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ENDLESS SOLUTIONS FOR IPC MEMBERS

IPC and GRX Marketing are committed to being a trusted resource and advocate for the independent pharmacy industry. Through our partnership, GRX Marketing will deliver affordable, personalized and strategic pharmacy marketing solutions to amplify your message and connect you with current and future patients.

Review the services enclosed in this packet to see the **exclusive** deals IPC members receive!

COMPREHENSIVE FULL PROGRAM

IPC members can enroll in our Full Marketing Program for a complete suite of strategic marketing solutions designed to help your business grow.

DESIGN + CONSULTATION

Strategic marketing consultations

Detailed marketing plan

Market research

Graphic design and content creation

Monthly print allotment

DIGITAL MARKETING

Social media management

Social media ad creation and implementation

Online reputation management

Email marketing

Geofencing campaign implementation

Local market & patient surveys

TRADITIONAL MARKETING

Provider & community outreach

Targeted patient communications

Local advertising creation & fulfillment

Special events & promotion planning

Press release writing & distribution



IPC members have their setup fee waived*

**Multi-store discounts may apply. Additional fees may apply. Monthly program fees are subject to change. Last updated on 9/2026*

PERSONALIZED SOCIAL MEDIA

GRX Marketing ensures that your pharmacy has an active, trustworthy, and up-to-date social media presence, all while building brand credibility and managing your online reputation. Our Social Media Plus program includes designing, composing and scheduling weekly posts on your behalf that focus on driving engagement and education.

GRX SOCIAL MEDIA SUPPORT

- Weekly curated & scheduled content
- Page reputation monitoring
- Social media advertising implementation
- Recommendations on building engagement
- Page and advertising reporting
- Social media page updates, as needed
- Social media strategy development

GRX CLIENT ACCOUNTS

- Facebook.com/JensensRX
- Facebook.com/ThePalmsPharmacy
- Facebook.com/ButlerPharmacy

IPC members have their setup fee waived*



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CUSTOMIZED WEBSITES

The most affordable and greatest asset of small businesses is the Internet – specifically, having a website. Patients search online for options and look at presence and reputation to find out who deserve their business. *If they can't find you, you don't exist!* Set your pharmacy apart from the rest with a custom, HIPAA-compliant website designed by GRX Marketing.

GRX WEBSITE CREATION

- Tailor-made website design
- HIPAA secure forms
- Search engine optimization
- Reporting and recommendations

GRX MONTHLY HOSTING

- Website hosting and maintenance
- Domain selection and hosting
- ADA compliance widget
- Minor website updates

**IPC members receive \$300 off
the website design fee.***



*Additional fees may apply.
Last updated on 9/1/2026.