



THE MID-MONTH

Magazine
December 2022

BB insights

**Merchandising
your pharmacy**

Tips & Tricks

**15 Nov -15 Dec
Calendar**

Top Trends

**New pharmacy
plan in 2023**

Need help in merchandising your pharmacy?



Here you go!

Merchandising is one of the most important things that should be followed in pharmacies, as it affects sales!

The aim of pharmacy merchandising is to attract the right customers and encourage them to buy products.

One of the best ways to merchandise your products is to follow the **seasons**.

To set the right merchandise strategy that suits your pharmacy follow these steps:

- Watch where customers first walk when entering your pharmacy, and put shelves or tables around the zone that most of the customers focus on.
- Arrange the products that are needed in the season in the zones that customers focus on, For example you can put all supplements that increase immunity and cold & flu items that are used in winter season.
- Create a special zone for new items, as customers can expect to find new items there.
- Put related items that are often bought together in the same zone, for example you can arrange hand sanitizers with cold & flu products.



What are the winter season products?

- Nasal sprays.
- Thermometers.
- Throat lozenges.
- Antihistamine.
- Hand sanitizer.
- Immunity boosters, such as vitamin C, Zinc, Vitamin D & Honey.
- Cough syrups.
- Moisturizers, as dryness increases in winter season.

Cross merchandising

Cross-selling & cross merchandising is what increase pharmacy sales in a significant way! As you can suggest related products with each other to increase treatment efficiency.

You have got chronic diabetic patients?

Here are some examples on how you can cross merchandise and cross-sell!

First of all, you have to arrange all diabetic items together, and increase attention to these items when customers enter your pharmacy.

Also, Cross-sell these items in a way to increase treatment effectiveness:

- Glucometer to help in controlling blood glucose level.
- Sweeteners as it decreases glucose spikes.
- B1 supplement to support nerve function for diabetic patients.
- Cinnamon or curcumin supplements as they increase insulin sensitivity and help in glucose control.

**Set a NEW plan
in 2023 to increase
YOUR PHARMACY SALES**

2023



The most common reason that number of customers enter your pharmacy is prescriptions! But in order to increase your pharmacy's profit and sales you have to focus on other pharmaceutical products to encourage them to buy other products than the prescription items.

Here are 4 ways to boost your sales and profit inside the pharmacy:

1 Implement a market research

Doing market research that focuses on knowing which are the most products are needed by your customers, in addition to keeping up to date on what over-the-counter products are trending to know the most items needed to supply in your store.

Also, you can compare your monthly sales to see what's the most popular items that your customers buy.

The most common pharmaceutical products that customers demand are; Cold & flu treatments, Anti-Allergies, vitamins & supplements, and painkillers.

2 Communicate with your customers to boost your customer relationship

Customer service is significant, and creating a strong relationship with customers increases trust between the pharmacist and the customer which results in increased customer loyalty.

3 Social media existence

Most of the population uses the internet and spends over two hours a day on social media platforms, so if your pharmacy has a strong social media presence, this will drive new customers to your physical location. And don't forget to be part of the world health awareness campaigns as this will indirectly boost your pharmacy's sales by letting consumers know more about it.

4 Upsell

Some pharmaceutical products are more beneficial when taken at least for three months, This can make upselling easier! You can upsell any of the nutritional supplements or vitamins to a larger size as it is known that taking vitamins for three months is more beneficial in showing results.

Do not neglect to do an effective business and marketing strategy for the new year! As this will boost your business.

BB insights



Looking for a way to link your
marketing campaign
into the **NEW YEAR?**

Here are our suggestions!

You can always link your marketing campaigns to the season and the trendings that are popular!

We as a pharmaceutical marketing company, advice every business owner to relate their social media posts to whatever event is upcoming!

Here are some ideas for linking your marketing campaign to the new year:

- 1 Create a New Year's offer**
Promotions and offering deals increase sales by the end of the year and encourage customers to take the action of buying your product or service.
- 2 Create a throwback post for what goals have been achieved by the end of the year offer**
For example, dentists can create a post for all cases that are done.
- 3 Create new marketing goals and concepts, and reflect this in social media posting**
For example, you can change the theme design and the content that is given.
- 4 Run a New Year's contest with a giveaway**
Creating contests increases engagement and interaction between your brand and customers, and encourages buying.

Tips & Tricks

THE COLOR OF 2023 YEAR ! How to use it?

The color of the 2023 year has officially been announced as **Viva Magenta** which has an (18-1750) code!

This color represents **power and braveness** to take decisions and highlights the freedom of self-expression and experimentation



This color has flexibility that can be compared with a variety of color palettes!

How to use **Viva Magenta** color in branding, logos, and designs?

1

You can include Viva Magenta color with your next social media plan.

2
You can combine Viva Magenta color with another color that has deep tones like green and navy blue.

3

You can combine Viva Magenta color in a monochrome color palette like other pinks and red.

4
Create visual hierarchy by creating contrast by using lighter tones and letting the bold Magenta stand out on its own.

5

You can combine Viva Magenta color with earthy hues like sandy beige and cinnamon brown as it gives a trendy retro look.

Top Trends





Jordan

#MoroccoVsFrance

#Argentina

#Bono

#Mbappe

#فرنسا

#ميسي



KSA

#المغرب_فرنسا

#MoroccoVsFrance

#المنتخب_الفرنسي

#المركز_الثالث



UAE

#المغرب_فرنسا

#Mbappe

#MoroccoVsFrance

#Messi

#HenryCavill



QATAR

#المغرب_فرنسا

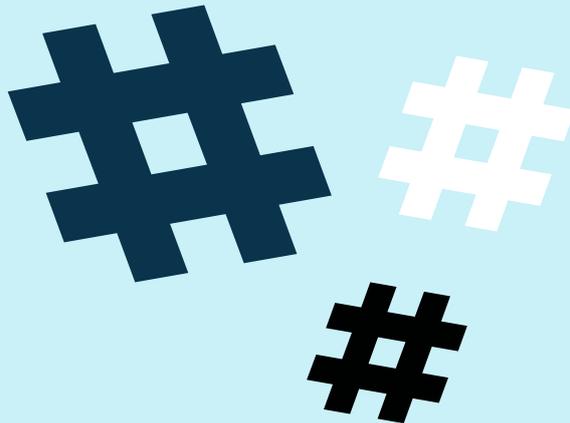
#MoroccoVsFrance

#ArgentinaVsCroatia

#FRAMAR

#Messi

#Moroccan



15 December

Calendar

15 January

DEC

18 Dec

International Migrants Day

25 Dec

Christmas Day

31 Dec

New Year's Eve

JAN

1 Jan

New Year's Day

4 Jan

World Braille Day





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