



# Facebook Marketing Guide

## Five Tips for Immediately Improving Your Page

1. Make sure all information is accurate and up to date. Do a through review of your page at least quarterly.
2. Update your cover photo monthly.
3. Put schedule together ahead of time – aim for posts two - three times a week. Think outside the box, doesn't always have to be pharmacy/healthcare related (Giveaways, community participation, etc.).
4. Make it personal – photos and posts – shoot for at least one a week. Do a video at least once a month, either live or pre-recorded.
5. Monitor your page for comments and/or questions. It's important to respond back in a timely manner.

## Facebook Reviews

1. People use Facebook as a search tool for businesses in their area. If you don't have any reviews, or only negative ones, it can make them think twice about using your pharmacy.
2. Ask customers to review you at the pharmacy, through social media posts, or via email.
3. Monitor for positive and negative ones, respond within 24-48 hours, especially to negative. It is ok to respond privately, but publicly comment letting people know.

## Facebook Reporting

Facebook offers a lot of great statistics on your page under the Insights tab, that can help determine when to post, and what types of posts your followers like.

1. Overall review – growth for designated timeframe.
2. Top Posts (click on See all posts for further in-depth breakdown)
3. Pages to Watch - monitor competitor and partner pages

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## Five Tips for Running a Facebook Ad

Before starting any campaigns, establish a baseline to measure results more effectively.

1. **Set your goal** – What do you want to achieve? (More page likes, drive people to your website, come into the pharmacy to purchase a product). Decide this before placing the ad. Facebook can help choose the right type of ad based on your goal.
2. **Target audience** – Pick the area(s) to target, age, and other demographics, along with interests. Be careful to not make your audience too small, and eliminate potential sales.
3. **Creative** – Use video or multiple photos (carousel) to get better results than just one image and text.
4. **Budget** – Budget is going to have a lot to do with population – bigger city or bigger radius, likely bigger budget needed. Average spend is \$25 - \$250 a month on a campaign, depending on your goal. Many clients have successful campaigns with just spending \$25 - \$50 a month.
5. **Time Frame** – How long to run the ad? Depends on your goal – event or sale, shorter amount of time – general service or specific one, can run longer. Generally, recommend a minimum of two weeks for the campaign.

## Avoiding Potential Issues on Facebook

In our experience, Facebook likes to change what is accepted and what isn't for posts and ads on a fairly regular basis. It is Ok to have an ad rejected, as long as it is not several times, you can run the risk of getting your page shut down. Here are some no-nos for pharmacy:

1. CBD – posts only, no ads
2. Prescription drugs – avoid posting on specific drugs, using names/no ads (ED meds)
3. COVID vaccine/testing – no ads

Need an Expert? Contact Us Today!

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