

**Logista**  
PHARMA



# **Marketing and Communication Services**



# OUR SERVICES



**PHARMACY  
DATABASE  
SEGMENTATION**



**GRAPHIC DESIGN  
AND CONTENT  
CREATION**



**DISSEMINATION  
TO  
PHARMACIES**

# 01

**TRADE  
MARKETING**



**SALES  
CHANNELS**



# PHARMACY DATABASE

## Multitude of segmentation possibilities

We work alongside the laboratory to define the ideal target for each campaign.

Our pharmacy database has more than 15,000 active entries that are continuously updated: owner, business data, tax data, email, etc.

We have sufficient information on each pharmacy to correctly classify each of them.

Thanks to the information available to us, we can carry out segmentation based on more than 50 parameters.



02

# GRAPHIC DESIGN AND CONTENT GENERATION

We generate **content** and **design** materials for the laboratory

After having designed the campaign to be implemented and chosen the tools and media to be used for communication with the pharmacies, there are different content generation and material design options:

- ✓ Logista Pharma's own design based on the content supplied by the laboratory.
- ✓ Development of the content and design by Logista Pharma according to the laboratory's instructions.
- ✓ Logista Pharma's own design and content.
- ✓ The laboratory's own design and content.





# Catalogues

# Product range



# Sell sheets

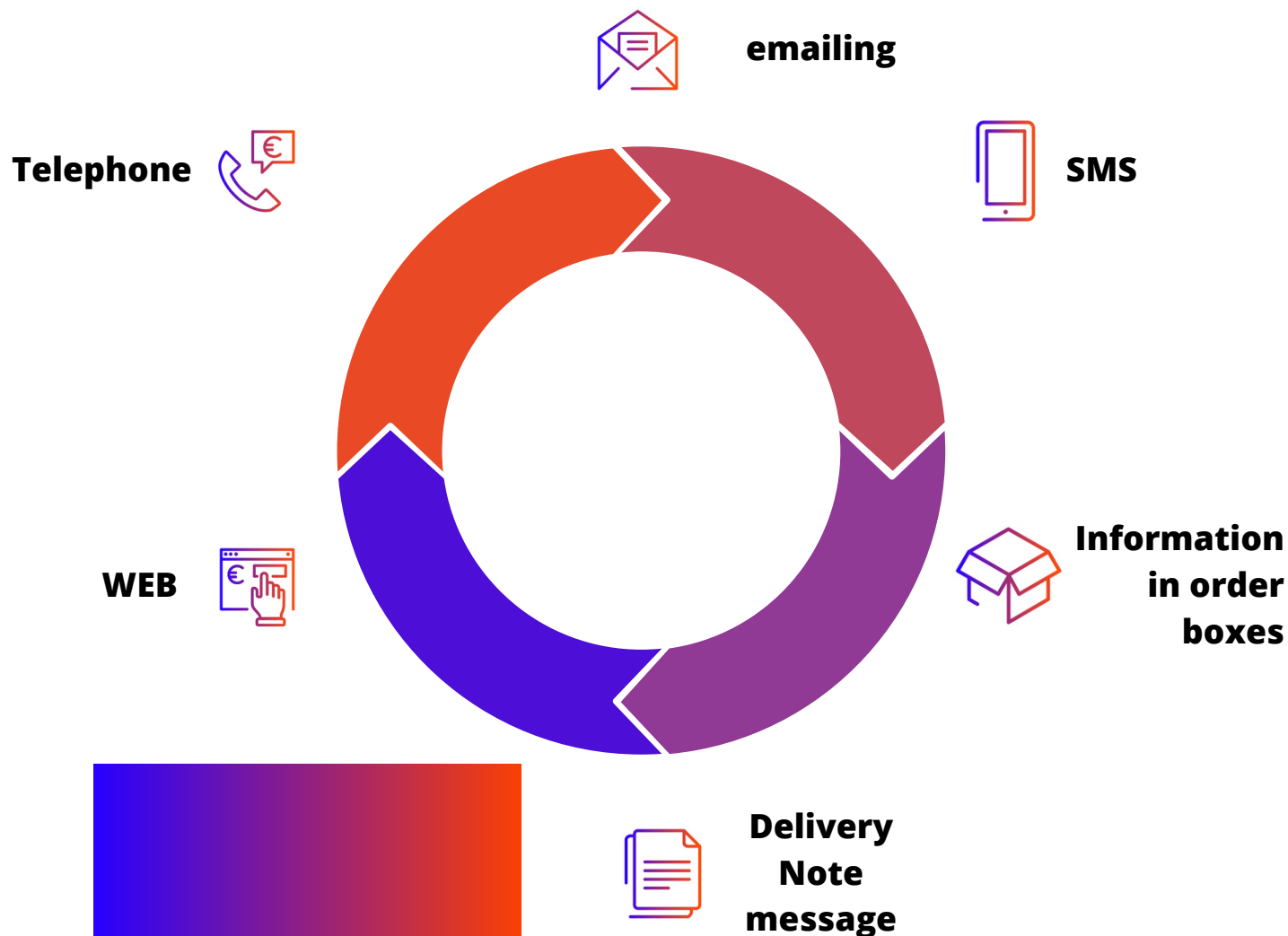
# Newsletters



# Training videos

# DISSEMINATION TO PHARMACIES

## How do we reach pharmacies?



04

Multiple tools for the quick and widespread dissemination of any type of information that the laboratory wants to transmit to pharmacies.

# DISSEMINATION TO PHARMACIES



## Cuidados capilares que el cabello reclama

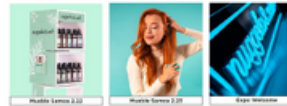
Primavera es época de caída estacional, por lo que hay que extremar el cuidado más que nunca.

Además, la melena sufre las consecuencias directas provocadas por drásticos de temperatura, provoca que el cabello se debilite, pierda resaca.

Teresa Climent, licenciada en farmacia y technical manager, nos explica porqué de la caída del cabello y como ayudar.



¡Benefícate de las acciones promocionales para



**OGX** **Maui MOISTURE**  
CUIDADO DEL CABELLO EN VERANO

**32% dto.**



La sal y el sol son algunos de los principales enemigos del cabello en verano, al igual que el cloro de las piscinas. Es necesario que evitemos que el cabello esté mucho tiempo expuesto a estas sustancias, por ello es necesario que cuando salgamos del agua limpiemos bien el cabello para quitar estas residuos.

OGX® y Maui MOISTURE ofrecen una amplia gama de productos para el cuidado del cabello, que se adaptan a cada tipo de necesidad.

OGX® Fórmulas inspiradas en productos de alta peluquería profesional que contienen ingredientes exóticos y están libres de parabenos.

Maui MOISTURE fórmulas veganas y ecológicas, con ingredientes tropicales cuidadosamente seleccionados.

## EXPOSITORES DISPONIBLES



Expositor Premium Metálico



Expositor Cartón



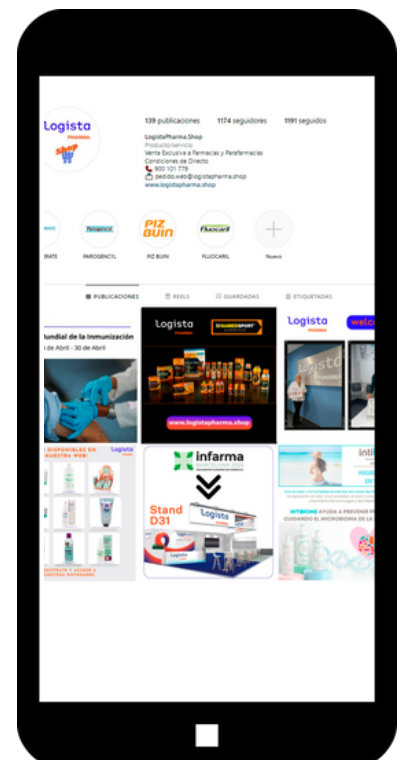
Expositor Cartón

Para mayor información o realizar un pedido no en llamamos al 900 101 779

También puedes entrar en:

[www.logistapharma.shop](http://www.logistapharma.shop)

Para su comodidad, descargue aquí el [Sortido de productos](#) y el [Catálogo General](#)



# TRADE MARKETING

We help to **promote the sale** of products in pharmacies

## POS Material

Displays, strips, posters, stoppers, vinyls, window displays, etc.

Aimed at giving visibility to the brand and its products, making them stand out from the competition.



05



# TRADE MARKETING

## Planograms



Product placement and display at the point of sale is key for increasing sales.

It encourages enquiries and, as a result, pharmaceutical recommendation.

It helps the pharmacy sell more.

## Material for promotional products

Design and production of labels, ribbons for the preparation of packs, promotional labelling, shrink-wrapping, etc.



# SALES CHANNELS

WEB

[www.logistapharma.shop](http://www.logistapharma.shop)



06

We communicate the laboratory's commercial proposal to pharmacies on our website.

Possibility of segmentation by customer group.

Online sales and content section for each laboratory where they can upload all the necessary information for the pharmacy: videos, photographs, catalogues, technical specifications, etc.

Exclusive for client pharmacies.

# SALES CHANNELS

## Telemarketing

Our telemarketing service offers different solutions suited to our customers' needs: virtual representatives, specific campaigns, pre-campaigns, coverage in the absence of a representative, data collection campaigns, telephone support lines.



# Logista

**PHARMA**

**[www.logistapharma.com](http://www.logistapharma.com)**

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