

# Loyalty Marketing Programme

POWERED BY RPM



**OUR GOAL**  
To drive customer engagement

## One Solution

YOUR INSTORE  
LOYALTY CLUB



CUSTOMER DATA



PERSONALISED EMAIL  
MARKETING



**MORE ENGAGED  
CUSTOMERS**

**OUR WHY**  
More engaged customers  
shop more frequently  
and spend more  
each time they shop  
in YOUR pharmacy



## Instore Loyalty

- Your Pharmacy customer club
- Set up advice for Toniq and RxOne
- Loyalty tips and staff training guide
- RPM Data for ongoing measurement of Club Customer KPIs



## Email Marketing

- Branded for your pharmacy and customised with your messages
- Personalised to your customers
- Relevant, targeted email marketing content delivered to the right customers at the right time
- Build trust and loyalty to encourage customers to shop at Your Pharmacy more frequently



## A fully managed Rocketspark Website

- Personalisation with your pharmacy's brand and staff story
- Online bookings
- Repeat Prescription requests
- E-commerce
- Health advice articles
- Social media posts and blogs
- Search engine optimisation

All supported by: Monthly analysis and

reporting of your Loyalty Club activity, Email marketing and website traffic.

### Why Loyalty Marketing?

Our complete solution improves the frequency of customer engagement with your pharmacy

### Email Marketing

Builds trust and loyalty and encourages customers to shop at YOUR pharmacy more often

### A fully managed Rocketspark Website

Personalised with your brand and fully integrated with your email campaigns and social media



#### CASE STUDY Pharmacy 53

[www.pharmacy53.co.nz](http://www.pharmacy53.co.nz)

Pharmacy 53 have recently completed a new pharmacy fit-out and rebrand. They replaced their out-dated Storbie website and implemented a new Facebook page.

The pharmacy now has more than 1600 Loyalty Club customers receiving emails every month and spending is up in all areas.



#### CASE STUDY Pharmacy @ Ferrymead

[www.ferrymeadpharmacy.co.nz](http://www.ferrymeadpharmacy.co.nz)

Pharmacy @ Ferrymead did not have a website and was not using their customer club database for any direct marketing.

Their new website includes booking for Flu vaccinations and their 2000 loyalty club members are highly engaged with a 36% open-rate across all campaigns.



#### CASE STUDY Vivian Pharmacy

[www.vivianpharmacy.co.nz](http://www.vivianpharmacy.co.nz)

Vivian Pharmacy replaced their Wordpress and Storbie websites with a single Rocketspark website.

As well as reducing cost and complexity, the pharmacy now has a fully integrated digital marketing platform including Facebook, online chat, loyalty club emails, blogs and e-commerce that is easy to maintain.

# Our Marketing Solutions

NEW PHARMACY WEBSITE

**\$1500\***  
ONE OFF FEE

+

**\$588\***  
HOSTING FEE (YEARLY)

## Website design and build customised to your pharmacy including:

Home Page / About Us and Contact Us, Services, Repeat Order Form, Health Advice articles, Ecommerce - Top 300 Products, Blog and Social media integration, Search Engine Optimisation

## Optional Extras:

Online Bookings, New Domain Name, New Email Address

## Choose the Loyalty Marketing Programme that suits your business.

Our marketing solutions provide a complete customer engagement solution, no matter your size.

### Start

For smaller pharmacies /  
pharmacies just starting their  
customer loyalty club.

1 – 500 members

PER MONTH

**\$150\***

#### EMAIL MARKETING ACTIVITIES

Welcome new customer email  
Proximity / Email points  
summary Email

### Grow

For medium pharmacies /  
pharmacies growing their  
customer loyalty club.

501 – 1,000 members

PER MONTH

**\$300\***

#### EMAIL MARKETING ACTIVITIES

Welcome new customer email  
Proximity / Email points  
summary Email  
Monthly Emailed Newsletter  
(customised or template)  
Lost Customer / Reactivation Email

### Expand

For larger pharmacies /  
pharmacies with an established  
customer loyalty club

1,001+ members

PER MONTH

**\$500\***

#### EMAIL MARKETING ACTIVITIES

Welcome new customer email  
Proximity / Email points  
summary Email  
Monthly Emailed Newsletter  
(customised or template)  
Lost Customer / Reactivation Email  
Targeted Health Campaign  
emails based on customer  
purchase behaviour  
Customised VIP / Event emails

#### WHAT'S INCLUDED

Customer Club Set up Guide and Promotional signage. Customised templates with your business logo / colours / fonts. Personalised Emails "From Your Pharmacy". Links from every email to your website and Facebook. Monthly reporting of Email Activity. Monthly Customer Club KPIs. 12 month digital marketing plan.

\*All prices exclusive of GST.

#### CONTACT

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