

**CORE**  
OPTIMISATION  
THE RESULTS AGENCY

# THE DIGITAL LANDSCAPE

PHARMACY EDITION

INDUSTRY ANALYSIS  
OCTOBER 2024

# The Digital Landscape

## Pharmacy Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the pharmacy sector. Key topics include detailed analysis and trends around Digital Strategy, PPC, Paid Social and SEO.

# Digital Strategy

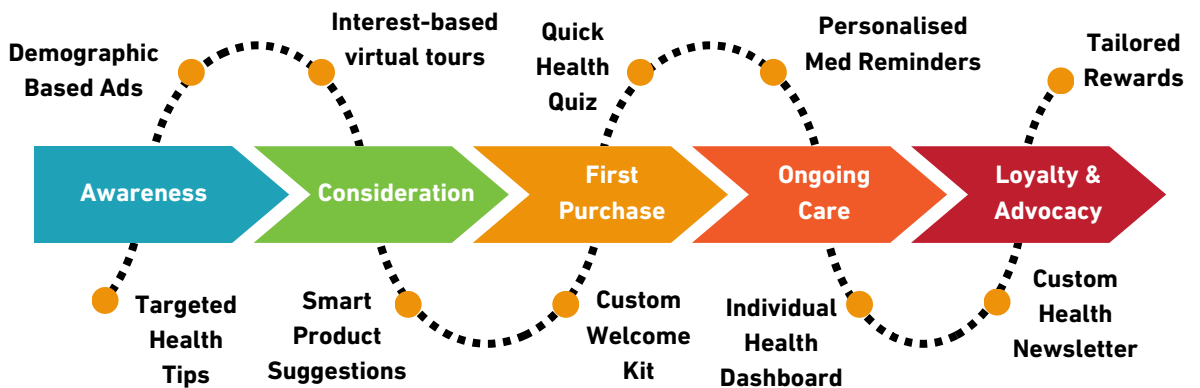
In today's digital pharmacy market, personalisation is no longer a luxury - it's a necessity when looking to build long term customer lifetime value. Consumers expect the tailored experiences achieved in store to be replicated across to their online experience. Looking to have their individual needs meet, pharmacies that embrace digital personalisation can significantly grow customer engagement and loyalty.

**Here is a tip from our Digital Strategist, Sinéad Kavanagh:**

*“Through utilising the first-party data available to them, pharmacies can understand customer shopping behaviours and in turn provide relevant products at the right time. Use your first-party data to create personalised marketing campaigns that target customers based on their purchasing patterns, making the offers feel relevant and timely.”*



## Personalisation ideas for each stage:



## Pay Per Click/Paid Search

To create effective Google Ads campaigns for the Pharmacy sector in 2024, it's essential to closely follow Google Ads policies for healthcare and medicines and keep an eye focused outward, to stay aware of competitors' stock and pricing strategies, as consumer behaviour in this can change rapidly according to where the market identifies value.

**Here is a tip from our Senior PPC Specialist, Fintan**

**O'Toole:** *"Use Performance Max campaigns to help target products based on competitive pricing, while your Search campaigns can leverage broad-match keyword targeting for pharmacy-related terms, brands, or ingredients and to capture any new keyword opportunities."*



### Consumer loyalty is there to be won:

**71%** of consumers don't take action if a website lacks info

**63%** of people report visiting multiple websites before deciding what and where to buy

## Paid Social

To successfully start advertising on Facebook for the pharmacy sector, first, develop a clear strategy that aligns with your business goals. Identify your target audience by analysing customer demographics, interests, and health-related behaviours to tailor your messaging effectively.

### Here's a tip from our Paid Social Specialist, Seamus Adams:

*"Create compelling ad content that not only showcases your pharmacy's products and services, such as over-the-counter medications, prescription services, or wellness programs, but also offers value through educational content, like health tips or seasonal advice. Ensure that all ads comply with legal regulations and ethical guidelines specific to the pharmacy sector, such as accurate health claims and respecting patient privacy."*



### Seasonal Content Calendar:



# Search Engine Optimisation

The pharmacy industry, like many others, can greatly benefit from effective SEO strategies to enhance online visibility, drive more traffic to websites, and increase conversions. As pharmacies fall within the medical and health sector, a huge emphasis needs to be placed on what is known in the SEO industry as E-E-A-T (Experience, Expertise, Authority and Trust).

**Here is a tip from our Senior SEO Specialist, David Monaghan:**

*For strong E-E-A-T, ensure content is authored or reviewed by professionals with direct experience in medical or pharmaceutical fields. Have pharmacists, medical professionals, or subject matter experts with relevant credentials create or review your content. Include testimonials from real patients or customers and display author bios that clearly indicate professional qualifications."*



**E EXPERIENCE**



How much does the creator have first-hand experience in the area being covered?

**E EXPERTISE**



How much does the creator have expertise, skill, or knowledge of the subject?

**A AUTHORITATIVENESS**



What are the reputations of the author and website like? Are they reputable?

**T TRUSTWORTHINESS**



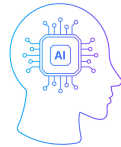
How accurate, honest, safe and reliable is the page?



# What is happening in the world of Digital Marketing?

## AI Personalisation

Pharmacies are using AI to analyse customer data, offering tailored product recommendations and health advice, enhancing engagement and sales.



## Health Communities

Pharmacies are creating and moderating health-focused groups on platforms like Facebook, offering valuable information and subtly promoting services.



## Voice Search

Pharmacies are optimising digital content for voice queries, improving local SEO and accessibility for customers seeking health information.



## Hope You Enjoyed the Read!

The digital landscape is constantly evolving, making it increasingly difficult to navigate. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results. Whether you need support in enhancing your online presence or driving growth, our Digital Performance and Digital Strategy offerings are designed to help your business succeed in the digital space.

### Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help you thrive in today's digital landscape.



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