

MAILER:

Weis Pharmacy

OBJECTIVE:

Weis Pharmacy faced the challenge of promoting its pharmacy products and services to local community residents.

SOLUTION:

Weis Pharmacy, a local pharmacy in Charlotte Hall, MD, wanted to grow in-store foot traffic and improve sales of prescription and OTC (over-the-counter) medications and groceries. The store wanted to boost awareness of promotions and their rewards program, encourage customers to refill prescriptions and to motivate customers to schedule an appointment for a flu vaccination. eTargetMedia planned and executed a strategic email marketing campaign that targeted Primary Household Grocery Shoppers between the ages of 25 to 54 years old who live within a 5-mile radius of 30015 Three Notch Road, Charlotte Hall, MD 20622. This segmentation allowed the drug store to send relevant, personalized content to local customers who are responsible for purchasing medicine and groceries for their households. The creative promoted their rewards program as well as a \$5 off coupon for email recipients who scheduled a flue shot vaccination.

OUTCOME:

The email marketing campaign helped the store offer value, drive foot traffic, and build loyalty among local residents while strengthening its position in the local market. The campaign delivered high open and click through rates and increased pharmacy customers.



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