



Corner Pharmacy & Market PR Plan

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Introduction

Mission:

The mission of Corner Pharmacy and Market is to provide affordable pharmaceutical services accompanied with the best and most unique customer experience.

Vision:

Corner Pharmacy and Market strives to be recognized for its pharmaceutical products, unique atmosphere, and dedication to excellent customer service within the Greater Jackson Area.

Problem:

Corner Pharmacy & Market is a well-established business that lacks an advertisement angle and needs to capture the attention of its target market in the local community. The business has expressed interest in tactics to promote and increase brand awareness and sales, but it still needs to take action or establish a clear plan to achieve these goals.

Situation Analysis

The target customer base for Corner Pharmacy & Market is the local community, with home delivery options and other accommodations made available to promote sales and gain customer loyalty. The business operates with a pharmacy in the back and a gift shop and coffee station in the forefront. The atmosphere is conducive to various needs and is a valuable business for Flora and adjacent communities. The business fills approximately 250 prescriptions and generates approximately 50 weekly coffee and gift sales. While the business has the potential to increase sales and community awareness and has an online website and social media presence, it's consistently coming up short of its sales target. The pharmacy is making a profit; however, it is coming up short in what would be identified as "successful" traction. The pharmacy has identified target sales goals but lacks a mission statement and a plan to accomplish these goals.

Their competitor, Flora Pharmacy, is a well-established family-owned pharmacy with a loyal customer base and a solid online presence. This is Corner Pharmacy & Market's main opposing force against an increase in customer loyalty and sales. Corner Pharmacy & Market is a small operation run by a father-and-son pharmacy technician team and another talented individual in the gift shop section. While they do not have a reputation and an established appeal of being a mom-and-pop shop, the pharmacy is still run by a talented, experienced, and devoted team. Because the business is based in a small town, Flora, customers will be highly conscientious about which pharmacies they are supporting, and business loyalty is an expected byproduct. Implementing an effective PR plan will establish a manageable plan to achieve present abstract goals by promoting awareness and sales.

Organization

Strengths- <ul style="list-style-type: none">- Diverse product range- Personalized customer service- Affordability- Community engagement	Opportunities- <ul style="list-style-type: none">- Rebranding- Collaborations with local businesses- Targeted marketing - familiarity
Weaknesses- <ul style="list-style-type: none">- Financial limitations- Lack of signage - physical presence	Threats- <ul style="list-style-type: none">- Competition on hwy 49- Online pharmacies- Limited exposure / dependency on local economy

Target PublicPrimary:

Demographic	Psychographic
<ul style="list-style-type: none"> • Elderly residents and families in the Flora metro area, • Both males and females • Age range 18-95 	<ul style="list-style-type: none"> • Value convenience and accessibility • To seek family-oriented environments • Prioritize health management

Secondary:

Demographic	Psychographic
<ul style="list-style-type: none"> • Residents of the surrounding Flora area. • Both Male and Female • Ages range from 18-95 	<ul style="list-style-type: none"> • Seek accessible healthcare options • Prioritize convenience • Value wellness services.

Action/ Planning

Goal: Increase prescriptions filled by the pharmacy

Impact Objective: To increase the number of prescriptions filled by 65% by December 31, 2024.

- Filling **200-250** prescriptions a week generated by 125 customers
- A **65%** increase would amount to **330** prescriptions per week and 200 customers

Motivational Objective: To increase the social media engagement rate from 1% to 5% on Instagram by December 31, 2024

- A stronger Social media presence will perfectly mirror a new and vibrant era for the Corner Pharmacy

Strategies:

- Hold a rebranding launch party outside of the pharmacy catered by Blue Rooster
- Obtain sponsorship space within the athletic facilities of Tri-County football.
- Designate an individual to take over the social media for the Corner Pharmacy.

Tactics #1: Hold a rebranding launch party outside of the pharmacy catered by Railroad Pizza

- Contact Railroad Pizza to finalize an order for 15 large Pizzas (\$450)
- Set up flyers around Flora and Madison advertising the event
- Send out emails to an email list
- Secure proper materials for the event: Table, speaker, and ice cream products from the pharmacy.

Tactics #2: Obtain sponsorship space within the athletic facilities of Tri-County football.

- Contact Tri-County and cement a sponsorship deal for the football field.
- Advertise Tri-County merchandise within the pharmacy on social media
- Attend football games and network with fans (home and away)

Tactics #3: Designate an individual to take over the social media for the Corner Pharmacy

- Post on social media twice a week
- Engage the audience by reposting stories
- Social media check-ins
- Advertise the medical side of the pharmacy

Tactics #4: New Signage/Logo

- Work with a graphic designer to meet brand needs and update an existing or new logo.
- Install either a window sign or a hanging sign in front of the business

Theme and Key Messages

Theme:

Always in your corner!

Key Message:

We want to fulfill all of your needs!

Budget:

3x3 Window Vinyl sign	\$93
Updated logo	\$50
Sponsorship for Tri-County Football	\$375
Catering for the Event (Railroad Pizza)	\$425
Decorations for the Event	\$100
Tshirts	48 shirts @ \$12.50 each = \$600
Printing Flyers	\$100
Miscellaneous	\$500
Total	\$2,243

Timeline

8-month PR plan - to the beginning of December (May-Dec)

Tactics	May	June	July	August	Sept	Oct	Nov	Dec
Send Emails	x		x		x		x	
Social Media Post	x	x	x	x	x	x	x	x
Flyers	x	x		x	x		x	x
Evaluation					x			x
Website	x		x		x		x	

May:

- Send out emails to an email list
- Put up flyers around Flora and other surrounding areas
- Reach out to local colleges for internship opportunities (for social media and building a website)

June:

- Create signage that reflects new branding and logo
- Decide on logo
- Post flyers around Flora and other surrounding areas

July:

- Send out emails to an email list
- Focus on social media
- Have a website built by now

August:

- Focus on creating a new rebranding kickoff party
- Send out an email

- Make social media posts.
- Send out customer evaluations.

September:

- Post on social media promoting the brand kickoff (announcing the date)
- Put up flyers around Flora to promote the block party
- Send out emails
- Work on putting together a coloring flyer

October:

- Design t-shirts
- Make social media posts
- Advertise the delivery side of the pharmacy
- Send out customer evaluations
- Advertise for block party with coloring flier

November:

- Make social media posts
- Advertise coloring book fliers for a discount
- Feature story through the local newspaper
- Call the vendors for a block party for confirmation and payment.

December:

- Make social media posts.
- Send out customer evaluations.
- Put up flyers
- Advertise for block party with coloring flier
- Prepare for the block party

Evaluation

Impact Objective: Increase the number of prescriptions filled by 65% by December 31, 2024.

Evaluation: Compare the overall number of prescriptions filled from 2023 to 2024. If there is an increase of 65% between 2023 and 2024, the objective has been achieved.

Motivational Objective: Increase the social media engagement rate from 1% to 5% on Instagram by December 31, 2024.

Evaluation: Calculate the engagement rate on Instagram by the end of December. If the engagement rate is at least 5%, then the objective has been achieved.

Sample Tactics

fonts

Courgette

Roboto

Zen Maru Gothic

logo

*Corner Pharmacy
& Market*



colors

#5C4F9F

#859AFF

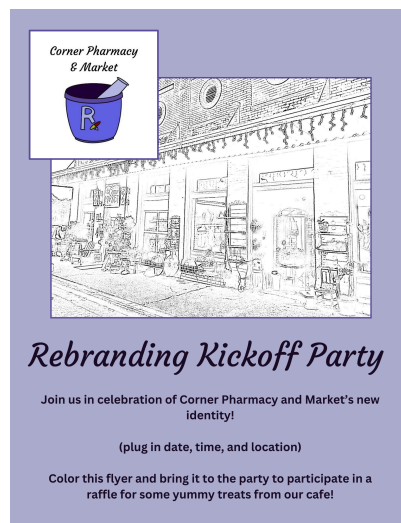
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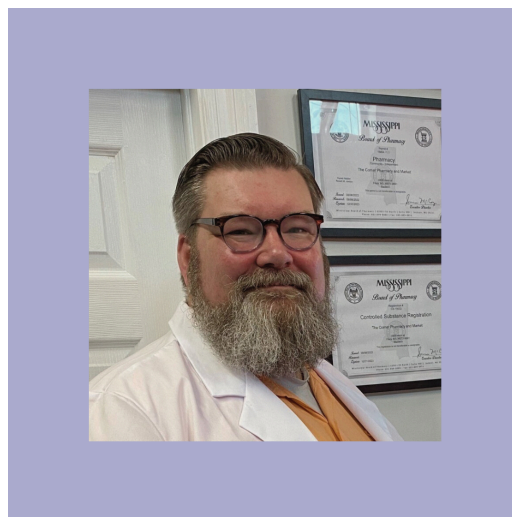
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Feature Story Sample

Lily Barron walked into the building, legs shaking more than a tambourine in an earthquake. She had been feeling ill for quite some time, and finally mustered the energy to get out of the bed in search of medicine. When she arrived at the pharmacy to which Google Maps directed her, she did not expect the sweet aroma of fresh coffee to comfort her nose. Nor did she expect to be greeted by an array of clothes and gifts as soon as she entered through the doors. And most importantly, she did not expect to be treated with so much care when picking up her medication from Corner Pharmacy & Market.

Corner Pharmacy and Market is not like most pharmacies. In fact, it is nearly unheard of to find a pharmacy that sells more than medication, let alone has its own gift shop and coffee shop within its establishment. When Lily came across the business, she was truly astonished by this.

“It was such a new experience for me,” the now regular customer of the establishment said. “The way that they cared about my needs and the fact that I can talk to the workers over a cup of coffee is beautiful. Such a unique experience ought to be shared with everyone.”

Corner Pharmacy’s unique experience, a combination of personable interactions, diverse selections, and pharmaceutical knowledge, is well on its way to be shared with many more people. The company is kick starting a rebranding campaign, where it will be reinventing itself from its logo, to its social media presence, and even its involvement in the community. The aim of this campaign is to boost awareness of Corner in the Greater Jackson Area, which in turn will boost the amount of customers.

During this rebranding, Corner will partner with local high schools to promote the business at football games. They will also choose a lucky college student for a communications internship to aid with the development of their social media presence. This campaign will end in December, after the rebranding launch party on E Main St in Flora, Mississippi, right outside of Corner.