

Getting hyperlocal: why big brands try to echo what you already do well



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Neighbors have bought from people they know and trust since the days of pushcart peddling. Today, this type of one-to-one local selling has been dubbed “hyperlocal marketing.”

Now national brands, seeking to earn the trust of neighbors near their outlets, are aiming to go hyperlocal. Following the example of local businesses like yours, these big brands hope to convince neighbors they can be trusted because they’re paying attention to the local community. They’re using geolocation technology, data segmentation, and targeted messaging at the local level to try to tap into local culture and pride and appeal to consumers’ need for convenience.

As an independently owned local pharmacy, you’re already known in your community, and you’re already set for hyperlocal one-to-one marketing. Here are some ways to take advantage of your existing community connections to build your pharmacy sales.

1. Act as a friendly resource to your customers (because you are.)

Take every opportunity to tell customers you are a personal healthcare resource they can trust. Surveys show that a big reason people choose to shop locally is because people in a local business take the time to know their customers. Customize a personal health resource flyer to hand out at local events, post on bulletin boards in your community or deliver products to local businesses along with your pharmacy details and your choice of promotional messaging. Another idea: offer your neighbors and customers the monthly Health Smart newsletter with current health information and tips. You can arrange for a consultation to customize the Health Smart Newsletter for your store.

2. Reach out to new parents and new neighbors.

When someone has a new baby or moves into a new community, they need everything from diapers to first aid kits. At your pharmacy, let them know they’ll also get your kind attention and wise counsel. Welcome new parents and new neighbors with emails and postcards to let them know you’re right in the neighborhood to help them out. As a Health Mart pharmacy, you can order direct mail packages or cards to be shipped to your door, so you can distribute them yourself. New Parents/Neighbors Postcards are available.

3. Be a community booster.

Take note of local events and organizations so you can take part and be noticed. That can mean congratulating or sponsoring local sports teams or participating in community health fairs. A community outreach package lets you consult with a local marketing coordinator to develop a community outreach campaign that reaches as many as 15 community locations.

4. Use technology gently.

Be sure your messages are locally relevant, even when you reach out to customers online. Don’t contact customers too often (weekly is plenty) and change your messaging each time so people don’t tune you out. Remember to keep your customer mailing lists clean and up-to-date, so you reach the right people in all of your email and direct mail campaigns. Most important: never forget you’re already a local resource. Your customers and prospective customers will remember this each time you offer good counsel and offer products and services that help them stay healthy.

Questions?

Contact our dedicated support team for assistance by dialing 855-658-4482.

Contact Support

Our dedicated support team is available

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