

DIGITAL MARKETING MATTERS:

The Importance of Marketing in a COVID-19 World

The COVID-19 pandemic has changed the world as we know it. Now more than ever, consumers rely on digital channels to stay connected to the people and businesses they love.



16% increase
in global website traffic
April – June '20.¹



200 billion
hours spent on apps in April '20,
a monthly all-time high.²



82 minutes
per day spent on social
networks on average.³



41%
of U.S. consumers report a
shift from in-store to online
shopping as of April '20.⁴



Good Neighbor Pharmacy members are taking action and using our digital marketing offerings.

20K+ social media posts published about COVID-19.

2.8K number of times Coronavirus library resources were accessed on Brand Central Station.

668 total orders for COVID-related store signage.

Good Neighbor Pharmacy patients are responding.

2.2M social media users reached with COVID-related social posts from their local pharmacy.⁵

17.9% average monthly increase in MyGNP.com local page prescription refills compared to the month of February.⁵

31.6% average monthly increase in My GNP mobile app prescription refills compared to the month of February.⁵

58.1% average monthly increase in My GNP app local delivery selection compared to the month of February.⁵



Are you leveraging the full potential of digital channels to connect with your community? Contact your Advertising Manager to learn how to make the most out of your *Good Neighbor Pharmacy* digital marketing solutions.

Sources:

1) <https://marketingland.com/how-covid-19-affected-hubspot-customers-people-wanted-to-hear-from-marketers-280362>

2) <https://www.appannie.com/en/insights/market-data/mobile-app-usage-surged-40-during-covid-19-pandemic/>

3) <https://www.emarketer.com/content/us-social-media-usage>

4) <https://www.businessinsider.com/how-the-coronavirus-pandemic-has-shifted-consumer-behavior-2020-5>

5) Data collected March 1 – June 30, 2020.