







MARKETING CHECKLIST

There are many for pharmacies to promote their birth control services. Here's a list of ideas to spread the word about your services:

PROMOTE IN STORE

- ☐ Posters and signage 
- ☐ Counter tents 
- ☐ Buttons and pins 
- ☐ Bag stuffers 
- ☐ Rack cards 
- ☐ Window decals 





UTILIZE EXISTING CHANNELS


- ☐ Phone tree message
- ☐ Automated phone calls and text messages
- ☐ Pharmacy emails and newsletters

BOOST ONLINE PRESENCE



- ☐ BirthControlPharmacies.com 
- ☐ Pharmacy website
- ☐ Social media 
- ☐ Yelp and Google business listing

ENHANCE COMMUNITY ENGAGEMENT

- ☐ Local clinics and provider offices 
- ☐ Colleges and high schools
- ☐ Local health fairs and public health departments
- ☐ Local library and community centers