

What is content marketing?

Content marketing focuses on creating and sharing online material that is relevant and engaging. The content does not explicitly promote a brand or product, but is intended to stimulate interest.

How to engage pharmacists

Pharmacists are always looking to improve their knowledge of the industry. To improve audience engagement use a variety of content, from fun and interesting, to serious and informative.

Goal: Audience Engagement

Fun

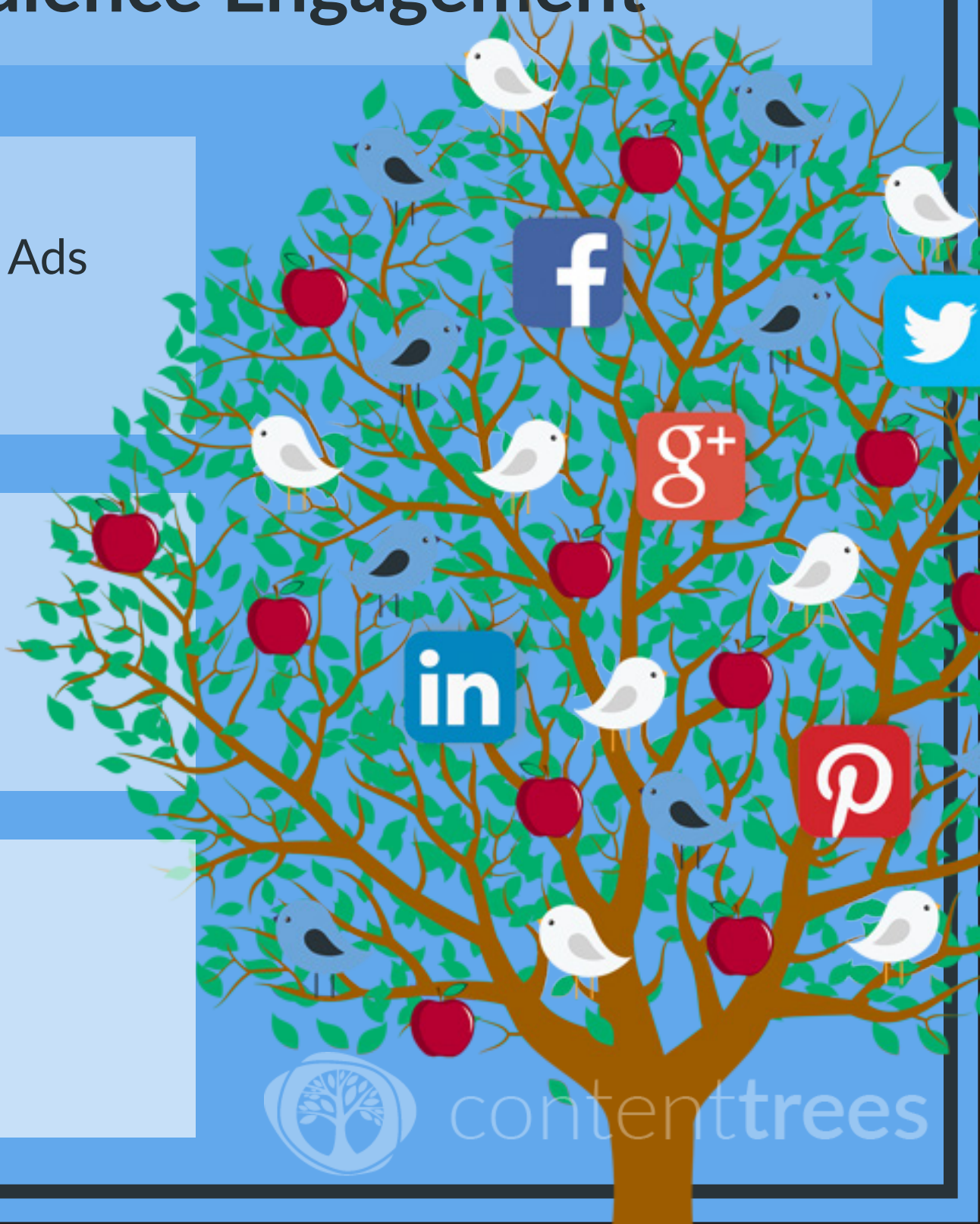
- Antique Pharmacy Ads
- Holidays
- Fun Facts

Serious

- Drug Recalls
- Drug Shortages
- FDA News

Educational

- Pharmacy News
- TED Talks
- Continuing Ed



contenttrees