

Start Small: Your 30-Day Clinical Services Marketing Plan

This worksheet is designed to help you take one small, practical step toward increasing awareness of the clinical services you offer. You do not need to do everything at once. Start small, see what works, and build from there.

1. Pick One Clinical Service

Which service will you focus on this month?

Examples: vaccines, illness testing, contraception, screenings, travel health, other

2. Pick One Month

3. Pick 1–2 Marketing Channels

You do not need to use every channel. Choose one or two that feel realistic for your pharmacy right now.

- In-store signage (posters, flyers, counter signs)
- Staff conversations
- Text or email to existing patients
- Social media
- Website updates
- Community outreach (schools, employers, local groups)

4. First Small Action

What is the very first step you will take to get started?

Examples: print a flyer, draft a text, review talking points with staff, update your website

This week, I will:
