



Alpha Pharm

**Pharmacy Design
Rate Card**

BENEFITS OF DIGITAL MARKETING & ADVERTISING

It's time to join the big league and go digital! Digital advertising is now the new norm—it's the fastest growing marketing channel with no signs of slowing down, according to Strategy Analytics.

Today, your target market is largely online. Marketers are focusing more and more resources on meeting people there, and it's working out well for them and their customers.

The digital marketplace has put a lot of buying power back into the hands of buyers and consumers. Consumers today jump from channel to channel, seamlessly throughout the day and increasingly those channels are digital.

Paid social media advertising is a very powerful tool in any digital marketing strategy.

We specialise in managing paid campaigns on Facebook. We will ensure that you get the best return on what you spend. We make use of the best social advertising tools and techniques to increase your fan/follower base.

Digital advertising has a lot to offer in today's market. Here are a few things we've learned about digital advertising.

1. Digital Advertising is Targeted

Traditional advertising is hit-or-miss, but digital platforms are changing the game. SEO (Search Engine Optimisation) and PPC (Pay-Per-Click) can put your name and your content marketing in front of customers at every stage of the buying cycle. Social

media channels like Facebook offer flexible ad options that allow you to segment by geographic location, demographics, interests, and more.

Since many forms of digital advertising are "opt-in"—from customers who follow your social media accounts, to those who receive your emails—you know your outreach is going to people who want your information.

2. Digital Advertising Invites Mobile Engagement

Digital and mobile marketing go hand-in-hand. Digital advertising allows you to reach your audience on the go. It's an especially great place to reach Gen Z and Millennial customers. According to a study conducted by the Interactive Advertising Bureau (IAB), mobile phones are the place Gen Z and Millennials are most likely to see relevant content and advertisements.

3. Digital Advertising is Faster to Market

Market conditions and trends change quickly, and that requires nimble marketing. Lead times for traditional advertising methods are so 1990s. Between the time it takes to create an ad, to the long lead times required to buy time or space, your message and your budget suffer from being locked into a design that was created months before it will see the light of day.

Digital campaigns can be executed much more quicker, and they can be modified on the fly if needed.

4. Digital Advertising is easy to measure

Every department needs to show how it is adding value, and with a digital campaign the metrics are built right in. You know exactly who clicked on your content, opened it, referred it, shared it, etc. You also can trace the source of your traffic from entry to the shopping cart and eventual purchase. This will help you determine which platforms and strategies yield the best results, and which deserve more investment.

5. Digital Advertising Maintains Top-of-Mind Awareness

Through re-marketing and re-targeting, you can stay in front of your customer to suggest one more time that they purchase that product. Re-targeting means that the product will be on their Facebook sidebar the next time they login or appear on an ad spot on their frequently visited blog that uses Google ads.

7. Digital Advertising Can Go Viral

With a strong digital advertising component, you, too, could become the next viral sensation.

Take Dove's "Real Beauty Sketches," which featured real women contemplating themselves through another's eyes. Just one video, on an ongoing campaign, garnered more than 114 million views the first month alone, due to its relevance in it, that people chose to share it on social media sites. The power of viral content is obvious and it tends to become hard to extinguish.

There's no magic formula for how or why something goes viral, but in general the content should speak to our psychological emotions. Content that makes people laugh or feel good about themselves is very shareable.

Digital Advertising is the New Norm

When you consider the myriad of benefits digital advertising provides compared to traditional advertising, it's easy to see why reputable brands and organisations continue to utilize all forms of digital advertising platforms as an integral part of their strategies.

DIGITAL MARKETING

We will ensure that you get the best return on what you spend. We make use of the best social advertising tools and techniques to increase your fan/follower base, improve your engagement and drive traffic to your website and increase quality leads in a short space of time.

- Plan and Create Your Campaign
- Build and Increase your Target Audience
- Produce Eye Catching Creative
- Write Relevant and Engaging Content
- Setup & Monitor Campaign
- Campaign Reporting (Provide a campaign metrics report)

DIGITAL SINGLES

Number of amendments per single item are limited to 1, afterwards a fee of R200 will be added to the final invoice **all prices are excl. VAT**

Facebook Posts (Product/s Promotion/s specific)	
• Group Product/s Promotion/s posts (max 6 Products per post)	R200.00
• Single Product/s Promotion/s posts (1 product per post)	R150.00
Facebook Carousels (Product/s Promotion/s specific)	
• 5 - 7 Product/s Promotion/s specific per slide	R550.00
Facebook Banner (Product/s Promotion/s specific)	
	R350.00
Facebook Paid Advert (Product/s Promotion/s specific)	
	R450.00
Facebook Instant Experience (Product/s Promotion/s specific) Collection of individual Product/s Promotion/s posts in one post	
	R950.00
Bulk Email to your Database ((Product/s Promotion/s specific) (Pharmacy Specific)	
	R550.00
In-store video (15sec/30sec, Product Promotion/s specific)	
	R1500.00
Digital Business Card (Pharmacy Specific)	
	R100.00
Digital Company Profile - Services, General Info,(Pharmacy Specific)	
	R250.00

DIGITAL BUNDLES

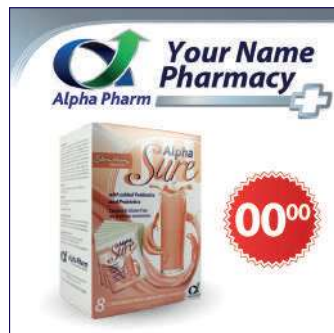
Number of amendments per bundle are limited to 1, afterwards a fee of R200 will be added to the final invoice

all prices are excl. VAT

Bundle 1	Facebook Posts (Product/s Promotion/s specific) Facebook Banner (Product/s Promotion/s specific)	R500.00
Bundle 2	Facebook Carousels (Product/s Promotion/s specific) Facebook Banner (Product/s Promotion/s specific)	R850.00
Bundle 3	Facebook Paid Advert (Product/s Promotion/s specific) Facebook Posts (Product/s Promotion/s specific)	R650.00
Bundle 4	Facebook Instant Experience (Product/s Promotion/s specific) Collection of individual Product/s Promotion/s posts in one post Facebook Posts (Product/s Promotion/s specific) Facebook Banner (Product/s Promotion/s specific)	R1350.00
Bundle 5	In-store video (15sec/30sec, Product Promotion/s specific) Facebook Posts (Product/s Promotion/s specific) Facebook Banner (Product/s Promotion/s specific)	R1950.00
Bundle 6	In-store video (15sec/30sec, Product Promotion/s specific) Facebook Carousels (Product/s Promotion/s specific) Facebook Post (Product/s Promotion/s specific) Facebook Banner (Product/s Promotion/s specific)	R2350.00

Examples of the digital bundles are to follow on the next page

DIGITAL MARKETING MOCK UPS



FACEBOOK SINGLE PRODUCT POST



FACEBOOK GROUP PRODUCT POST



FACEBOOK CAROUSEL PRODUCT POST



FACEBOOK COVER IMAGE - PROMOTION/PRODUCT SPECIFIC



FACEBOOK PAID ADVERT



FACEBOOK INSTANT EXPERIENCE



Your Name Pharmacy
Alpha Pharm

Name Surname Pharmacist Name Surname Nurse
 Email: yourpharmacy@address.co.za
 Tel: 021 4481037

Address:
 123, Street name, Suburb, 0000

Pharmacy hours:
 Mon-Fri: 00am - 00pm
 Sat: 00am - 00pm
 Sun & Public Holidays: 00am - 00pm

Services Available
 Wound care, Family planning, Wellness screening, Baby consultations, Flu vaccinations, Baby immunisations, General consultation, Administration of injections

PHARMACY DIGITAL BUSINESS CARD

Your Name Pharmacy
Alpha Pharm

Be well services we offer

Health risk assessment
 Blood Pressure | Glucose | Cholesterol | BMI

HIV Counselling & testing

Breast Examination

Urine sample

Ear Syringe

Mother & Baby Care
 Pregnancy and Post delivery | Baby Pregnancy Tests (urine) | Baby Assessments
 Vaccinations | Breastfeeding

Family Planning
 Contraception consultation & injections

Wound Care
 Cleaning, Dressing & stitch removal

Injections
 (prescriptions may be needed)

Name Surname Pharmacist Tel: 021 4481037 Email: yourpharmacy@address.co.za

PHARMACY MINI SERVICES PROFILE

TRADITIONAL MARKETING

Print Advertising

Print advertising refers to posters, postcards, bulletins, mailers, flyers, and other physically-printed promotions. It also refers to newspaper and magazine advertisements.

How we design and consume print advertising has evolved over the years, but it's been a steadfast advertising medium.

Unlike digital media, print advertising can't be tracked and analysed as clearly.

PRINT SINGLES

Number of amendments per single item are limited to 1, afterwards a fee of R200 will be added to the final invoice

all prices are excl. VAT

Mini Broadsheet	Single Sided	Double Sided
• A5 Mini Broadsheet(Single Sided/Double Sided)	R250.00	R600.00
• A4 Mini Broadsheet (Single Sided/Double Sided)	R400.00	R750.00
Full Broadsheet	R950.00	
• A3 folded to 4 pager booklet (Double Sided)	R950.00	
A2 Poster (Pharmacy Specific)	R850.00	
In-store Wobbler (Product/s Promotion/s specific) (Single?Double Sided)	R150.00	
Custom sized newspaper advert (Local Newspaper determines size)	R350.00	
Services available in Pharmacy A2 Poster (Pharmacy Specific)	R950.00	
Services available in Pharmacy A5 Flyer (Pharmacy Specific)	R650.00	
Pharmacy Specific Brochure (Pharmacy Specific) (Double Sided)	R1050.00	
Services available in Pharmacy Z-Pampflet (Pharmacy Specific) (Double Sided)	R1200.00	

PLEASE NOTE: Printing can be sourced from a 3rd party supplier from our end at an additional cost or from your local printer. Should we source printing a courier fee will also be added to your quotation. Special/other requests can be added to your quote. Please indicate which option you prefer when final approval gets to you.

PRINT BUNDLES

Number of amendments per bundle are limited to 1, afterwards a fee of R200 will be added to the final invoice

all prices are excl. VAT

Bundle 1	<p>Mini Broadsheet</p> <ul style="list-style-type: none"> A5 Mini Broadsheet(Single Sided/Double Sided) <p>Full Broadsheet</p> <ul style="list-style-type: none"> A3 folded to 4 pager booklet (Double Sided) <p>In-store Wobbler (Product/s Promotion/s specific) (Double Sided)</p>	R1300.00
Bundle 2	<p>A2 Poster (Pharmacy Specific)</p> <p>In-store Wobbler (Product/s Promotion/s specific) (Double Sided)</p> <p>Mini Broadsheet</p> <ul style="list-style-type: none"> A4 Mini Broadsheet (Single Sided/Double Sided) 	R1650.00
Bundle 3	<p>Custom sized newspaper advert (Local Newspaper determines size)</p> <p>In-store Wobbler (Product/s Promotion/s specific) (Double Sided)</p> <p>Mini Broadsheet</p> <ul style="list-style-type: none"> A5 Mini Broadsheet(Single Sided/Double Sided) 	R750.00
Bundle 4	<p>Services available in Pharmacy A2 Poster (Pharmacy Specific)</p> <p>Services available in Pharmacy A5 Flyer (Pharmacy Specific)</p> <p>Pharmacy Specific Brochure (Pharmacy Specific) (Double Sided)</p>	R1500.00
Bundle 5	<p>Mini Broadsheet</p> <ul style="list-style-type: none"> A5 Mini Broadsheet(Single Sided/Double Sided) <p>Full Broadsheet</p> <ul style="list-style-type: none"> A3 folded to 4 pager booklet (Double Sided) <p>Services available in Pharmacy Z-Pampflet (Pharmacy Specific) (Double Sided)</p>	R1800.00
Bundle 6	<p>All inclusive - Mini Broadsheet (A4/A5 single sided) , A2 Poster, In-store Wobbler, Custom Newspaper Advert, Pharmacy Specific Brochure, Services available in Pharmacy A5 Flyer, Services available in Pharmacy A2 Poster</p>	R10 000.00



Alpha Pharm

For bookings and more information contact us

Select the option to best suite your needs

Email : advertising@alphapharm.co.za

Tel: (012) 643 5840

Alpha Pharm (Pty) Ltd. Corporate Park 66. Ground Floor, Block D,
c/o Von Willich & Lenchen Avenues, Centurion, 0157
Tel.+ 27 12 643 5840 Fax: +27 12 663 1546
Email: speak-to-us@alphapharm.co.za
Website: www.alphapharm.co.za
Facebook @AlphaPharm/O ffcial