

# IPC & Pharm Fresh Media

MARKETING PARTNERSHIP

FEBRUARY 21, 2025



# 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.



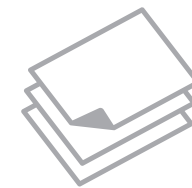
## Websites & Online Marketing

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

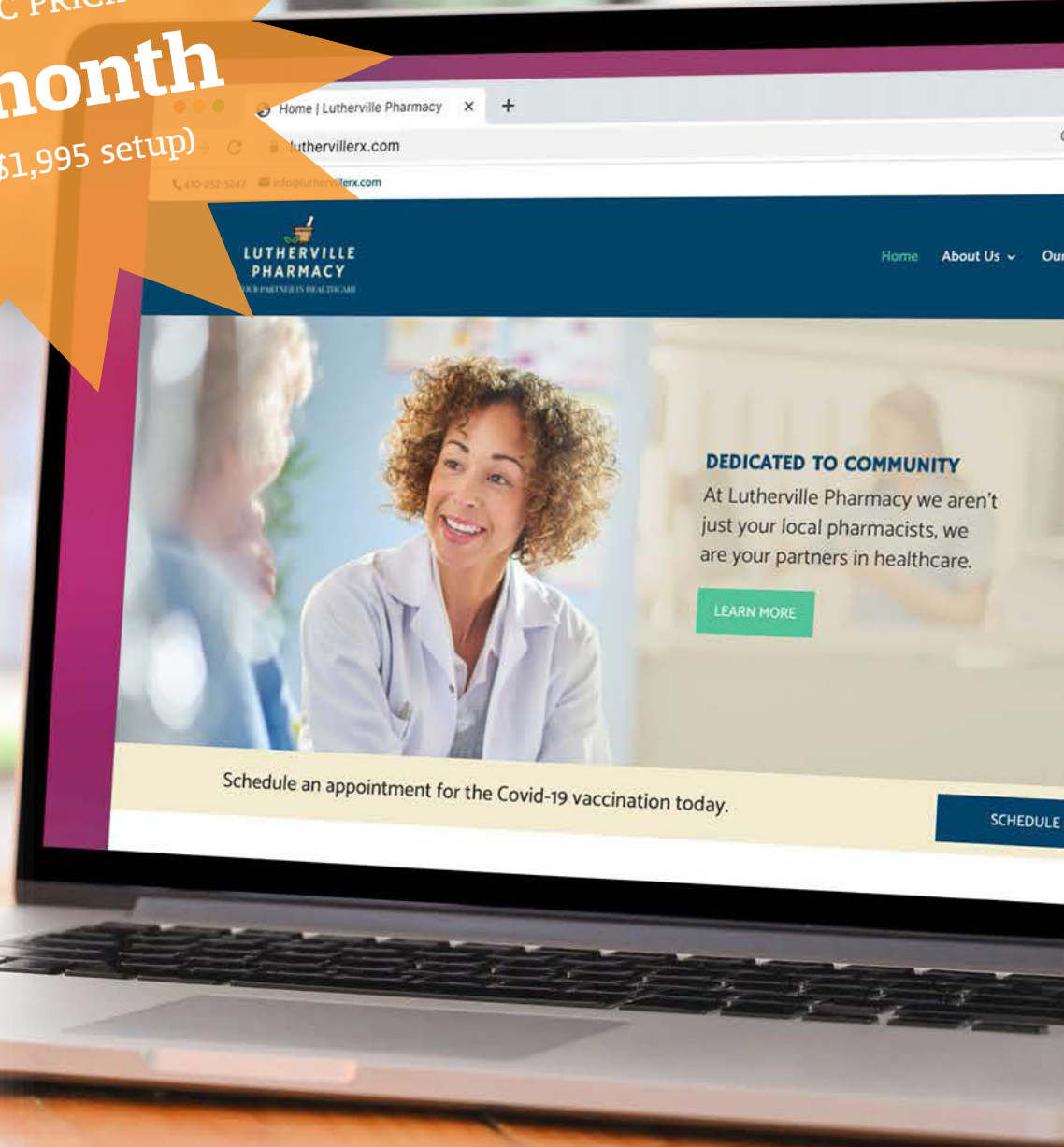
With our one-time setup fee of \$499, our design team will make your site shine with stock imagery, your logo, and brand colors. Your account manager is only a phone call away to make sure your site is cohesive with all your marketing efforts.

### 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!

**\*\$1,995 one time setup fee, \$89 per month**  
**(Regularly \$2,350 set-up, \$99 per month)**

SPECIAL IPC PRICING  
**\$89/month**  
(one-time \$1,995 setup)



# CHAIN STORE CLOSING

## A GOLDEN OPPORTUNITY TO EXPAND YOUR PATIENT BASE

THE CLOSURE OF CHAIN PHARMACIES IN YOUR VICINITY PRESENTS A UNIQUE CHANCE TO ATTRACT NEW PATIENTS SEEKING RELIABLE, CARING, AND PERSONALIZED PHARMACEUTICAL CARE. BY POSITIONING YOUR COMMUNITY PHARMACY AS THE GO-TO ALTERNATIVE, YOU CAN SIGNIFICANTLY EXPAND YOUR CUSTOMER BASE.

### TARGET KEY NEIGHBORHOODS WITH USPS EVERY DOOR DIRECT MAIL (EDDM)

To effectively reach potential patients, utilize USPS's EDDM service to distribute tailored marketing materials directly to homes in targeted neighborhoods in your area. This approach ensures comprehensive coverage without the need for specific mailing lists and a very low postage cost.

- Effective Outreach: EDDM allows you to send marketing mailers at a very low cost per piece, making it an affordable option for mass outreach.
- Flexible Campaign Sizes: Whether you're targeting a small neighborhood or an entire ZIP Code, EDDM accommodates mailings ranging from 200 to 5,000 pieces per day per ZIP Code.





# 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.

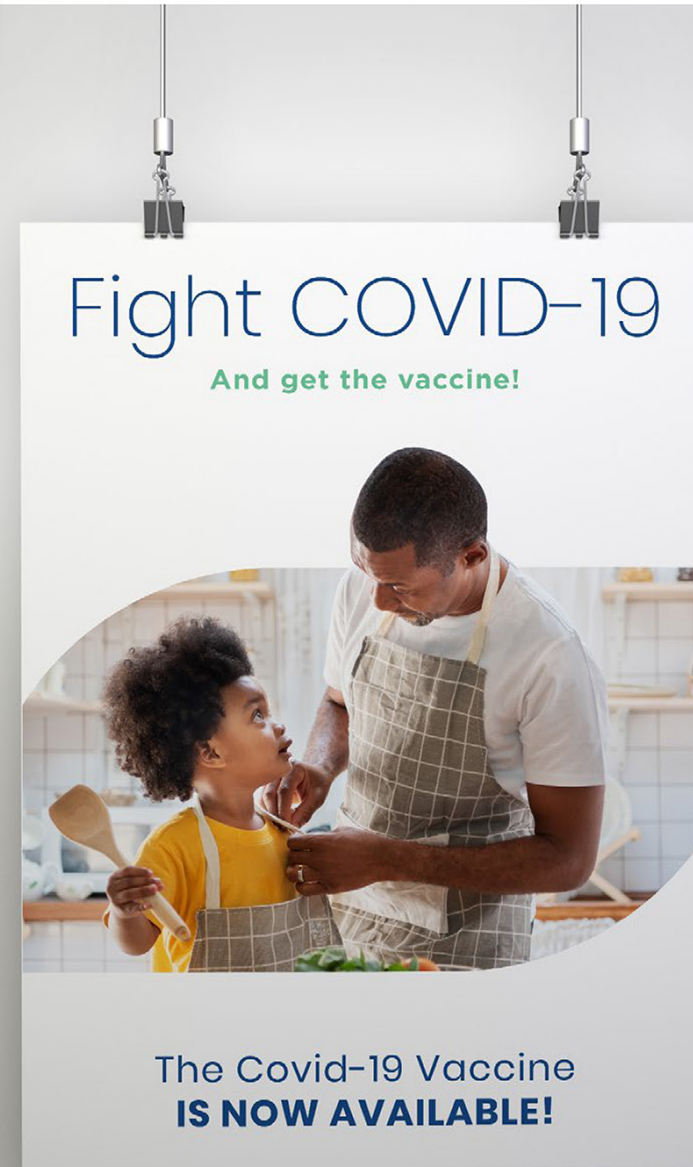
We will personalize the design, print, and mail the card including postage.

**\$89 Setup; \$1.50 Birthday Card,  
\$2.05 New or Lost Customer**

*(Regularly \$99 setup, \$1.67 & \$2.28 per card)*

# 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.





## Logo Design Creative Process

Creating unique independent pharmacy logo designs is our specialty.



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 your marketing efforts so you can focus on your 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

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