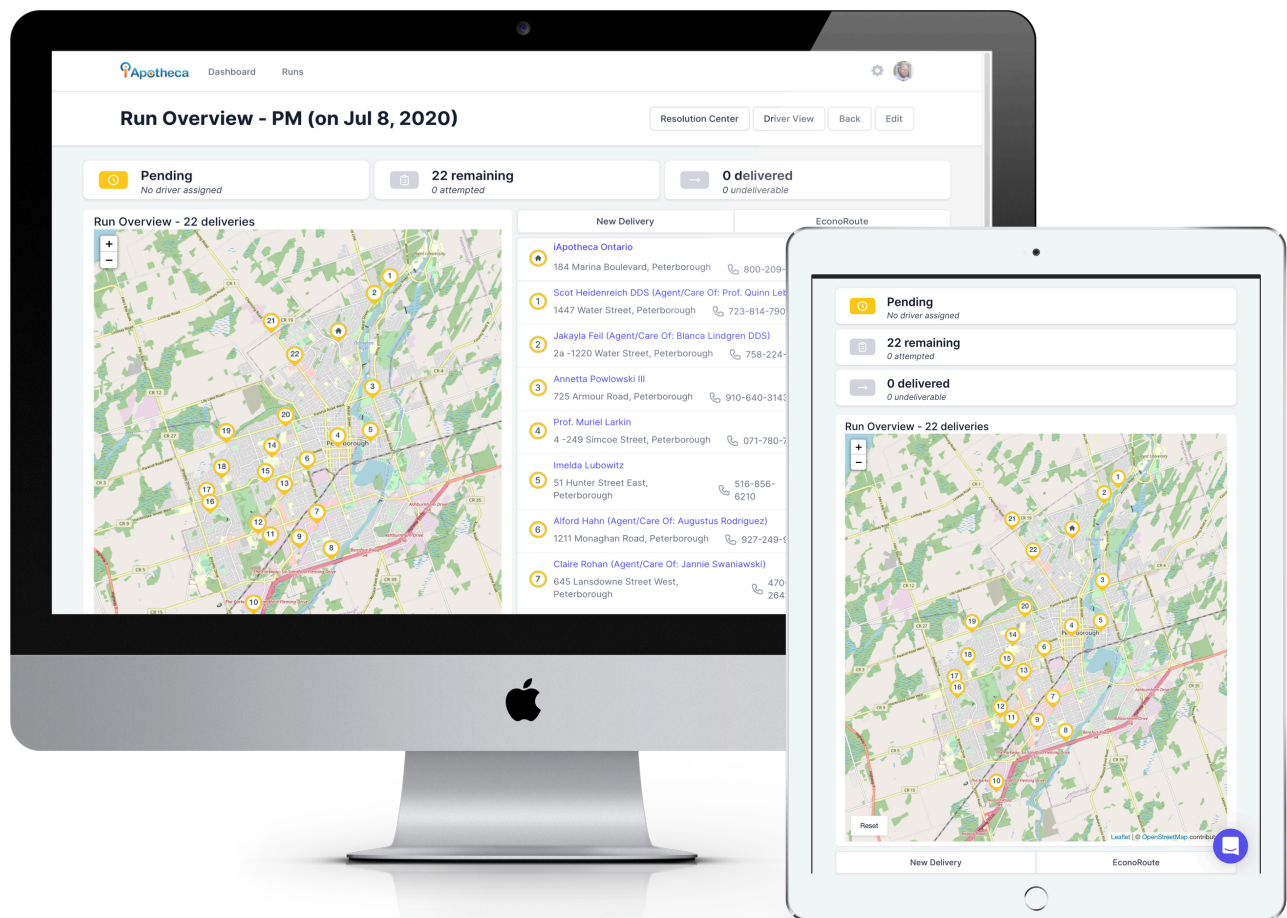


# EconoRoute

iApotheca Healthcare Presents

# How to Get Your First 50 Delivery Customers

A Guide For Pharmacies



A 9-Step Planning Tool for Growing Your Pharmacy Delivery Service Fast

# Traditional Channels to Leverage for Fast Growth

## Talk to Your Current Customers



Your customers are going to love your new delivery service!

So it just makes sense that step one in getting your first 50 delivery customers would be talking to your current customers.

Whether they're picking up a prescription, calling in for a refill or getting your advice on health issues, have the conversation!

Tell them what you're doing and how it benefits them.

You're guaranteed to pique their interest!

## Appeal to Your Warm Market

This is a fun one, and it's easy too. Take a few minutes to think about your warm market; everyone who refers patients to your pharmacy.

Local doctors' offices, clinics... anyone who sends patients your way.

Once you've got your list, take a bit of time to reach out and chat. Tell them about your delivery service, and how you think it'll boost your patient care.

Ask that they put a link to your pharmacy on their website with a mention about your new service.

Social media works too!



## Use Pamphlets

When it comes to getting the word out, pamphlets are a great tool.

They're easy to design and inexpensive and you can tuck one into every bag that leaves the pharmacy.

No design experience? No problem.

You can outsource design work online at a reasonable cost.

For more information on sourcing pamphlet design check out our article entitled [How to Plan an Amazing Pharmacy Delivery Service](#) on the iApotheca blog.

## Branding Your Vehicle

Branding your vehicle is a great way to get local attention.

You can either go all out and have your vehicle wrapped with your branding or use magnetic vehicle signs.

Either option means great exposure for your brand.

## Don't Forget Local Advertising

Advertising your new delivery service locally will help get things moving.

Take a few minutes to write up a press release, then call up your local newspaper, TV and radio stations.

Tell them all about your helpful service, and they'll help you get the word out.

# Online Channels that Accelerate Growth



## Leverage Your Website

Your website is the foundation of any solid online strategy.

Be sure to put up a banner announcing your new delivery service and do a blog article about your new offering.

If you've got regular traffic, you may want to make the announcement ahead of time to boost anticipation.

You could even draw attention with a contest where patients win a year of free delivery to amp up excitement!

Need more information on optimizing your pharmacy website and social media?

[Want to Make Your Pharmacy Website the Best? Here's What You Need to Know.](#)  
[How to Promote Your Pharmacy on Social Media](#)

## Engage on Social Media

Social media is a great place to announce your delivery service, at the start and on an ongoing basis.

No matter what platforms you're active on, you can have the conversation with your patients about why you believe delivery means better patient care.

Once you're up and running, social media is also the perfect place to garner feedback about how you're doing!



## Email & Newsletter Campaigns

If you've got an active email list, don't forget to send out an announcement to all your subscribers.

Have a monthly newsletter going?

Even better!

If your subscribers love your existing service enough to read your monthly newsletter, they're bound to try out your new offering.

## Paid Online Advertising

There are lots of great options for super-targeted paid advertising online.

Google, Facebook and Twitter are three notable platforms that give you the ability to reach out to specific demographics in your town or city.

Want more information on how to grow your delivery service?

Check out the [iApotheca Blog](#) today!

**contact us**

(800) 209-6052

[contact@iapothecca.com](mailto:contact@iapothecca.com)

[www.iapothecca.com](http://www.iapothecca.com)

Print Out

# Delivery Marketing Strategy Planning Checklist

## Traditional Channels

- Talk to Current Customers
- Warm Market Contacts
- Pamphlet Design & Distribution
- Vehicle Branding
- Local Advertising Plan

## Online Channels

- Website Planning
- Social Media Planning
- Email & Newsletter Campaign
- Paid Online Advertising

Print Out  
Notes

# Delivery Marketing Strategy

## Traditional Channels

### Talk to Current Customers

What will you (and your staff) say?

### Warm Market Contacts

Who will you reach out to?

### Pamphlet Design and Distribution

Search Online Design & Print Options  
E.g. [upwork.com](https://www.upwork.com/)/[fiverr.com](https://www.fiverr.com/)

### Vehicle Branding

Local vs. Online Options  
e.g. magnetic car signs at [vistaprint.ca](https://www.vistaprint.ca)

### Local Advertising

What news organizations will you call?

Print Out  
Notes  
**Delivery Marketing Strategy**  
Online Channels

**Website**

What will your banner say?

**Social Media Planning**

What is your message?

**Email & Newsletter Campaigns**

What will your email/announcement say?

**Paid Online Advertising**

What platforms will you use?

Notes