

# IPC & Pharm Fresh Media

MARKETING PARTNERSHIP

JANUARY 8, 2024



# WHO WE ARE

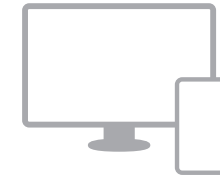
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Pharm Fresh Media has been helping hundreds of independent pharmacies realize their full potential since 2008. We're a fully-integrated marketing agency with a team of creative, technical and strategic thinkers. We have one goal: to help you grow your pharmacy and thrive against larger competitors with intelligent marketing techniques through digital channels, high-quality printed materials, and promotional products.



## Graphic Design

Clear and concise, your message is sure to make an impact.



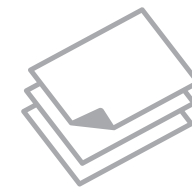
## Websites & Online Marketing

Integrate your online marketing efforts for maximum results.



## Marketing & Digital

Speak directly to your audience with personalized marketing.



## Printing to Perfection

Experience the beauty of high-quality products.



## Mailing & Fulfillment

Ensure your materials arrive on time and to the correct audience.



## Promotions (AKA Swag)

Find the perfect promotional item to fit your brand.

# PHARM FRESH CONNECT

## PHARMACY WEBSITE DESIGN FOR INDEPENDENTS

A NEW SMALL BUSINESS WEBSITE CAN COST UPWARDS OF \$7,000 WITHOUT HOSTING AND MAINTENANCE. WE CAN CREATE A BEAUTIFUL SITE AND GET YOU UP AND RUNNING FOR \$1,345\*

### ONLINE REFILLS

Easily integrate your online refill system. Pharm Fresh can work with your pharmacy management software to make sure things work smoothly on your website. Get everything you want and nothing you don't!

### LET CUSTOMERS FIND YOU

Do you have time to submit your site to Google, install analytics and optimize your pages' meta data? Our standard setups do all the background work that online web builders won't.

### HASSLE FREE SETUP

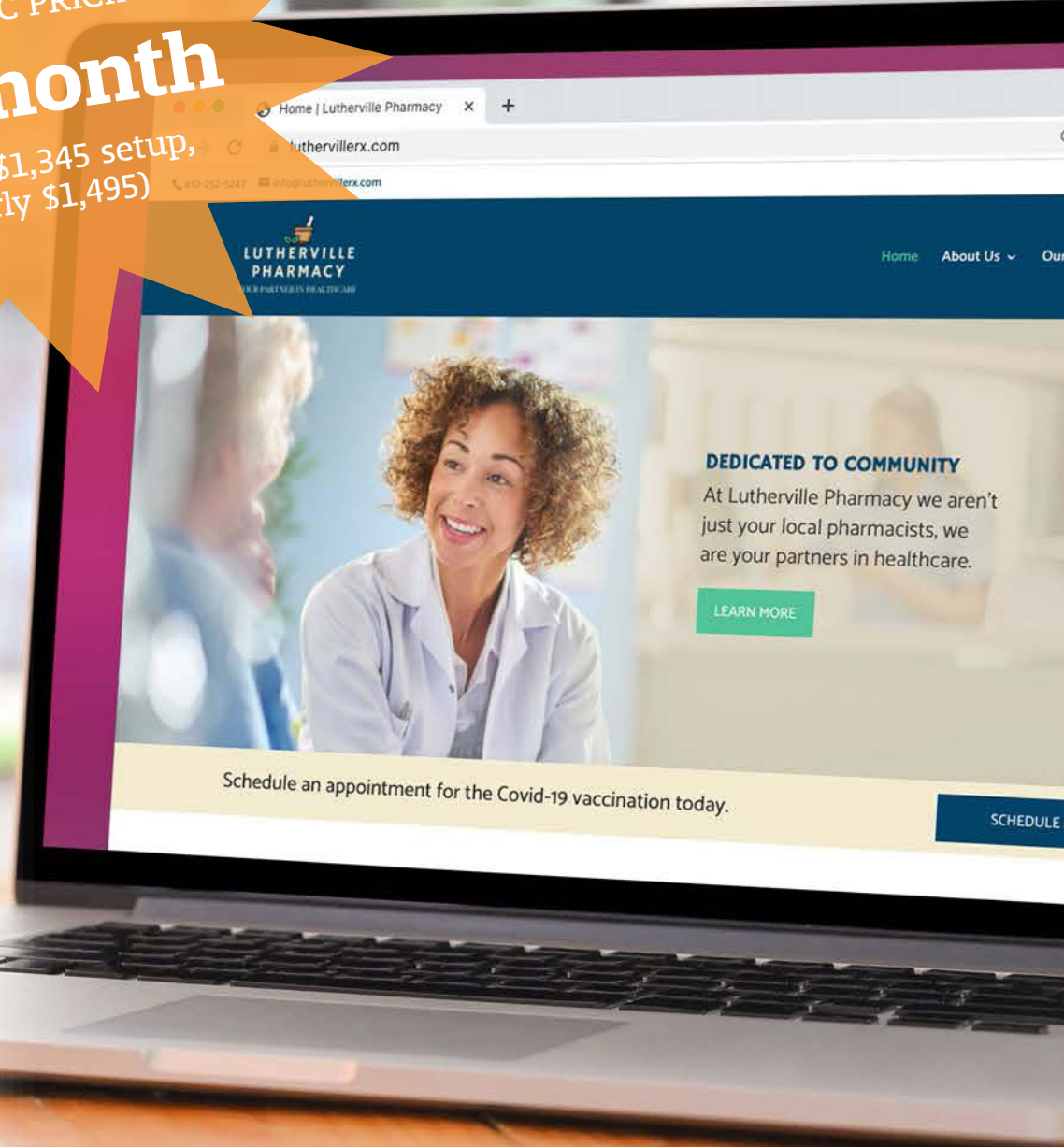
With our one-time setup fee of \$1,345, our design team will make your site shine with stock imagery, your logo and brand colors. Your account manager is only a phone call away to make sure your site is cohesive with all your marketing efforts.

### FOCUS ON WHAT'S IMPORTANT

Does finding a good hosting plan, hooking up an SSL and routinely keeping your CMS up to date sound like fun to you? All the specifics of getting a web site up and running can take you away from what you do best: serve your customers. Let Pharm Fresh help!

**\*\$1,345 one time setup fee, \$89 per month  
(Regularly \$1,495 setup, \$99/mo.)**

SPECIAL IPC PRICING  
**\$89/month**  
(one-time \$1,345 setup,  
regularly \$1,495)



ANNIVERSARY  
**10**  
 YEARS  
 CELEBRATION

**JOIN US TUESDAY**  
 SEPT. 10<sup>TH</sup> FROM 11-4PM

951.352.3030  
 STORES.HEALTHMART.COM/RIVERWALKPHARMACY

**FIND US**  
 4234 Riverwalk Parkway, Ste. 130  
 Riverside, CA 92505

**HOURS**  
 Hours: 9am-6pm

**Riverwalk  
 Pharmacy**



Under new Management, now accepting all insured and non insured patients.

YOU'RE INVITED TO OUR

**GRAND  
 OPENING**

SAT, JUNE 2ND 2018 | 12PM

**NEW LEAF  
 PHARMACY**  
 Delivering Care... Personalizing Service

661.885.9707

New Leaf Pharmacy  
 4433 Ming Avenue, Bakersfield, CA 93309

WE OFFER

- Free Delivery
- Free Medication Review
- Easy Prescription Transfer
- Immunizations & Vaccines
- Medical Supplies & OTC
- Guaranteed Low Cash Prices
- Free Blood Pressure Checks
- Weight & Height Scale (free to use)

ENTER TO WIN  
 PRIZE GIVEAWAY

CELEBRATE WITH US

**GRAND OPENING GIVEAWAY!**

- Register at the pharmacy for 1 Entry
- Like and share on social media for 2 Entries
- Transfer your prescriptions for 3 Entries
- Fill a prescription for 4 Entries
- Enjoy snacks & refreshments
- Receive a FREE reusable tote bag (while supplies last)
- Enter to win: FitBit, Echo Dot, iPad, Laptop, Computer, Apple TV, Apple Watch, 32" TV, Coffee Maker

NEW LEAF PHARMACY  
 Delivering Care... Personalizing Service

HOURS  
 SELF-SERVE: 9PM - SAT 10AM - 9PM

661.885.9707  
 New Leaf Pharmacy  
 4433 Ming Avenue  
 Bakersfield, CA 93309

PRINTER FRIENDLY  
 EDDM/US POSTAGE  
 PAID  
 EDDM RETAIL

LOCAL  
 POSTAL CUSTOMER

Completed entries for giveaway must be done between March 12 - May 31, 2018. Giveaway is scheduled for Saturday June 2, 2018. Check out www.newleafpharmacy.com for more details.

IPC + PHARM FRESH SOLUTION

# GRAND OPENING/ ANNIVERSARY CELEBRATION

Attract new customers, generate buzz, gain media attention, and create goodwill with the neighborhood and other surrounding businesses. These are just a few of the benefits of our Grand Opening/Anniversary program.

IPC offers this campaign free to members. This program includes an Every Door Direct Mail (EDDM) postcard and a flyer.

**\$2,550 PER MEMBER //**  
 CURRENT GRAND  
 OPENING EDDM CAMPAIGN

- » 3500 postcards, 300 flyers
- » Graphic design
- » Postage

**\$3,425 PER MEMBER //**  
 GRAND OPENING  
 & DIGITAL OPTION

- » 3500 postcards, 300 flyers
- » 3 Google ads, 1 social ad
- » Graphic design
- » 30-days Google & social targeting
- » Postage

IPC + PHARM FRESH SOLUTION

# AFTER GRAND OPENING

IPC and Pharm Fresh currently offer a program to help newly opened pharmacies grow their business, offering three months of marketing materials as a gift from IPC. Pharmacies are automatically enrolled in this program after a grand opening or anniversary trigger event. Marketing collateral ranges from posters and counter displays to window clings.

**\$114/mo. per member,  
3-month campaign**

*(Minimum 15 pharmacies needed  
at a time to run this campaign)*

A gift to you from



## 3 MARKETING CAMPAIGNS FOR NEWLY OPENED PHARMACIES



**1st Month** – New Patient welcome cards and a poster.

Welcome new patients to your pharmacy with these thank you and informational cards. Also included is a poster for your front window.



**2nd Month** – Buy Independent flyers and a window cling.

The Buy Local movement is gaining momentum, so jump on board! You will receive bag clippers and a window cling to help promote your Independence.



**3rd Month** – Refer-a-Friend referral cards and counter display.

Word of Mouth is the strongest form of marketing. Harness your word referrals with these Refer-a-Friend materials.

We are also happy to help you with any suggestions to best use the materials you'll receive.

# MONTHLY MARKETING CAMPAIGN

Nurture customers through consistent mailings that raise awareness for a variety of conditions and remind customers to be proactive and stay on top of their health. Based on a calendar of health observances, recognition days including holidays, as well as other optional messages, it's a convenient way to reach your audience, build connections, and stay top-of-mind. For example:

**FEBRUARY:** Happy Valentines Day & American Heart Month

**APRIL:** World Immunization Week & National Prescription Drug Take Back Day

**NOVEMBER:** American Diabetes Month

**EXTRAS:** Buy Local, Prescription Transfers, or Delivery Service

**\$2,899 PER MEMBER // 1-MONTH EDDM & DIGITAL BUNDLE**

*(Based on group discount of 9 members running together\*)*

- » 31,500 postcards (3,500 ea. for 9 members)
- » Choice of templated design — personalized with pharmacy info
- » Design of 27 Google ads and 9 social media (3 Google, 1 social per member)
- » 30-days Google & social targeting
- » Postage

\*Rates based on member sign up

*Respondents reported a 41% increase in “good” or “very good” ROI when direct mail is part of the multichannel mix.*

PFL's 2020 'The State of Multichannel Marketing' report

## 1 Social Matching

Serves ads to everyone in the general EDDM area with Facebook & Instagram accounts before, during and after receipt of direct mail piece – making them more inclined to take action!

## 2 Smart Targeting

Re-engage website visitors who left without taking an action by reminding them of their interest through retargeting ads on the Google Display Network.

## 3 Social Media Follow-Up

Serve ads to your target market on their Facebook and Instagram news feeds with social advertising. Identified unique website visitors will be retargeted on their social media news feeds. Re-engage website visitors and reach them with multiple impressions across Facebook and Instagram.



# LOYALTY CLUB PROGRAM

REMIND YOUR FAITHFUL PATIENTS HOW MUCH THEY MEAN TO YOU!

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Send a friendly greeting or message (new patient, birthday, lapsed patient) to your customer base with a personalized greeting card campaign from Pharm Fresh! All we need is an Excel document of patients to reach and Pharm Fresh will take care of the rest.

We will personalize the design, print and mail the card including postage.

**FREE Setup; As low as \$1.25 per card**  
*(Regularly \$99 setup, \$1.80 per card)*



Ordering marketing materials has never been easier.

Pharm Fresh Media has a wide variety of unique and customizable products to remind your community and patients how thoughtful and complete your services and products are at every touchpoint.

WE HAVE THE TOOLS YOU NEED TO GROW YOUR PHARMACY

IPC + PHARM FRESH — E-COMMERCE SOLUTION

# ONLINE ORDERING PORTAL

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Pharm Fresh has a wide variety of unique and customizable products to remind the community and patients how thoughtful and complete independent pharmacy services are at every touch point.

With our easy-to-use, e-commerce solution, members will be able to browse and select high-quality marketing materials to promote their upcoming events and promotions.



# CAMPAIGN EXTRAS

Select from posters, window clings, bag stuffers, promotional products, and more. With our easy-to-use web portal, you can choose between customizable templates and static pieces to promote pharmacy services.





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 Your logo is the cornerstone of your business and the starting point of everything to come. We will take the time to do it right and create a logo that will not only reflect your business philosophy, but also help you build a brand for the future.

Pharm Fresh Media has created unique brands for dozens of independent pharmacies. We are eager to work with you to establish or to improve your local brand visibility.  
 .....

**+PRICE RANGE**

Investment \$1,750-\$2,250

**+LET'S TALK**

Call us 877.327.4276

Email us [info@pharmfreshmedia.com](mailto:info@pharmfreshmedia.com)

Visit us [pharmfreshmedia.com](http://pharmfreshmedia.com)

**+STEP 1 :: LOGO KICK STARTER FORM**

Ready to invest in your brand? Take the first step by filling out our kick starter form and we'll have all the information we need to hit the ground running on your pharmacy's new identity. Visit [www.pharmfreshmedia.com/pharmacy-logo-design](http://www.pharmfreshmedia.com/pharmacy-logo-design) to complete this interactive creative brief.

**+STEP 2 :: FOLLOW-UP DISCOVERY CALL**

The logo design process is a collaborative one. After we review your kick starter form, we will schedule a meeting to talk about your business goals, your industry and your customers. How do you see your brand? Does that vision align with the needs of your customers? Only after we understand your marketplace needs, do we begin the creative process.

**+STEP 3 :: DEVELOP CONCEPTS**

This is our favorite part. Your logo is the first visual contact you have with your customers and we aim to make this a lasting impression. Our inhouse design team will create 2-3 concepts for you to review.

**+STEP 4 :: REFINEMENT**

Pick your favorite logo and we'll work with you to make it perfect. We will incorporate your feedback, revise your design, and provide a final proof for your approval.

**+STEP 5 :: FINAL PACKAGED LOGO FILES**

The end product is a beautifully designed logo that works well at all scales and in every media channel. You'll get industry-standard, ready-to-go files that you can use for printing and online purposes. Plus, you'll get the full usage rights, so the design will be all yours.

# GRAPHIC DESIGN SERVICES

You only get one chance to make a first impression. Give your independent pharmacy the professional, high-quality look that will make your pharmacy's brand shine and message be heard.

- » Logos
- » Branding
- » Direct mailers
- » Brochures
- » Advertisements
- » Business cards
- » In-store displays
- » Promotional products

Along with our design services, Pharm Fresh can handle the logistics of pharmacies marketing efforts so they can focus on their patients. We can offer a truly streamlined experience with our marketing, production, and mailing all under one roof.



THANK YOU



marketing for *your independent pharmacy*

+DESIGN +WEBSITES +MARKETING +PRINTING +PROMOTIONAL PRODUCTS

877.327.4276 5515 Catfish Court, Waunakee, WI 53597 [pharmfreshmedia.com](http://pharmfreshmedia.com)