# 6 Ways to Use Texting During Cold and Flu Season

**1  Educate your community**

- Encourage customers to text your pharmacy for tips on how to stay well this flu season. People are actually two-to-three times more likely to contact a business if they have the option to text versus only by phone or email.

**2  Increase over-the-counter (OTC) product sales**

- Include a link to your top OTC cold and flu remedies in your custom text signature. On every outbound message, patients can choose to view any last-minute items they might need with their script order.
- Add keywords to your auto-reply. Every time a patient texts your pharmacy, you can send them a reminder to stock up on OTC medications this season.

> Thank you for your text! We will respond shortly. If you're looking for cold and flu season essentials, text "prevention" to check out our current specials.

**3  Use keywords to promote flu shots**

- Create a simple contest where the first 10 people to text "flu" receive a coupon or gift card. Once they text, they'll get an auto-repy prompting them to schedule their flu shot.

**4  Try offering flavored medication**

- Offer unique products to your customers, like flavored liquid medication. For example, FLAVORx partner pharmacies can use Zipwhip's text templates to engage patients with emojis. Text "FriendofFlavor" to (800) 317-3811 for more information.

> We'll get your order ready now! Did you know you can flavor your medication with these options? 🍎 🍇 🥝 🍉

**5  Avoid spreading germs in-store**

- Place a sign outside of your pharmacy prompting sick patients to text "curbside" to expedite prescription pick-up and provide a personalized service. This will prevent germs from hanging out at your pick-up window and mitigate any lines from forming.

**6  Schedule follow-up texts**

- After a patient picks up a new antibiotic, schedule a text two-to-three days later to check in for potential side-effects and ensure dosing directions are being followed. This easy touchpoint will help prevent any adverse drug events and build a loyal patient following.