



**YOUR PHARMACY
YOUR MESSAGE
YOUR NPA CONNECTS**

WELCOME TO NPA CONNECTS.

The National Pharmacy Association (NPA) is the representative voice of independent community pharmacies.



Our aim is to support independent community pharmacies to succeed professionally and commercially, for the benefit of their patients.

This commitment is at the heart of the thinking behind NPA Connects. Access free tools designed to enable Pharmacy to market their services to their community.

Through coming together as a collective, NPA Connects will give you greater purchasing power and reduce your costs.

Working together delivers benefits far greater than what can be achieved through working alone and NPA Connects will help us maximise those benefits for the good of our all our members. ”

Your Pharmacy

Your Message

Your NPA Connects



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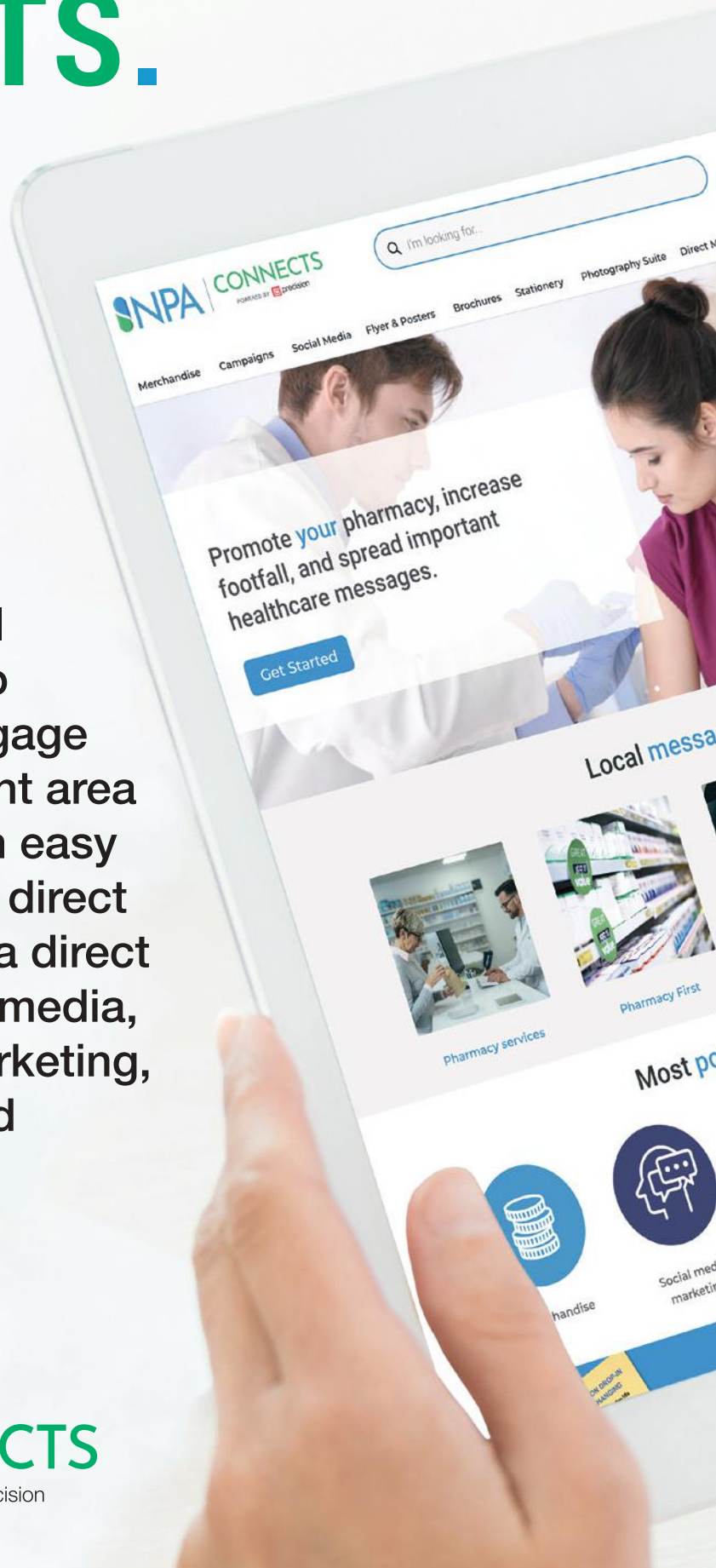
[NPACONNECTS.CO.UK](https://npaconnects.co.uk)

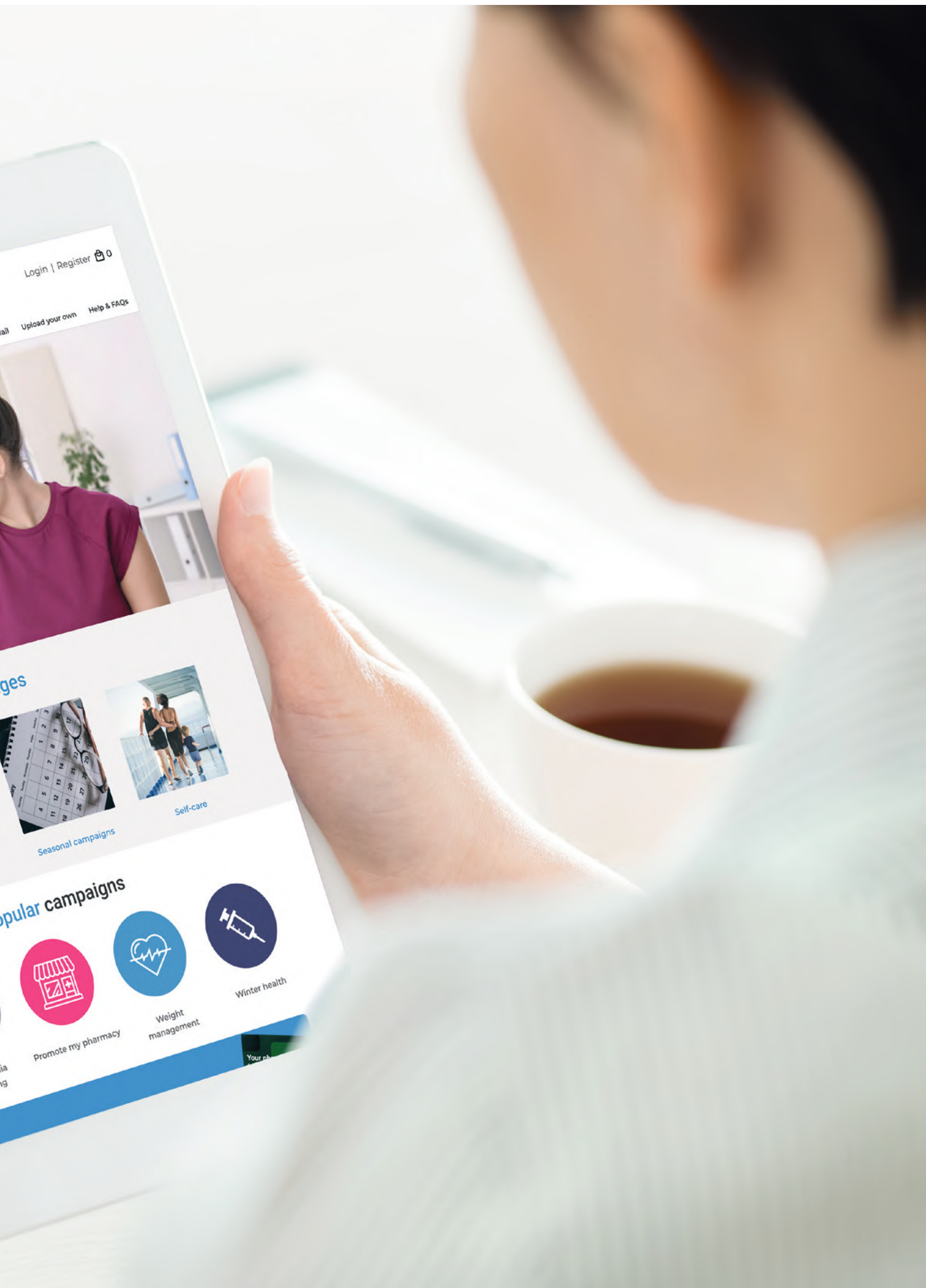



NPA CONNECTS.

**An online platform
built to connect
you to your local
customers.**

NPA Connects is a platform that delivers hyperlocal, omnichannel marketing campaigns so that you can directly engage with your local catchment area customers. It delivers an easy and effective way to run direct marketing campaigns via direct mail, door drops, social media, web banners, digital marketing, in-store point of sale and marketing materials.





Login | Register  0

Upload your own Help & FAQs

ges

Seasonal campaigns

Self-care

Popular campaigns

Promote my pharmacy

Weight management

Winter health

Your ph

Reach
40 million
through
Pharmacy

6,000
PHARMACIES

Changing
behaviour
one street
at a time

Subsidised ma

Profiled data on

Hyperlocal

Localised m

Print, personalis

Social media, person

Marketing

Sell products with

Marketing costs

Local population

Marketing

Messaging

Directed to pharmacy

Personalised to pharmacy

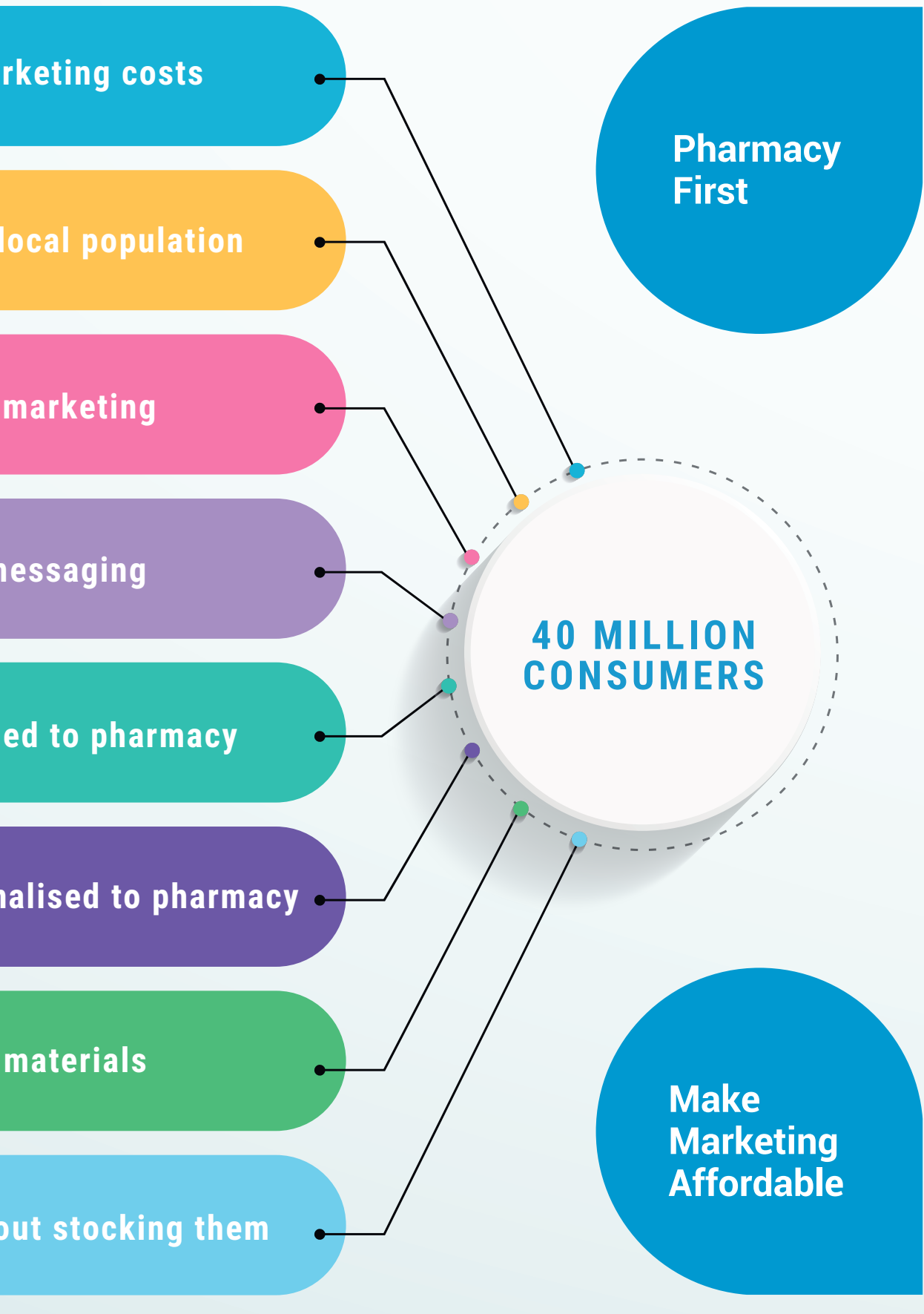
Materials

Without stocking them

Pharmacy
First

40 MILLION
CONSUMERS

Make
Marketing
Affordable



HOW IT WORKS.

Croasdales is a long-established independent pharmacy based in Bury St Edmunds.

Croasdales first sold medicines in 1837. The world has changed considerably in that time.

To showcase the power of NPA Connects and what it can achieve, the following explains how Croasdales would use NPA Connects to build and maintain an audience within a walk time of their pharmacy, with a little help from Klearvol!



NPACONNECTS.CO.UK





CROASDALES CHEMISTS

THE TRAVERSE

Croasdales Health Clinic
Chiroprody
Suffolk chiropractor
Suffolk hypnotherapy
Acupuncture
Swedish massage
Physiotherapy
Psychologist
01284 754700

MISTS

No. 1

No. 1

DOWNSTAIR

umery
Cosmetics

LOCAL MARKETING BUNDLES.

- Croasdales decide to promote sniffle season to parents of children aged 3 months to 8.
- Klearvol provide co-branding funding for campaign.
- Croasdales create marketing materials and POS using the templates provided in NPA Connects.
- Using GDPR compliant NPA Connects data, Croasdales create a mailing campaign using postcards to be delivered to 6,000 families of children under 8 years old within walking distance of the pharmacy.
- Precision print and distribute postcards to the target audience and deliver POS materials to pharmacy.
- Generate product demand to help your local community.

200MM
WINDOW
CLING FROM
£1.79p

A5 FLYERS
200 FROM
£14.50p



WHOLE
POSTCODE
SECTOR

A3
POSTER
FROM
25p

A2 Poster

TENT
CARDS
FROM
69p

Social
Media Ads

MINIMUM
SPEND FOR
DIGITAL
MARKETING
£52.50

WOBLERS
FROM
90p



Shelf Wobblers

Standee



Postcard

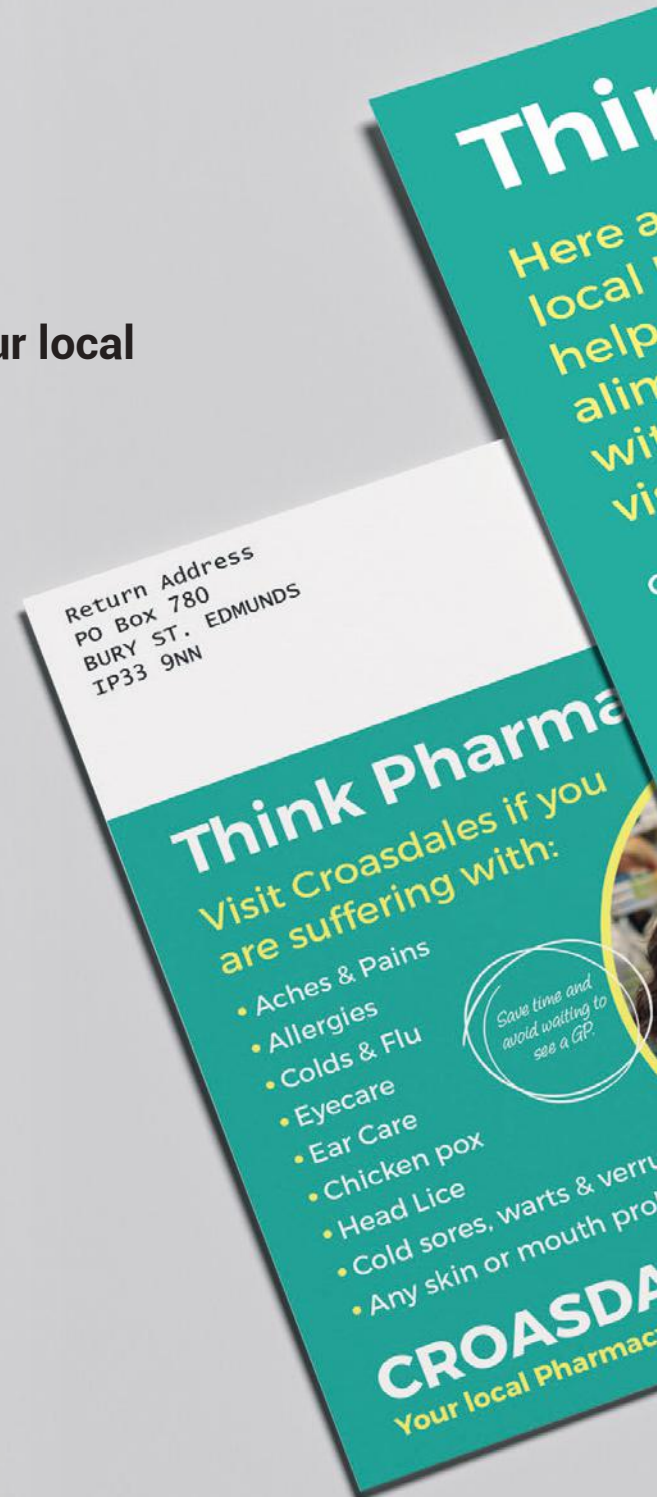
DOOR
DROPS FROM
£265
PER
PHARMACY

A5
DIRECT MAIL
POSTCARD
FROM
69p

INCLUDES
DATA, PRINT
& POSTAGE

LOCAL MARKETING BUNDLES.

- NPA Connects is not just about brand promotions.
- You will also be able to connect your local audience with your key services.
- If you order a postcard you will be one of many, reducing the cost for everybody.



Thank Pharmacy First

At Croasdales, your Pharmacy, we can help you with many minor ailments and conditions without you having to visit your GP.

Our Pharmacists are experts in the use of medicine and can diagnose and treat your minor illness.

CROASDALES

Your local Pharmacy

1 The Traverse, Bury St Edmunds, Suffolk IP33 1BE



Save time and avoid waiting to see a GP.

01284 754 700
www.croasdalespharmacy.com



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DALES
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1 The Traverse, Bury St Edmunds,
Suffolk IP33 1BE

01284 754 700
www.croasdalespharmacy.com

ORDER FOR
AS LITTLE AS
69p
Data, printing
& postage

LOCAL MARKETING BUNDLES.

And the same principle works for all products that are ordered through NPA Connects. Through working together we create the economies of scale enjoyed by the likes of large national pharmacies.



CONNECTS

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200MM
WINDOW CLING
FROM JUST
£1.79p

Think Pharmacy First

Here at Croasdales, your local Pharmacy, we can help you with many minor ailments and conditions without you having to visit your GP.

Our Pharmacists are experts in the use of medicine and can diagnose and treat your minor illness.

Visit Croasdales if you are suffering with:

- Aches & Pains
- Allergies
- Colds & Flu
- Hayfever
- Ear Care
- Chunks pain
- Head Lice
- Cold sores, warts & verrucae
- Any skin or mouth problems



Save time and avoid waiting to see a GP

CROASDALES
Your local Pharmacy

1 The Terrace, Bury St Edmunds, Suffolk IP13 1BE

01284 754 700

www.croasdalepharmacy.com

CROASDALES

Your local independent Pharmacy

It's Sniffle Season
Is your little one having trouble sleeping?



Drop into your local independent pharmacy today

croasdalespharmacy.com

Call 01284 754700 for more information

CROASDALES
Your local Pharmacy

A BRAND TO PHARMACY SHOP.

NPA Connects will work with brands to provide stock to independent pharmacy while helping you advertise to your local catchment area.

Restock your pharmacy and generate demand by using effective marketing tools with ease.



[NPACONNECTS.CO.UK](https://npaconnects.co.uk)



BUY THE SUPPLY. GENERATE THE DEMAND.

CROASDALES
Your local Independent Pharmacy

It's Sniffle Season
Is your little one having trouble sleeping?

Scan the QR code to visit our website

20% off
in pharmacy

Drop into your local independent pharmacy today

Call 01284 754700

Return Address
Precision
PO BOX 780
BURY ST. EDMUNDS
IP33 9NW

CROASDALES
Your local Independent Pharmacy

For all your Sniffle Season needs

Drop into your local independent pharmacy today

1 The Traverse, Bury St Edmunds, Suffolk, IP33 1BE
Tel: 01284 754 700
Email: pharmacy.fpg21@nhs.net

croasdalespharmacy.com

01284 754 700
www.croasdalespharmacy.com



CONNECTS

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The logo for Klearvo! is displayed in a green, rounded rectangular frame. The word "Klearvo!" is written in a playful, rounded font. The letter "l" is stylized to look like a green cucumber with a small white stem and a green leaf at the top. A small "TM" trademark symbol is positioned above the exclamation point.

**Campaign of the month is Klearvo!
If a Pharmacy buys two outers
for £44, they will receive a
personalised local marketing pack.**

**Klearvo! can choose to limit
the number of Pharmacists
that can take part.**

**NPA Connects send the
Pharmacy two outers to arrive
within 3 days!**

**Klearvo! can choose to send a
20% off voucher for the
Pharmacists next order from
the shop!**

**NPA Connects will send a
personalised mailer to 100
families with Children between 0-4
who live close to the Pharmacies
that take up the offer.**

**Before the mailer is sent, the
Pharmacy can choose to offer a
discount voucher.**

**Klearvo! invest in
co-branded (Pharmacy/Klearvo!)
mailer to local Mothers.**

**Each mailer is co-branded
between the Pharmacy
and the Brand.**

STOCK YOUR PRODUCTS DIGITALLY.

Introducing per pharmacy, per product, POS-to-Basket!

Unique QR Code

Personalised to the pharmacy

1. Customer scans the code.
2. Orders the product.
3. Margin paid to the Pharmacy.
4. Balance of payment to the brand.
5. Fulfilled centrally on behalf of the Pharmacist by NPA Connects, direct to home or Pharmacy.
6. Full transparency on all transactions.



Clearvol!

Breathing,
lasts all night

NOW! **£9.98**
20 capsules

including free
sustainable
delivery



Release the power
of Klearvol

- Essential oils for inhalation
- Natural aromatic oils of
pine, menthol and thymol


from the manufacturer

11:20

5qr.uk/klearvol10s

precision
healthcare

Klearvol - 20 Cap.
Free Delivery



soothing natural vapours for d

Klearvol!

essential oils for inhalation
from 3 months

20 cap

PREV

View Details

Powered by Q

SUMMARY.

Independent Pharmacy & NPA Connects.
Empowering over 6,000 NPA members to change consumer behaviour.

By unlocking a combined reach of 40 million consumers, NPA Connects combines the purchasing power of a united network and uses demographically profiled data to deliver targeted, hyperlocal campaigns.

Local messaging resonates more with Consumers.

NPA Connects can help raise awareness, drive foot traffic, and influence consumer choices:

- Collective reach of over 40 million.
- Localised, relevant communications from your pharmacy.
- Direct messaging increases relevance.
- Affordable solutions through buying as a collective.
- Changing behaviour and healthcare outcomes, making independent pharmacies the community's healthcare hub.

Your Pharmacy

Your Message

Your NPA Connects



NPACONNECTS.CO.UK





Making Pharmacy the healthcare hub of the community.

t: 01284 718900

e: npaconnects@precision.co.uk

www.npaconnects.co.uk