

Free Vitamin Supplement Program

Offering a free vitamin supplement program at a pharmacy can be a great way to provide added value to customers and potentially increase customer loyalty. Here are some reasons why:

- 1. Health benefits:** Vitamins and minerals play an important role in maintaining good health. By offering free vitamin supplements, a pharmacy can help customers who may not be getting all the nutrients they need through their diet. This can potentially improve customers' health outcomes and reduce the risk of certain health conditions.
- 2. Customer loyalty:** By offering free vitamin supplements, a pharmacy can create a positive association in the minds of customers, which can lead to increased loyalty. Customers may be more likely to return to a pharmacy that provides value-added services, such as a free vitamin supplement program.
- 3. Competitive advantage:** In a competitive market, offering a free vitamin supplement program can differentiate a pharmacy from its competitors. It can also attract new customers who are interested in improving their health and may not have a regular pharmacy they go to.
- 4. Marketing opportunity:** A free vitamin supplement program can be a great marketing tool. The program can be advertised through various channels, such as social media, flyers, and in-store signage. This can help raise awareness of the pharmacy and potentially attract new customers.
- 5. Kids benefit:** Offering a monthly children vitamin program can attract younger families if your demographics lack younger patients or if you want to supplement a compounding offering in pediatric medicine.
- 6. Make it a “Club”:** by joining a “club” this may include synchronization, no charge delivery, consultations, free flavoring, and other discounts. Plus, monthly vitamins at no extra charge.

Things you would want to make the program efficient and effective:

- Know the brand and quantity you are willing to part with
- Budget for the cost of the lost margin and how to track the ROI
- Who will be the patient type to receive the vitamin and for how long
- Consistent messaging and health benefits to engage the customers
- Plan on time to market & maintain the program
- Consider the added services to provide on this captured customers

Overall, offering a free vitamin supplement program can be a win-win for both the pharmacy and its customers. It can help improve customer health outcomes, increase customer loyalty, provide a competitive advantage, and serve as a marketing opportunity.