

CLIENT

National Pharmacy Chain

Retailers: 3,500+

CHALLENGE

Local pharmacies were not using digital marketing tactics due to lack of knowledge and expertise.

SOLUTION

The Brand leveraged SproutLoud's Partner Marketing Automation Platform to simplify digital marketing for the local pharmacies. SproutLoud measured each store's existing digital presence and then created a custom marketing plan that was simple to execute through the SproutLoud Platform. Since all execution is integrated through SproutLoud's ecosystem of Marketing Service Providers (MSPs), the Brand and the local pharmacies received world-class execution on Directory Listings and Reputation Management.

OUTCOME

SproutLoud's single SaaS solution simplified digital marketing for the pharmacies and increased participation by five times in the first two months. With the value-added concierge service, SproutLoud was able to reduce program costs by 75% for the Brand and their local pharmacies.

75% REDUCTION IN
PROGRAM COSTS

"I feel like I won the lottery! I had no idea my store details were missing or wrong on that many directories. I could never find the time to update them myself."

- Local Pharmacy Retailer