Goal:

- The overall goal is to add pharmacists to the Company funnel and convert them into Company members.

Target Audience:

- Pharmacists looking to add a clinical consulting service
- Pharmacy owners looking to add genetic testing for their patients
- Pharmacists wanting to add clinical services for an additional revenue stream

Proposed Strategy:

The proposed strategy is to optimize content on LinkedIn, which will **increase post visibility.** Increased post visibility will add to the number of pharmacists aware of the Pharmapreneur Academy, resulting in more opt-ins.

Increased post visibility and an **optimized LinkedIn profile** will also increase the number of profile views. With an optimized LinkedIn profile, pharmacists will be led through the inbound marketing process, also resulting in an increase in opt-ins.

LinkedIn Strategy:

LinkedIn Strategy operates as a funnel with three components:

1. The profile is optimized to operate as the sales page.
2. Personalized connection requests are made to add relevant people to the network.
3. Content is created to nurture those connections to buy.

STEP 1: Profile Optimization to be Completed by Consultant

Keywords to be incorporated into the profile: cpt codes for pharmacists, mtm consulting, pharmacist mtm jobs, cmr completion rate, star ratings, clinical pharmacy services, pharmacy consulting, how to start mtm consulting, pharmacy consultant opportunities, pharmacy billing codes, incident to billing, pharmacy collaborative agreements, collaborative pharmacy services

SEARCH

This can be done with or without purchasing LinkedIn Sales Navigator ($79.99 per month).

The benefit to having Sales Navigator is that it allows us to go through and specifically engage with the posts of the individuals we've reached out to so they will be more aware of the brand. It also allows us to see who has looked at the profile so you can send a connection request to those individuals.

The following three search options are available to use when conducting personalized reach-outs:

Search Option 1: Clinical Pharmacists

> **Industry:** Pharmaceuticals, Hospital & Health Care
> **Title:** Clinical Pharmacist, Clinical Pharmacy Specialist
> **Location:** United States
> ***Posted on LinkedIn the Past 30 Days***
>
> **Results:** 449

Search Option 2: Pharmacists

> **Industry:** Pharmaceuticals, Hospital & Health Care
> **Title:** Clinical Pharmacist
> **Location:** United States
> ***Posted on LinkedIn the Past 30 Days***
>
> **Results:** 1,152

Search Option 3: PharmD

> **Industry:** Pharmaceuticals, Hospital & Health Care
> **Keyword:** PharmD
> **Location:** United States
> ***Posted on LinkedIn the Past 30 Days***
>
> **Results:** 1,990

PERSONALIZED CONNECTION REQUESTS

The goal with personalized connection requests is to add relevant individuals to the funnel. We will reach out to potential clients with an invitation to connect.

The easiest way to connect is to send a simple networking message. Depending on your target, however, you may be able to get away with articulating your services to make them aware of what you provide prior to connecting.

> **Messaging 1: Raising awareness of services**
> *[Jill Green](#) has been a PharmD at Tallahassee Memorial Hospital for 30 years.*
>
> Hey Jill, great to meet you. My name is Business Owner, I'm a consultant pharmacist and I help others develop pharmacy consulting services in addition to - or instead of - their regular 9-5. I'd love to connect with you here on LinkedIn and learn more about you and your career goals. Have a great day!
>
> **Messaging 2: Simple networking**
> *[Maria Young](#) has been a pharmacist at University Pharmacy for nearly 11 years.*
>
> Hey Maria, great to meet you. I am a fellow pharmacist and would love the opportunity to connect with you. I currently work within multiple locations in the United States and also have my own MTM and genetic consulting business. I look forward to learning more about you!

STEP 3: Generate Content

The primary goal of this campaign is to be active on LinkedIn. LinkedIn rewards active profiles, so posting at least weekly and liking/commenting on other users' posts is good practice. In addition to visibility, different post types will nurture followers in different ways.

SUGGESTED POST STYLES:

- **Motivational Posts (TRUST/LIKABILITY):** These posts are going to speak directly to pharmacists who have thought about making the leap, but doubt their business abilities. Provide anecdotes (e.g. "If I can do it, you can do it" - OR - success stories) that will offer confidence.

- **The Reality of the Industry (EXPERTISE):** Articulate the reality of the industry, validating potential fear of pharmacists who may want to start their own business. Don't evoke fear with these posts, but instead drive the point home that it is smart to have another revenue stream.

- **Business 101 (EXPERTISE):** Offer step-by-step instructions regarding starting a business, speaking from a place of knowing your audience. In other words, you know what kind of people pharmacists are; speak directly to them not understanding how to start a business without being insulting. This post type can include a call to action for the webinar - link should be added to the comments.

- **Your Success Story (EXPERTISE):** You started the Genetics component of your business as a way to prove it can be done … and you're doing it. Post ongoing results to show others that they can do it as well. In addition to targeting webinar participants, this will also promote your Genetics business.

- **A Look Into Your Networking Life (LIKABILITY):** If and when you meet people face-to-face in the business world, share that experience by taking a picture and posting about it. This may not be possible very often, but can be a nice touch when it's possible.

Relevant hashtags:

In order to generate reach with hashtags, it will be important to use some that are more general and widely used. When they are relevant, hashtags like "pharmacy" and "health" will generate a wider reach. Hashtags that aren't followed are still relevant to create traction around them.

- #pharmacy (24,908,142 followers)
- #health (566,987 followers)
- #mtm (25,376 followers)
- #consulting (13,386 followers)