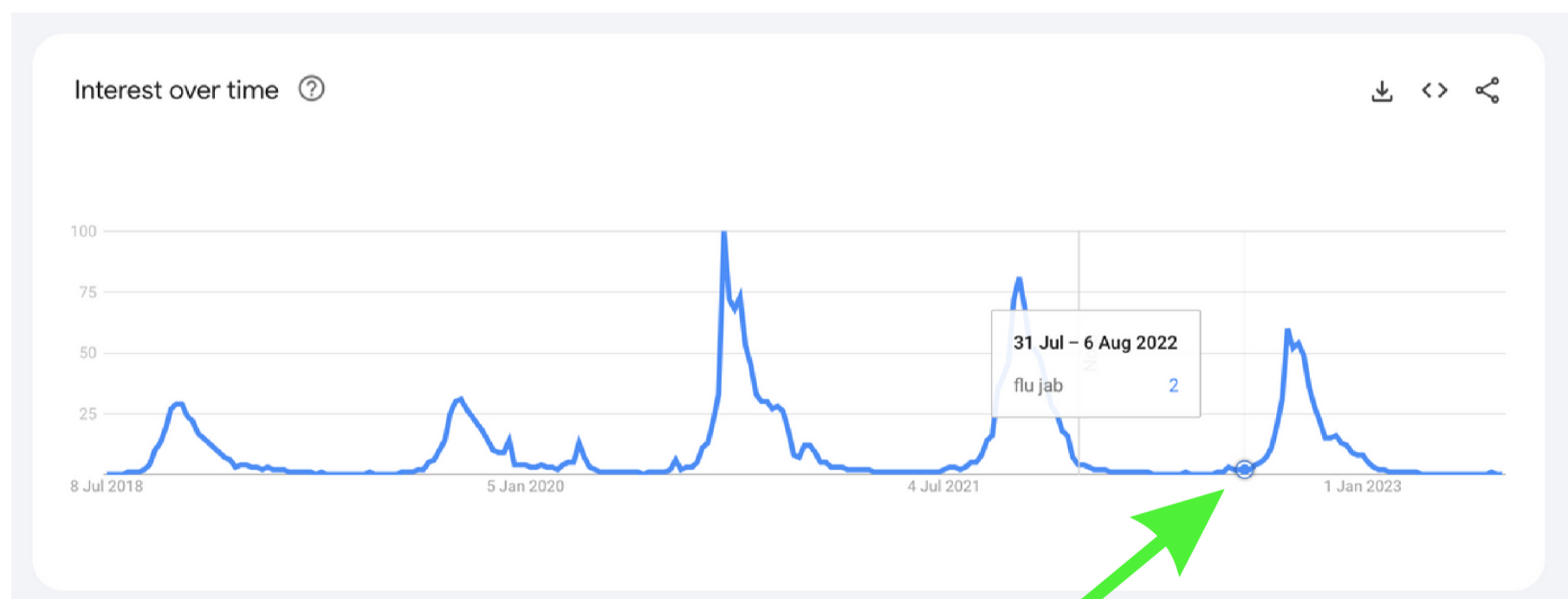


# The Trend

Spikes in "Flu Jab" interest always begin at the **end of July and beginning of August**.

They begin to drop mid-October, but last up to the New Year.

That's why it's time to get your marketing strategy prepared **right now**.



Online searches start at the end of July

# Tactic Summary

Administer these **four key marketing tactics** and be sure to look at the other "skyrocket" tactics I've documented:

- **Online Booking System**
- **"Flu Jab Near Me"**
- **SMS & Email Blast**
- **Meta Ads**
- **Other Skyrocket Tactics**





# Online Bookings

**People want to book online.** So you've got to allow them to do so.

- Add both **NHS and Private** Flu Jabs as services
- Set appointment times to **5-minutes**
- Consider allowing patients to **pay online** for the private jab upfront
- Don't forget the **automated feedback** mechanism

Make sure your team fully understand how the booking calendar operates.



# Flu Jab Near Me

Remember that spike in trend I showed you at the start?

That's because people are searching for terms like "**flu jab near me**" and "**flu jab Birmingham**".

To capture these keywords, you can:

- Create **Optimised Content** on your website
- Create a **Google Ad** for the duration of the trend increase/decrease



# SMS/Email Blast

Same applies to WhatsApp broadcasting. If you have a list of all your patients **phone numbers and email addresses**, send out comms:

- Early August
- Early September
- Early October

It's essential that you **point them towards your online booking calendar.**





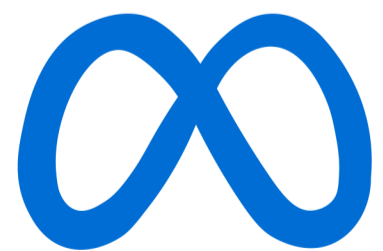


# Meta Ads

It's the best way to reach 10,000's of people around your pharmacy, quickly.

- Target a **2-mile radius** around your pharmacy
- Set the objective to **website traffic**
- Set a **daily budget of around £10** up until end of October
- Make the Ad **unstoppable** with a 30-second video of you talking about the flu jab and its importance

**Note** that these variables are recommendations and may differ according to where your pharmacy is located. Get in touch with us so we can explain.



# Other Skyrocket Tactics

- Engage a **local influencer**. [Click here](#) to understand more about this.
- Get on the **local radio** to talk about the Flu Jab in general.
- Offer to vaccinate **corporate companies** at their office in bulk.
- Get in touch with your **local city council** to work out a vaccination programme with them.

Of course, Team PM are here to help advise and deliver this strategy with you.



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