



ONE COMPANY. ENDLESS SOLUTIONS.

GRX Marketing empowers and equips you with the tools you need to impact the lives of the people who need you the most.

Our solutions transform your marketing to amplify your message and connect you with current and future patients.



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MARKETING IDEAS

DIGITAL MARKETING

- Social media posts
- Paid social advertising
- SMS messages
- Email marketing
- Geofencing campaign implementation
- Digital consent form & scheduling follow-ups
- Online reviews

TRADITIONAL MARKETING

- In-store materials (flyers, bagstuffers, rack cards, shelf wobblers, posters, stickers, banners, window graphics, tri-fold brochures, etc.)
- Provider, patient & community outreach
- Special events & promotion planning
- Direct mail creative & fulfillment
- Press release writing & distribution

TOPICS

- Services (compliance, immunizations, consultations, etc.)
- New or Lost patients
- Transfers in/Transfers Out
- VIP patients
- Rx, disease state or insurance based campaigns
- Loyalty campaigns (online reviews, birthdays, holidays)



A PLAN FOR 2025 MARKETING



JANUARY

- Set up automated new patient welcome SMS messages to go out monthly.
- Lost patient outreach (June - Dec 2024)
- Send out message to 2024 Q4 transfer outs.

FEBRUARY

- Implement your loyalty program prior to allergy season.
- Send message to pet owners on Love your Pet day

MARCH

- Send out messages focused on vaccinations (travel for spring break)
- Send out "Lucky to have you" to VIP patients on/around St. Patrick's Day. Link to online reviews

APRIL

- Send out weight loss message prior to summer
- Medication Safety Month message around compliance packaging and/or consultations
- Send out message to Q1 transfer outs

MAY

- Women's Health Month promoting supplements or consultations
- Senior health and fitness day promoting screenings and compliance services

JUNE

- Travel vaccinations for summer
- Men's health month promoting supplements or consultations
- Senior Health month promoting compliance services

JULY

- Send out message to Q2 transfer outs
- Lost patient outreach (Jan - June 2025)

AUGUST

- Promote loyalty program for fall allergies and back to school.

SEPTEMBER

- Send out message to get flu vaccine

OCTOBER

- Open Enrollment
- Send out message to Q3 transfer outs

NOVEMBER

- Thankful for you + shop local message
- Not to late to get your flu shot to patients who haven't gotten one yet.

DECEMBER

- Send out weight loss message prior to holidays
- Happy holidays message