



GENERATE 100'S OF BOOKINGS PER MONTH FOR YOUR TRAVEL CLINIC



A blueprint to creating the ultimate travel clinic digital marketing ecosystem for your pharmacy (and automating recurring bookings)

A summary...

As well as passion and dedication, here are the **digital ingredients** to make this happen:

- Optimised Website (two of them)
- Online Booking System & Live Chat
- Email capture mechanism + Newsletters
- Travel-Specific Google Business Profile
- Automated review feedback mechanism
- Monthly Blog Content
- Budget on Google PPC
- TikTok Content Generation
- And some extra tips...

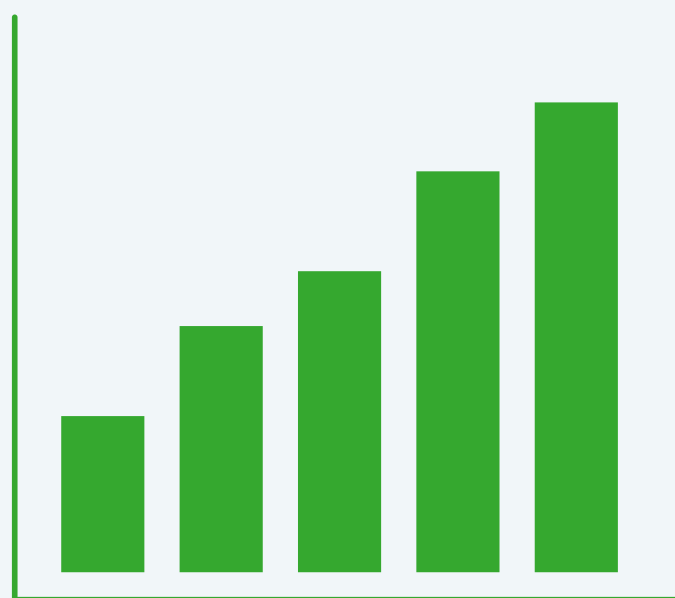




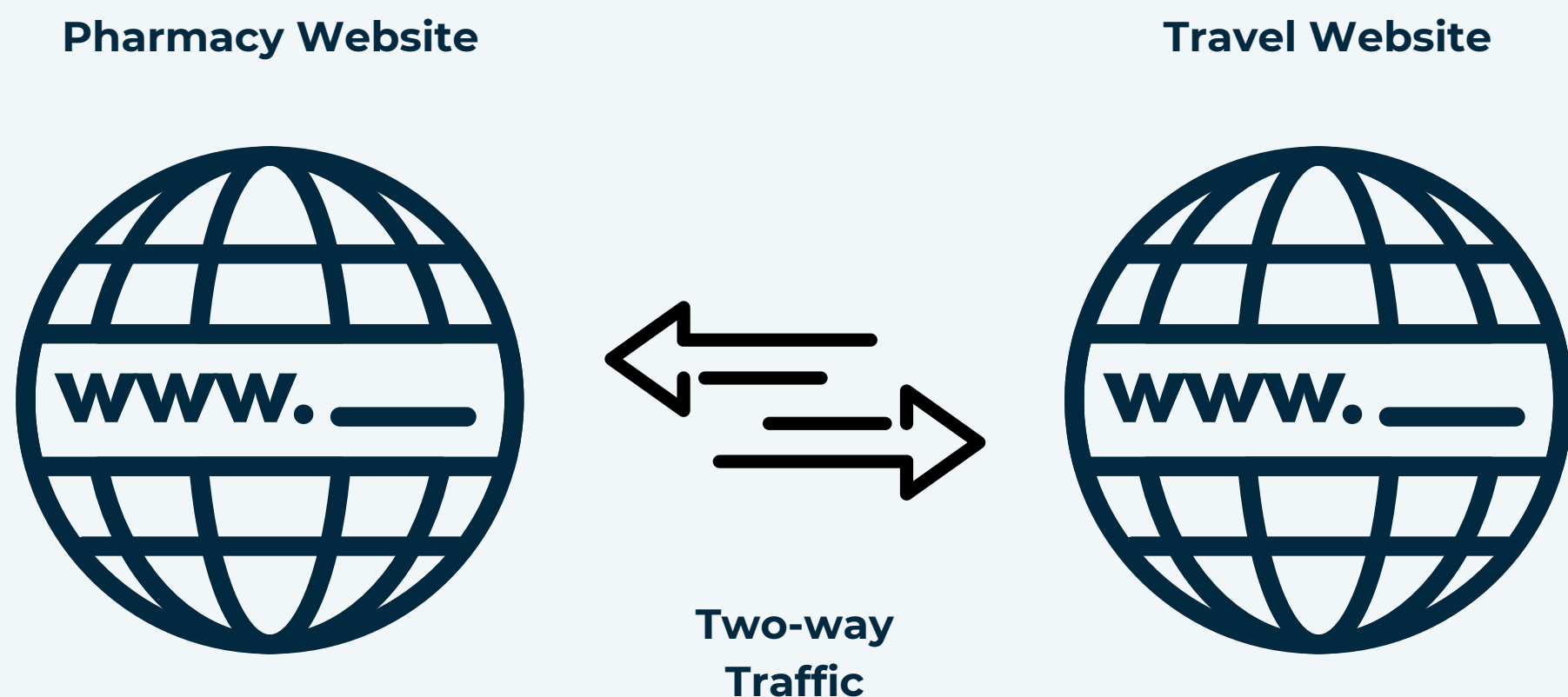
Your Website is Critical

In fact, **you should have two websites.**
One for your pharmacy, and one separate one for your Travel Clinic.

The websites will be the tools that will act as the **conversion mechanisms** for your patients.



It's better to have **two domains** helping each other out for traffic and SEO.



Building a Travel Clinic-specific website, for example (**yourcity**travelclinic.com) will give your clinic more authority and can drive more traffic to your service (if optimised correctly)

Online Booking System

Embed a booking system into your site to **make it easy for patients to book online**. The system should:

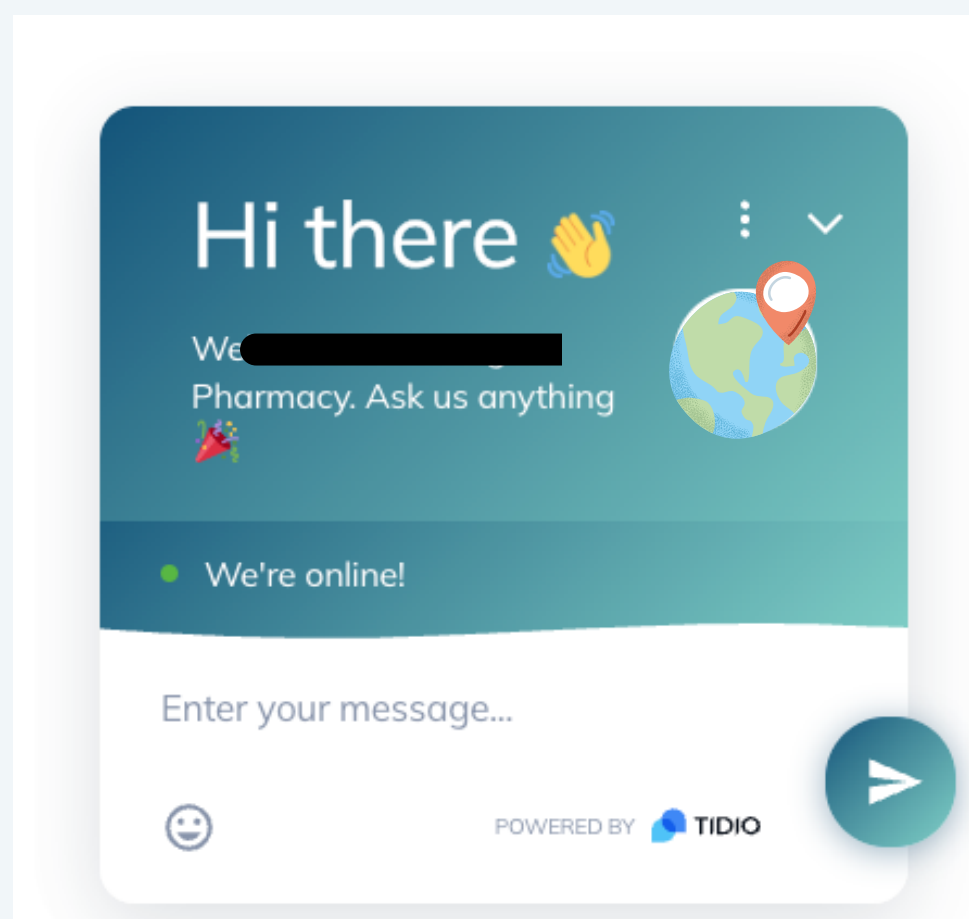
- Allow bookings to be made **without having to sign up first** (can be a blocker)
- Allow **extra fields** where necessary
- Give you the opportunity to **take payments online**
- **Encourage signups** at the end of the booking process with the option to sign up to marketing emails
- Allow **feedback** (see later)



Live Chat System

Live chat, like **Tidio**, is the best way to deliver exceptional customer service.

Patients booking this service want to speak with you digitally. **Give them what they want.**



Email Capture

Connect your online booking system with a 3rd-party tool like **Mailchimp** or **Klaviyo** to build an email marketing list.

This is a great method for generating repeat business, all year round.

Even better, create an **automated email campaign** once they sign up to build trust and upsell other products you have in stock (more info on this soon)





Travel Clinic Google Profile

Super Powerful. **Set one up now.** As well as validating the profile, do the following:

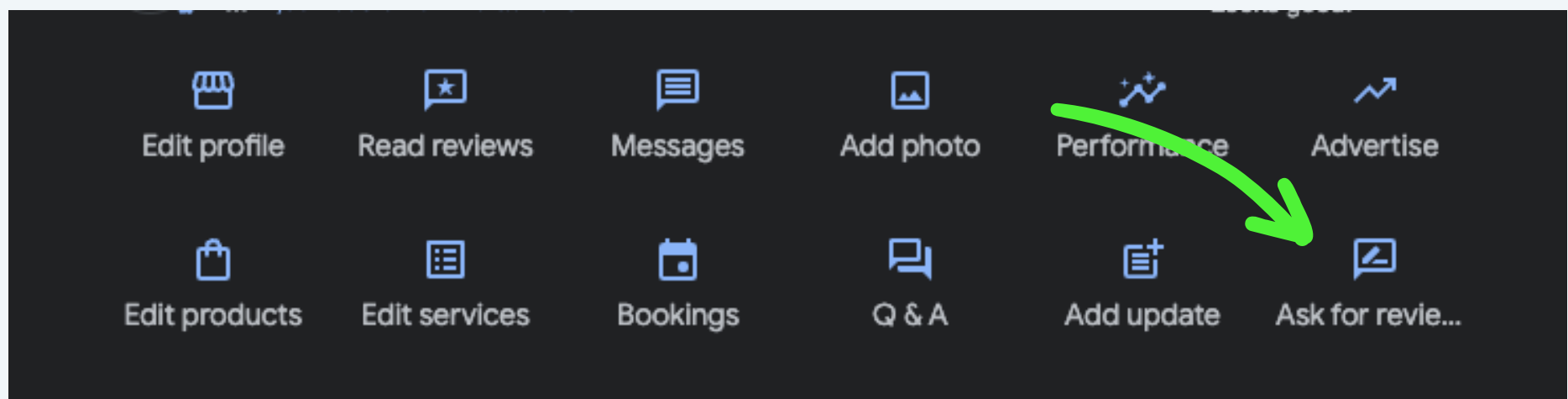
- Add travel clinic photos, videos and branding
- Build out each individual vaccine you offer as a service
- Connect the booking calendar you set up previously
- Switch on the messaging feature
- Get friends and family to leave 5-star reviews to get it going



Automate your Feedback

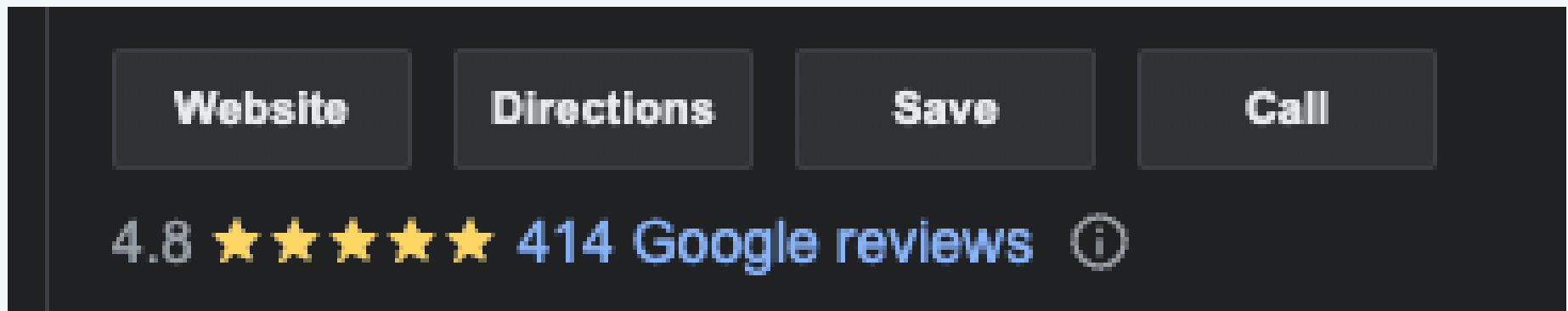
People love your travel clinic. So get them to review it on your Google Profile, **automatically**.

Get your review link here:



And add it to the email that gets sent within 24-hours of their appointment...

...and let the 5-star reviews roll in...



The more social proofing you've got, **the more business you'll get.**



Monthly Blog Content

Blogs are critical to the **long term growth** of your travel clinic.

Focussing on the following keywords will give you a **great start**:

- Travel Clinic + your city
- Your city + Travel Clinic
- Rabies vaccine + your city
- Hajj and Umrah vaccines + your city
- Hep B vaccine + your city

Then we can dig deeper into more keywords. This is **SEO**, and it never ends.



Budget for PPC

Google Ads are excellent for generating **immediate traction** for your travel clinic.

Typically, Google wants you to budget no less than £500 per month because of the competition in this arena. **Listen to Google's recommendations.**

SMART Campaigns are great to begin with, to see what traction you get. They can result in great gains.

Move onto Expert Campaigns if you're willing to budget > £1000 per month.



TikTok & Travel

TikTok organic engagement is **much higher than other mediums**. Generate the following content on TikTok:

- The pharmacist talking about the travel clinic service in general
- Travel health tips
- Information on different vaccines
- A demonstration of vaccinating a patient (with consent)
- Patient testimonials
- Q&A sessions

Consistency is key so try to post regularly (ideally 5 times per week) and make videos only about **15 seconds long**.

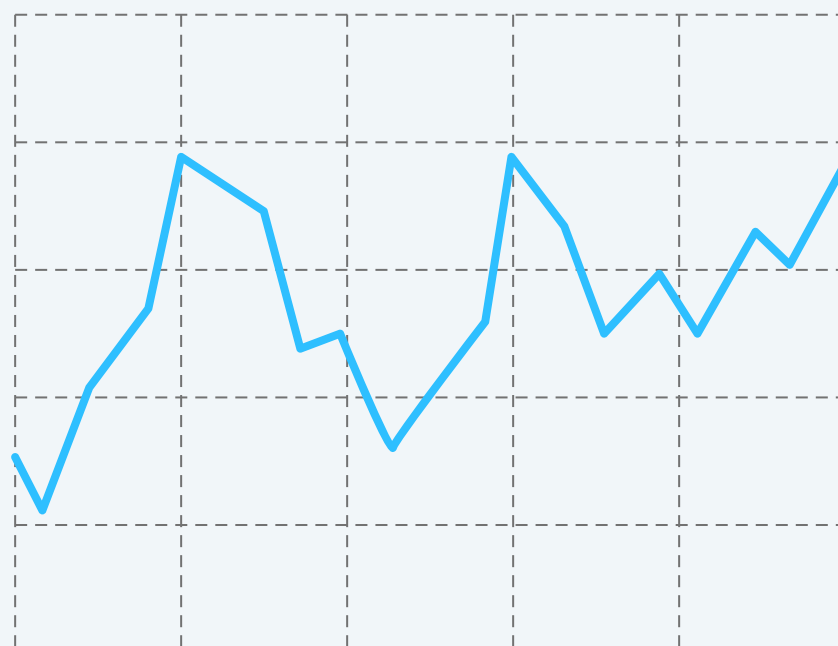
My extra tips...

- Work with supportive PGD providers. I recommend **PharmaDoctor**.
- Set up two digital advertising screens. One inside your pharmacy and in your window. I'd recommend **Healthpoint TV**.
- Partner with travel agencies in your area
- Offer **corporate businesses** travel-related discounts
- Contact companies who require their employees to be **vaccinated against Hep B**
- Inform **all other healthcare providers around you** that you offer a travel clinic
- Train your team **personally**
- Develop an **incentive scheme** not only for your pharmacy team, but for patients too, via a **digital affiliate programme**.

And most importantly, deliver an incredible patient experience in store.

Case Study

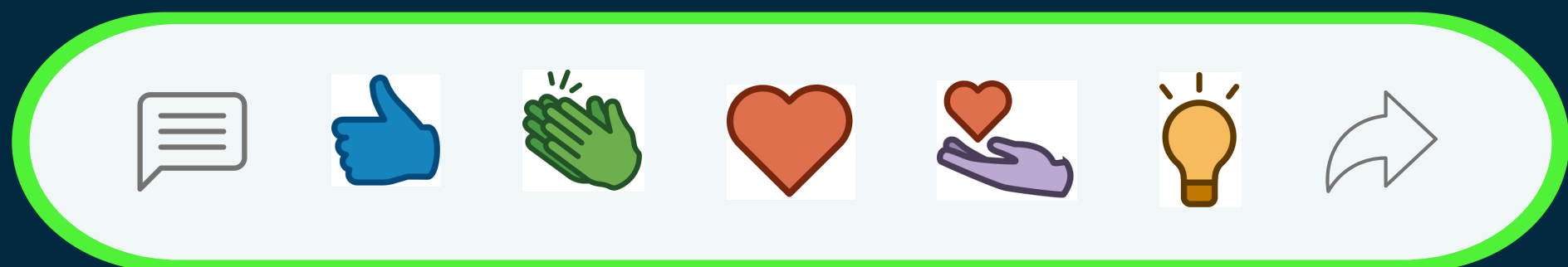
- Pharmacy had no digital presence
- Implemented points 1, 2, 3, 5, 6, 7, 8
- Generated > 70k organic website clicks and 3.8mil website impressions in the last 16-months (Search Console)
- Generated 23,186 online bookings since 1st Jan 2020
- Has to be considered as one of the most successful Travel Clinics of all time
- Imagine if we did email marketing...



23,186 online bookings



I HOPE YOU LIKED THIS POST



Follow me for advice on how to grow
your pharmacy business, digitally



**Don't forget to sign up to The PM Academy, a free
support network exclusively for Pharmacy Owners**

www.pharmacymentor.com