

Schedule Your Digital Marketing Promotions

Now that you're a Digital Pharmacist, you can publish promotions via your e-newsletter, mobile app and on your website at any time. Don't know how or don't have time? Let our Digital Experts do it for you. Hartzell's Pharmacy attracted 80 NEW customers with our digital Valentine's Day promotion. Simply complete this sign-up form, fax it back and we'll do the rest.

Step 1. Select a standard promotion you want to offer, we'll build the creative (examples on page 2)

Spend \$10 or more and get \$5 off any over-the-counter merchandise when you show the mobile app within the 72-hour promotional window

Spend \$20 or more and get \$5 off any over-the-counter merchandise when you show the mobile app within the 72-hour promotional window

Spend \$10 or more and get a "special prize" upon check out, when you show the mobile app within the 72-hour promotional window

Examples of "special prizes": branded fridge magnet, branded calendar, branded baseball hat, candy bar, sun block, discretionary discount like 5% off OTC

Step 2. Select the seasonal promotions you want to participate in

I want to do **ALL** promos listed below I **ONLY** want to do the promos I check

Month	Seasonal Promotion	Check to Participate		Month	Seasonal Promotion	Check to Participate
January	New Years	<input type="checkbox"/>		June	Summer Heat	<input type="checkbox"/>
February	Valentine's Day	<input type="checkbox"/>		July	July 4th	<input type="checkbox"/>
	MLK Day	<input type="checkbox"/>		August	Back to School	<input type="checkbox"/>
March	Spring Break	<input type="checkbox"/>			Vaccinations	<input type="checkbox"/>
	St. Patrick's Day	<input type="checkbox"/>		September	Labor Day	<input type="checkbox"/>
April	Easter	<input type="checkbox"/>		October	Halloween	<input type="checkbox"/>
May	Mother's Day	<input type="checkbox"/>		November	Thanksgiving	<input type="checkbox"/>
	Graduation	<input type="checkbox"/>			Flu shots	<input type="checkbox"/>
June	Father's Day	<input type="checkbox"/>		December	Christmas	<input type="checkbox"/>

Signature: _____

Fax to (512)-233-2624 or email to Alex Juarez at ajuarez@digitalpharmacist.com.

Opt-Out Notice: You have received this fax because our records indicate that you have a prior relationship with Digital Pharmacist. To be removed from Digital Pharmacist's fax communications list, please return this fax with your fax number and the word "unsubscribe" written on it to (512)-233-2624 or send an email with your fax number and the word "unsubscribe" to help@digitalpharmacist.com. A failure to comply with your request within 10 days from receipt by us is unlawful.

Examples of Successful Digital Promotions



**HOP IN TODAY TO
TAKE ADVANTAGE OF OUR
Eggscellent DEALS**

Spend \$20 or more and get \$5 off
on any over-the-counter purchase
when you show us our app at checkout.

Valid 4/14 - 4/16



**HAPPY
Mother's
day
Sale**

*Show your love
for Mom with
a gift from us*

Spend \$10 or more and get \$5 off
on any over-the-counter purchase
when you show us our app at checkout.

Valid 5/12 - 5/14



**BEST
DAY
FATHER
Sale**

**AGREAT SALE FOR
THE GREATEST DAD**

Spend \$10 or more and
get a special prize when
you show us our app at checkout.

Valid 6/16 - 6/18