

## One Month Sample Marketing Plan

### May:

- ☐ Compliance packaging
  - Patient mailing to customers taking 5+ meds to promote packaging. GRX to pull list and send to review before mailing. Will mail once finalized.
  - In store materials created and sent to store by end of April
  - Letter to area assisted living and independent living facilities. GRX to pull list and send to review beforehand. Will mail out once finalized.
  - **Contact local facilities about doing free presentation to residents.** GRX has several presentations available to use.
  - Posts on Facebook – target caregivers
- ☐ Newspaper ads: Topics –Compliance packaging, Free delivery
- ☐ Start local new mover program. GRX to design coupon and send to local company for distribution.
- ☐ Mother's Day Promo – Hand out carnations on Friday or Saturday before Mother's Day. **Contact local florist about purchasing flowers.**