

INTRODUCING

P.R.E.S.C.R.I.B.E.S

The Marketing Methodology for
Clinical Service Growth

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Presence Online

Create a commanding Online Presence with a seamless, flexible, intuitive **website**.

Your website **sets the foundation** for growing your clinical service revenue.





Regular Blogging

The more **keywords** you can dominate, the better.

Technical content creation is the way to drive **consistent, highly targeted traffic** to the clinical services and products on your website.





Email Marketing

Build **relationships & trust** through Email Marketing. **Ensure an opt-in.**

Keep your patients informed about new clinical services, health tips, and exclusive offers, turning one-time visitors into **lifelong clients.**





SEO

Optimise your static **service, product and conditions** pages.

Is your website **technically optimised**? If not, this can affect conversions.

[Get it checked for free here.](#)





Campaigns on Google Ads

The **quickest way to generate revenue** for your clinical services.

Attract patients **actively seeking** health solutions, driving traffic and conversions.





Reviews

Boost trust with Reviews. **Essential to your strategy.**

Automate & showcase patient testimonials, **enhancing your reputation** and encouraging new patients to choose your services.





Integrated Payments

Simplify patient experience with Integrated Online Payments.

Offer secure, **convenient payment options** right on your site, securing service revenue.





Booking System

Enhance accessibility with an Online Booking System.

Allow patients to schedule appointments anytime, **increasing satisfaction** and **streamlining your operations**.





Effective Design

User experience is critical to ensuring the patient completes an order easily.

Ensure your website is **responsive, visually appealing, and easy to navigate.**



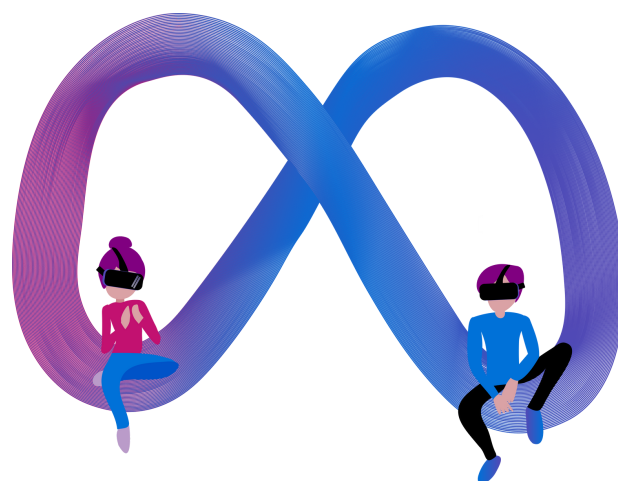


Social Media

Connect with patients on a **personal level** with Social Media.

Update your **Google Profile** to reflect all the services you offer and conditions you treat.

Share video updates on **Meta & TikTok** to generate local interest.



An Omnichannel Approach

P.R.E.S.C.R.I.B.E.S. - Your omnichannel marketing strategy for clinical service growth.

Need a hand implementing some of these into your business strategy? **We're here to support you.**



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GROW YOUR PHARMACY, DIGITALLY

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