



PHARMACIST

Powell Pharmacy

Acquiring new patients with digital marketing

“A physician told me I showed up first when he did a Google search. I’m seeing new patients transfer their prescriptions to me. It’s worth the money. Once a patient walks through your door, and experiences what you have to offer, you’ll have a patient for life.”

—Emlah Tubuo, PharmD, owner, Powell Pharmacy

Challenge

Emlah Tubuo, PharmD, owner of Powell Pharmacy in Columbus, Ohio faces formidable competition. With five chain, grocery and big box pharmacies within a mile of her store, Emlah knew that having a visible and authentic presence online was nothing less than mission critical.

Solution

Keenly aware that an effective digital marketing program requires expertise beyond her skill set, Emlah called in the team at Updox. After gathering information on her pharmacy and local demographics, Updox implemented a turn-key program featuring four components.

Search marketing: This strategy dramatically raised Powell Pharmacy’s visibility in search results on Google—leading to **645 website visitors** and **244 calls, visits, and direction requests**.

Review Management: Emlah’s online reviews (including 21 5-star ratings!) are managed and optimized, so that potential customers can see firsthand how patients appreciate the personal service they receive.

Social Media Advertising: Powell Pharmacy’s ads promoting flu shots and travel vaccines reached **75,000 residents** and drove **157 website visits**. We target ads to prospective customers based on demographics, so that they reach the right audience, every time.

Local Listing: Online directions, hours of operation, phone numbers and photos are always accurate across **hundreds of online directories**, ensuring a positive first impression and guarantee that people can find and contact Powell Pharmacy.

Results

Since launching a digital marketing program, Powell Pharmacy has grown its local awareness and foot traffic significantly. After 150 days, they reached more than 90,000 people in their community of service. Focusing on high value customer demographics and keywords (relevant to its core services) the program has **delivered more than 500 phone calls, pharmacy visits, and direction inquiries**.

