



## How Did You Hear About Us?

by Gabe Trahan

No one better understands the value of effective marketing than my friend, Jack Dunn, RPh, owner of Jasper Drugs & Gifts in Jasper, Ga. Dunn is a successful business person, but he never seems to be completely satisfied! He says he won't be completely satisfied until everyone who lives in Jasper is his customer, or, as he puts it, part of the Jasper Drugs Family. Dunn is thankful for the customers he has now and considers them to be treasures. However, it is the people who haven't discovered Jasper Drugs & Gifts who keep Dunn awake. That's why, when a new customer enters his store, Dunn and his staff politely ask, "How did you hear about us? What brings you here today? How can we

help?" The staff at Jasper Drugs & Gifts want to help their customers, of course, but they also want to know which type of marketing is working.

The photo is a screenshot from the homepage of [www.jasperdrugs.com](http://www.jasperdrugs.com). When you go to the website for the first time, you are encouraged to click on the little icon on the right that says, "How did you find us?" Then, like magic, a young lady pops up on the screen, and with audio and movement, the avatar asks you to take a quick moment to indicate how you found their store.

There are three groups of potential new customers: those who have never heard

of you, those who have heard of you but choose to go elsewhere, and those who are new at shopping for prescriptions and have not made up their mind. In most cases, the largest group are those who choose to shop elsewhere; the members of that group are the hardest to acquire as new customers. It takes money, marketing, strategy, and knowledge of what is working and what is not to attract them. Spending marketing dollars without seeing results is nothing more than a donation to the local media. You can bet that when Dunn gets a report of which boxes are checked on his site, he will be writing one less marketing check.

Make a list of your marketing expenditures (such as newspaper ad or circular, local radio, TV, flier). Create a simple form outlining the marketing programs you have used, and then ask both new and old customers what brought them to your store. In addition, add a line for street name and town. Grab a street map of your town and start marking where your customers are coming from. Know what type of customer you are attracting, what is attracting them to your store, and where they are coming from. Use your marketing money wisely!

Do me a favor: go to [www.jasperdrugs.com](http://www.jasperdrugs.com), click on the avatar icon, and in the "other" form, write in "Gabe sent me." ■

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