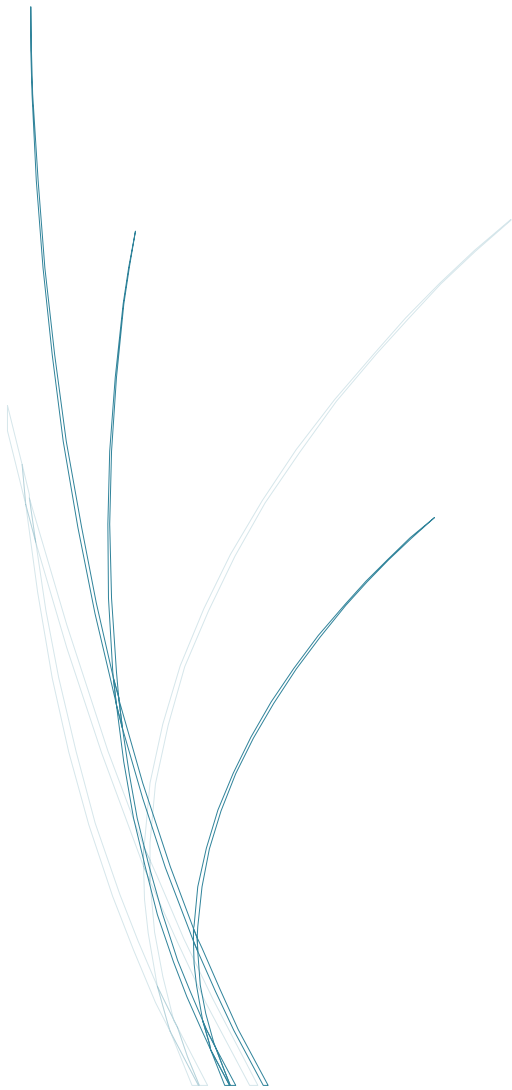


2022 Digital MarCom Plan

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DIGITAL MARKETING PLAN

The Six Fundamentals of Online Marketing

1. **Content marketing** – The creation and publication of useful content designed to attract, educate, and maintain our target audience.
2. **Native Advertising** – Also called advertorials, native advertising is a type of online advertisement that resembles the editorial content of the website or publication with which we choose to partner (such as a medical/physician-based magazine, pharmacy publication, etc.).
3. **Pay-per-click (PPC) Advertising** – PPC is a marketing strategy that involves online ads. Advertisers pay each time a user clicks on one of their ads.
4. **Search Engine Optimization (SEO)** – This is the practice of improving a website (highlighting the use of key words, etc.) to make it search engine friendly and brings organic traffic to the website.
5. **Social Media Marketing** – The practice of promoting a product or service on social media platforms; typically, this incorporates the company differentiators through support of strong content.
6. **Email Marketing** – A marketing approach that uses email as a way of marketing to and nurturing potential and existing clients; it usually cross-promoting content.

Creating Our Digital Marketing Strategy

*Step 1: Create a Customer Persona**

Traditionally, marketers collected qualitative and quantitative information about a target audience that included age, gender, occupation, interests, and location. Now, the focus is on a concept of “buyer persona”, and the most effective marketing strategies are incomplete without them. This step is listed first for a reason; it can’t proceed beyond Step 2 without defining who, specifically, we are targeting. This includes desired future employees. Since our goal is to be a Destination Employer housing the best of the best, we want to consider desirable job candidates as buyers, too.

QUESTIONS AND CHALLENGES: WE NEED TO KNOW WHO WE SEEK. WHO IS OUR IDEAL BUYER? AGAIN, THIS INCLUDES POTENTIAL NEW EMPLOYEES, ESPECIALLY HIGH-LEVEL POSITIONS. ARE WE TARGETING CEOs, COOs, HR MANAGERS? WE SHOULD CONSIDER THE PERSONAS OF OUR TOP CLIENTS & NEW HIRES & BASE OUR SEARCH ON LIKE PROSPECTS. WE NEED THE MOST UPDATED LIST OF TOP PROSPECTS FROM SALES IMMEDIATELY. WHO ARE THEY? THIS IS CRUCIAL. WE ALSO NEED TO IDENTIFY OUR TOP COMPETITORS.

**NOTE: Below is a List Submitted by the Marketing/Sales/Business Development Team in 2019. Are These Truly Our Top Competitors for 2021? If Not, Who Is?*

- Abarca Health – newer PBM with high tech focus
- DST Pharmacy Solutions – direct back end competitor
- Benecard – direct back end competitor with a focus on discount cards
- Citizens Rx
- Araya
- AscellaHealth
- ClearScript
- MedBen – current client of PDMI
- Delta Care Rx
- EnvisionRx
- Maxor Plus
- ProAct PBM
- MedImpact
- MedTrak Services
- Navitus
- PBM Plus
- Pharmacy Benefit Dimensions
- Perform Rx
- Phoenix Pharmacy Benefits
- Premier Inc.
- RxAdvance
- RxBenefits
- SmithRx
- TrueScripts – current client of PDMI
- True Rx Management Services – current client of PDMI
- WellDyneRx
- Universal Rx – current client of PDMI

Step 2: Identify Goals and Tools

Without measurable goals, strategy does not work, so defining them is the main task.

QUESTIONS AND CHALLENGES: WHAT IS OUR SPECIFIC, ULTIMATE OBJECTIVE? HOW MANY NEW CLIENTS, BY WHEN, IN WHAT SPECIFIC VERTICALS, FROM WHAT GEOGRAPHIC LOCATIONS, OF WHAT REVENUE LEVEL?

Step 3: Focus on Blogging

Creating high-quality content is important for any digital marketing strategy. Blogging is key to expanding our content marketing strategy because it brings more traffic to our website, reinforces our social media presence, positions us against other companies, and ranks PDMI in search queries and keywords. A regularly updated blog that visitors find useful means our website will be more easily found through search engines and can be used as a platform for our rebranding campaign.

QUESTIONS AND CHALLENGES: NOT ONLY DO WE NEED TO BEGIN ADDING THESE ASAP (EXECS and DEPT HEADS) BUT WE CAN ALSO BEGIN OFFERING SHORT LUNCH & LEARN SESSSIONS VIA ZOOM TO CLIENTS TO DISCUSS BOTH THE WAYS WE TAILOR OUR SERVICES TO TEND TO THEIR IDENTIFIED ‘PAIN POINTS’, AS WELL AS PROMOTING OUR SPECIALTY CERTIFICATIONS/EXPERIENCES/INDUSTRY EXPERTISE/CLIENT WINS. THIS IS HOW WE BUILD A FOLLOWING. IT CAN BE SPORADIC AT FIRST, THEN WE CAN CREATE A MONTHLY SCHEDULE TO MARKET AS A NEW VALUE ADD IN THE NEW YEAR.

Step 4: Evaluate Existing Digital Marketing Channels

This is an obvious step: an audit. As part of our rebranding, we have been analyzing our digital assets/channels including our website, our blog content, and social media accounts. Next, we need to use internal sources, clients and former clients to assess and improve the status of our word-of-mouth advertising, as well as to consider native advertising, paid advertising, etc. to maximize their individual and combined effectiveness moving forward.

QUESTIONS AND CHALLENGES: THERE IS NO QUESTION WE NEED TO EXPLORE ADVERTORIALS & EVEN CONSIDER GOOGLE OPTIONS. ARE THERE ANY RECOMMENDATIONS ON WHICH PUBLICATIONS WOULD BE MOST ADVANTAGEOUS?

Step 5: Automate Marketing

Marketing automation is not only rampant, it's more important than ever. New technology and software continue to evolve at a fast pace. Today's leading marketing automation platforms can post quickly, easily beef up our digital marketing strategy, and make it easy to automate activities such as content marketing, email marketing, lead generation, and more. It also helps integrate information with that of Salesforce.

RECOMMENDATION: WHILE WE SEARCH FOR THE ULTIMATE PARTNER FOR DIGITAL RESEARCH (A SPECIFIC MARKETING RESEARCH COMPANY), WE NEED TO QUICKLY MOVE ON A TPA FOR FAST RESULTS AND IMPROVEMENTS. AFTER MANY TEAM DISCUSSIONS AND THOUGHTFUL CONSIDERATION OF ALL OPTIONS, I RECOMMEND HOOTSUITE AS A SOCIAL MEDIA LISTENING/ MARKETING AUTOMATION PLATFORM. IT WILL HELP US EASILY, QUICKLY MEASURE PROGRESS, & WITH RECRUITING EFFORTS & GIVE US EXTRA TIME TO SPEND ON RESEARCHING OUR ULTIMATE CRM PARTNER FOR COMPREHENSIVE DIGITAL MARKETING. PLEASE SEE ATTACHED BREAKDOWN OF COSTS/SERVICES. ***Note: Hootsuite's main advantage is social media assistance versus serving as a full-blown digital media platform.***

Step 6: Nail Mobile Optimization

It's a mobile-first era. Mobile optimization includes page speed, site design, and various other search engine optimization practices to ensure people who come to your site using a mobile device have a good experience. We need to make sure that our mobile responsive design and email template ensure use of the latest methods and provide only relevant and latest data.

RECOMMENDATION: WE LOOK TO CIO, SALES FOR THEIR EXPERT RECOMMENDATIONS HERE.

Step 7: Make it Easy for Customers to Reach Us

Online business is all about connecting with potential customers, so traffic on our website should be high to ensure positive outcomes. Our digital marketing strategy therefore should enable leads and visitors to effortlessly connect with us. Engaging with our customers is invaluable for our marketability. We need to ensure that our landing pages do not ask for irrelevant data. We need to make calls-to-action clearly visible on any pertinent pages on the PDMI website.

RECOMMENDATION: CIO, BDO, SALES DIRECTOR CAN OFFER INPUT. WE WILL CREATE CONTACT US FORMS, AND POSITION LINKS ON OUR PAGES TO PERTINENT PDFs, AND INVITATIONS TO LUNCH & LEARNS MENTIONED IN STEP 3.

Step 8: Use the Right Technology

For a proper digital marketing strategy, we need tools such as marketing automation software and other marketing-based tools (ex. Snapshot Report by Vendasta) that can identify goals, as well as track where visitors are coming from.

QUESTIONS AND CHALLENGES: WE ARE STILL IN THE RESEARCH PHASE OF FINDING THE BEST TOOLS & APPRECIATE INPUT FROM CIO ON TOP PROSPECTIVE PARTNERS/TOOLS.

Step 9: Confirm Differentiators

If we offer nothing different from our competitors, we cannot expect high profits. We need to focus on specialty reporting, upcoming technology upgrades, new value-added services, and responsive client experiences to reinforce our distinguishers.

QUESTIONS AND CHALLENGES: WHEN I SPOKE TO THE CLIENTS SUGGESTED TO ME, THE TOP ADVANTAGE MENTIONED WAS ATTENTIVE SERVICE AND THE GREAT RAPPORT WITH ACCOUNT REPRESENTATIVES. WE ARE UTILIZING THE TOP COMMENTS IN TESTIMONIALS ON OUR NEW SITE. BUT WE NEED TO SELL CERTAIN OTHER FACTORS SUCH AS: 3 PHARM-Ds ON STAFF, LONGEVITY IN THE INDUSTRY, SUCCESS STORIES ON UNIQUE SERVICES CREATED EXCLUSIVELY BY US. NEW SOFTWARE/OFFERINGS. WHAT ARE THESE SERVICES & PRODUCTS, IN DETAIL, AND HOW WILL THEY RELIEVE PAIN POINTS FOR OUR CLIENTS?

Step 10: Track Progress

Constant monitoring should be provided to ensure the strategy is working effectively. This is done by assigning teams that would deliver this task.

RECOMMENDATION: MARKETING & COMMUNICATIONS WILL MONITOR AND OFFER MONTHLY REPORTS TO THE EXEC AND SR. MGMT. TEAMS.

Proposed 90-Day Plan

Immediately

-Create Focus Group To offer unique perspectives as follows:

- › COO = operations/business
- › CIO = digital best practices, objectives
- › BDO = PDMI services
- › Dept Leader = 340B
- › CFO = revenue/growth

-Schedule first Focus Group meeting

-MarCom Team works with Dept. Leaders and Focus Group to drive strategy and implementation protocols, processes, and responsibilities.

After 1.1.22

- Launch re-brand
- Step up research on finding a formal, digital marketing research partner that integrates with our website, My Emma, Salesforce, Hootsuite
- Get research results/quotes to ET then schedule demos with key digital marketing research companies & Focus Group
- Begin steady blogs and eblast links each time one is posted. Topics should be industry, regulatory driven, vetted by ET/Legal, and feature distinguishers. These are informational, offering perspectives that only thought leaders would have. The section of the site for blogs will include a legal disclaimer. Example topics:
 - › Specialty skills/certifications of our team members and why they impact clients
 - › COVID-19 vaccine updates
 - › 340B changes; perspectives on how a new administration could impact PMBs, Hospital-Based & Free-Standing Pharmacies, Rx Access and Distribution
- Start creating interviews with our SMEs highlighting our distinguishers. These will be different themes from blogs, as they are PDMI-specific and are first-person observations from experienced professionals.

PROPOSED GENERAL BLOG SCHEDULE

Topic	Author	Tentative Date of Review	Tentative Date of Publication
COVID-19 Vaccine: Updates & Potential Impact on Pharmacies and PBMs	Clinical		
Company History: How Innovation Has Shaped our Blueprint Since 1984	MarCom		
340B Recent Changes – Potential Impacts of New Admin	Dept Leader		
Perspectives/New Admin Potential Impacts on PMBs, Rx Access and Distribution	CEO		
Perspectives/New Admin Potential Impacts on Hospital-Based & Free-Standing Pharmacies	CFO		
Perspectives/New Admin Potential Impacts on Rx Access and Distribution	COO		
Perspectives – New Admin Potential Impacts on Hospice/LTC Pharmacies			
Specialty skills/Certifications of our team members and why they impact clients	MarCom		
Your PBM Just Merged with a Bigger One: Now What?	COO		
Amazon is in the Pharmacy Game: What Does this Mean for You?	CEO		
States in Charge of PBMs? We Help Clarify Things	Dept Leader		

PROPOSED INTERVIEW CLIENT/PROSPECT (PAIN POINTS) SCHEDULE

Topic	Author	Tentative Date of Review	Tentative Date of Publication
Helping You Navigate the Vaccine Distribution Process	Clinical		
Pharm Ds at the Helm: How We're Different	Clinical Dept Leader		
Is Your PBM Improving Your Patients' Lives?	CEO		
Client Connections: Meeting Client Needs in Real Time	COO		
Client Connections: How We've Improved the Bottom Line	CFO		
Client Connections: How Our New Portal Opens New Doors	CIO		
Client Connections: How Our Innovative Solutions Created New Revenue	CFO		
Client Connections: No One Does 340B Better	Dept Leader		