

MedPoint Marketing Toolkit

Welcome

We're delighted that you've joined the MedPoint family!

At this stage, you know what the machine can do for your organisation, but do your patients know what it can do for them?

This toolkit gives you a set of marketing tools that will help you spread the word about your installation and the benefits, in order to:

- Educate people about your MedPoint
- Explain why your organisation has decided to install a MedPoint
- Spark interest in your MedPoint
- Stand out from competitors
- Attract new customers



What's included in your toolkit?

This toolkit includes an action plan for each stage of your MedPoint installation, along with the materials you'll need to promote your machine to patients.

Social media resources

- Ready to use social media graphics, and templates you can amend for free on Canva
- Suggested social media posts you can edit or use, however you see fit

Blog and news content

- Blog posts you can upload to your website to promote your MedPoint before and after it's installed
- A press release you can send to your local news outlets

Print materials

- Leaflets and posters you can print and use within your organisation to promote your new MedPoint and create interest.

Email templates

- If you have a mailing list and consent to contact your patients about your organisation's latest news, products or services, we've included some email copy templates you can use.

Action Plan

This action plan will help you to gain the biggest impact from your installation. Choose the assets you'd like to use, and get to work promoting your exciting new addition.

Pre-launch (from one month pre-installation)

- Add a blog to your site that informs people a new service is coming soon.
- Speak with local news outlets to let them know you're adding a new service.
- Use promotional posters and leaflets around your building.
- Organise an opening event and invite a significant or influential local person.
- Put out a pre-register form on your website for patients

Launch (from the day of your MedPoint installation)

- Share images and information from your launch event.
- Send a press release out to local media publications.
- Regularly post to social media explaining the benefits of your MedPoint.
- Consider doing social media advertising to your community and surrounding areas.
- Share photos of your MedPoint on social media and ask patients to do the same.
- Publish a news post to your site explaining that the service is now live.

Ongoing (regular updates after your machine has been in situ for a while)

- Continue promoting MedPoint on your social media channels.
- Ask for reviews from patients and share them on your social media and website.
- Celebrate milestone events on social media.
- Engage in a case study with the MedPoint team to further share your story.
- Share feedback from your patients and customers

Action Plan

Pre-Launch

Timeline: From one month before your MedPoint installation date

Blog post

Upload the pre-launch blog to your website. Edit the blog to include an explanation of why you've decided to install a MedPoint, along with when it'll be ready for patients to use.

You'll know exactly why your organisation has decided to install MedPoint, but if you need some suggestions:

- Our aim is to enhance customer experience and make the prescription collection process even easier for our patients
- We want to futureproof our pharmacy by using the latest technology, MedPoint is part of this process and will help us provide improved services for our community.

News and event

When your installation date is finalised, you could organise an opening ceremony and invite someone of significance or influence along to cut the ribbon. This person could be:

- Your local mayor
- A local political or health figure
- A local celebrity

If they confirm that they're attending, you could then let local newspapers know you'll be installing a MedPoint and invite them to the opening ceremony. Let them know who's attending and that you'll give them a demo of your machine.

If you aren't organising an opening ceremony, you could still contact a local journalist to ask if they'd like to see the MedPoint in action once it's installed or write a story about it.

Social media

Use the pre-made graphics and suggested posts on your social media channels, to spark interest. You could also use the templates to add your own logo and the date of your installation.

In your social media posts, encourage patients to ask for more information or sign up to use your MedPoint.

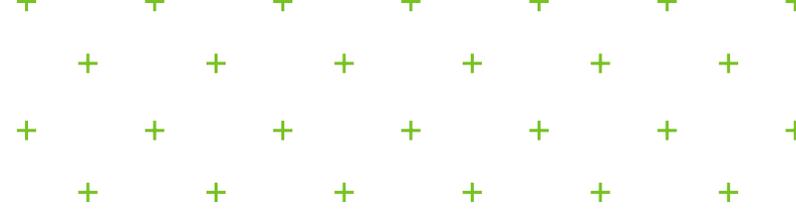
If your organisation is a member of any social media groups (e.g. Facebook community groups or LinkedIn groups) you could share a post and graphic in there too. This is a great way to reach even more people, just be sure to read the group rules first to ensure promotional content is permitted.

Print material

Display the coming soon poster within your building and encourage staff to actively speak with patients about your MedPoint, the benefits and how they can use it.

Email communication

Use the email template and contact patients on your mailing list. You could include a link to your blog. You could also ask people to get in touch with you if they'd like more information or to sign up in advance of your installation.



Action Plan

Launch

Timeline: From the date of your MedPoint installation

Social media

Use the ready-made graphics and suggested posts from the marketing toolkit on social media to share that your machine is now live. Mix up the graphics to keep your content looking fresh and interesting.

Blog post

Publish the suggested blog post from the marketing toolkit on your site to let people know the machine is now ready to use. Don't forget to add any extra information you'd like to about how people sign up.

News and event

If you have a launch event, be sure to share pictures on your social media. If you invited journalists and they attended, ask if they'll be publishing a story about your machine. If they didn't attend, send them the news story we've suggested with a high resolution picture. You could also ask if any journalists who didn't attend would like to visit your MedPoint.

Social media templates

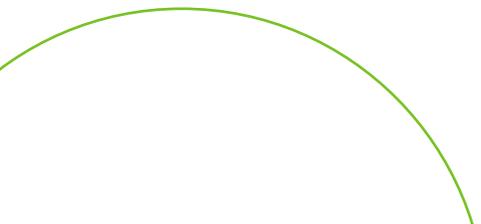
Use the suggested templates and posts to promote the fact that your MedPoint is ready to use. Encourage people to get in touch if they'd like to sign up or find out more.

Print material

Distribute the flyers regularly and display the posters around your organisation to spark interest.

Email communication

Use the email template and contact patients on your mail list. You could include a link to your blog.



Action Plan

Ongoing Activity

Timeline: Regular updates once your MedPoint has been in situ for a while

Blog post

Once your MedPoint has been installed for a significant amount of time, e.g. a year, you could publish new blog post. We've included a suggested template in the marketing toolkit which you can edit.

Social media

Keep posting about your MedPoint, using the suggested graphics and creating your own with Canva. Encourage your patients to give you feedback on MedPoint and share what they've said (with their permission).

Print material

Continue to distribute flyers to patients who aren't yet registered to use your MedPoint. Ensure you display a poster in your building to advertise it too.

Email communication

Reach out to patients on your mailing list who haven't yet registered to use your MedPoint to remind them of the service and ask if they'd like more information. You could include a link to your blog post about your MedPoint, or your social media posts.



Using your resources

Quick Tips

Social media graphics

Your social media resources are available in landscape and square format. Landscape images tend to work best on LinkedIn, Facebook and Twitter. Square posts tend to work best on Instagram. All platforms will allow you to upload content in varying sizes, you should consider which display best and fit in with your other posts. Stick to character limits on Twitter (currently 280 at the time of writing) and don't overdo it with hashtags as this can make your posts harder to read.

Don't forget to tag the MedPoint social media accounts in the posts you publish. We'll reshare your posts into our feeds, which will mean your content is seen by more people.

Tag us on Twitter, Facebook and Instagram: [@medpointUK](#)

Tag us on LinkedIn: [@MedPoint](#)

Blog and news content

When posting blog content to your website, be sure to use links to sign up pages or contact forms. Share the blog post link on social media, you could post this alongside the graphics we've provided or by itself. Take a clear, in focus picture of your machine and include it within your blog post.

Print materials

If you can, print your posters and leaflets in colour as they may attract more attention from your patients as they'll be more eye-catching. Consider having your posters printed professionally. You could have a stack of leaflets by your till, so people can pick them up as they pass by. You could also include them within prescription bags to ensure more people see them. If you have the resource to do so, you could post leaflets out to your patients to advertise your MedPoint.

Email Communication

Don't overdo it with emails, you don't want to bombard people with information. Ensure you have permission to contact your patients about new services and products. Read up on GDPR if you're unsure. If you don't do email communication with patients, you could set this up and ask people if they'd like to receive your news updates via a sign up link on your website, or when they register as a patient with you.

Creating your own social media resources in Canva

Canva is a handy tool that lets you create and edit your own social media graphics. We've provided you with the background of our social media graphics so that you can use them to create your own designs.

Here are some quick instructions to get you started:

- Create a free Canva account Once registered and logged in, select using your email address.
- 'Create a design', 'Facebook post' (or the type of post you wish to create) and 'Create a blank Facebook Post'.
- With the blank canvas displayed on the right, select 'Uploads' from the options on the left-hand side.
- Use the 'Upload media' button to upload the template we've provided as above.
- Adjust the image size to fit the canvas.
- Add in your own images or logo following the same steps as above.
- To add text, select 'Text' from the options on the left-hand side. Adjust the text size and colour using the controls at the top of the canvas area.
- When you're happy with your design, click the download arrow in the bar at the top. Select PNG as the file type, and click 'Download'. It will start downloading automatically.



It's time to tell the world you've joined the MedPoint family. We hope you find this toolkit and marketing assets useful, if you have any questions, don't hesitate to get in touch.

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