

The Ultimate

2022 Pharmacy Content Planner

*Everything you Need to Plan Your
Pharmacy Marketing in 2022*

DEVELOPED BY:

iApotheca Healthcare Inc.

www.iapotheca.com

Printable Content Planning Sheets

Got big ideas for your pharmacy marketing this year?

Perfect.

Welcome to the 2022 Pharmacy Content & Business Planner!

Behind every successful pharmacy is a great pharmacist. And you obviously, already have that covered. But pharmacies are busy places, and sometimes staying organized and focused on new initiatives can be challenging.

That's why the iApotheca team developed this planner to help you stay on track with your pharmacy business and marketing goals in 2022!

Have an idea for an amazing new content strategy to grow your patient base? Want to expand your prescription delivery service? No matter what your business goals may be, you can plan them out here.

The last couple of years, especially 2021, has brought many changes from the way we live to the way pharmacies operate. And we're looking forward to the exciting possibilities that 2022 has to offer for pharmacies.

We hope that you enjoy planning out and implementing your content strategy this coming year! And as you continue to grow your business, make sure to check out the [iApotheca blog](#) for tips and pharmacy-related updates, or connect with us on our social media if you have any inquiries.

Are you ready to start transforming your business? Let's get started!

The iApotheca Team

www.iapotheca.com



**SECTION
ONE**



**Define Your
Mission & Set
Your Goals**

Quarterly Goals

What are the top marketing goals for your pharmacy this quarter?
What will drive the most growth?

Quarter: _____



Goal: _____

Action Items: _____



Goal: _____

Action Items: _____



Goal: _____

Action Items: _____



Goal: _____

Action Items: _____



Goal: _____

Action Items: _____

Marketing Goals by Month

What are the top marketing goals for your pharmacy this month? What will drive the most growth?

Quarter: _____

Month: _____

Goal:
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Action Items:
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Goal:
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Action Items:
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Action Items:
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Action Items:
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Goal:
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Action Items:
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Your Social Media Growth Tracker

2022

							
January	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
February	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
March	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
April	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
May	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
June	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
July	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
August	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
September	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
October	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
November	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
December	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Blog Series Ideas

Headline/Topic: _____ **Date:** _____

Posts/Dates

Points to Cover:

_____	_____
_____	_____
_____	_____

Call-to-Action (What do you want your readers to do):

Headline/Topic: _____ **Date:** _____

Posts/Dates

Points to Cover:

_____	_____
_____	_____
_____	_____

Call-to-Action (What do you want your readers to do):

Headline/Topic: _____ **Date:** _____

Posts/Dates

Points to Cover:

_____	_____
_____	_____
_____	_____

Call-to-Action (What do you want your readers to do):

Blog Post Ideas

Headline/Topic: _____ **Date:** _____

Points to Cover:

Include:

Printables **Photos**

Coupon/Offer **Video**

Other: _____

Call-to-Action (What do you want your readers to do):

Headline/Topic: _____ **Date:** _____

Points to Cover:

Include:

Printables **Photos**

Coupon/Offer **Video**

Other: _____

Call-to-Action (What do you want your readers to do):

Headline/Topic: _____ **Date:** _____

Points to Cover:

Include:

Printables **Photos**

Coupon/Offer **Video**

Other: _____

Call-to-Action (What do you want your readers to do):

Blog Post Planning Sheet

Post One

Topic Idea: What do you want to write about?

Post Date: When would you like to publish this post?

Target Audience: Who is this post for?

Reason for Post: Why is this post valuable to your readers?

Post Format (Circle One)

List Q&A Informative Video How To Opinion or Review

Notes:

Post Two

Topic Idea: What do you want to write about?

Post Date: When would you like to publish this post?

Target Audience: Who is this post for?

Reason for Post: Why is this post valuable to your readers?

Post Format (Circle One)

List Q&A Informative Video How To Opinion or Review

Notes:



**SECTION
TWO**

**Stay
Organized**

Monthly Planner

Content & Marketing Tasks

Month of: _____

Week of:

Week of:

Week of:

Week of:

Week of:

Week of:

Sunday

Weekly Planner

Content & Marketing Tasks

MONTH

WEEK OF

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

NOTES



About iApotheca

iApotheca Healthcare is a pharmacy software company founded in 2014 in Toronto, Canada.

Our belief is that pharmacies are at the heart of exceptional healthcare. Our mission is to help pharmacies across Canada and the U.S. grow using technology and education.

We do this through advanced pharmacy technology such as EconoRoute™. As a prescription delivery tool, EconoRoute™ helps pharmacies grow their delivery service.

With a focus on pharmacy marketing and customer service, our products help drive revenue.

Over the years, we've had the privilege of working with thousands of pharmacies across Canada and the U.S., from independents to some of the biggest chains in North America.

**Want to know more about marketing your pharmacy?
Check out the iApotheca blog today!**

HAVE QUESTIONS?

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“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

Andrew Davis, Author
& Keynote Speaker,
Monumental Shift



Streamlining Pharmacy Operations

