

Pharmacy Digital Presence Builder

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a digital-presence plan for a pharmacy — Google Business Profile, WhatsApp ordering/reminders, basic online listing and reviews — to be found and to serve patients digitally, within rules. Use it to build digital presence. For full e-pharmacy use the E-Pharmacy Setup tool (P12).

Purpose of this tool & output

Be findable and connected online

How the output is used

Use it to be findable and connected online — a digital presence builder across listings, profile and patient contact.

Important cautions

A strong Google Business Profile plus WhatsApp Business (orders, reminders) makes a chemist findable and connected. Verify a valid prescription before dispensing prescription drugs from any photo/message. Do not advertise prescription drugs. Use patient messaging within consent. Confirm e-pharmacy rules before full online selling.

Companion documents

- Pharmacy Marketing Plan
- Pharmacy Local Marketing Playbook
- Doctor & Clinic Relationship Guide
- Community Health Camp Organizer
- Google Business Profile Optimizer
- Pharmacy Referral Program

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.