



Abortion Tourism & Abortion Pills:

The New Frontier

The overturn of Roe v. Wade completely reshaped how women access abortion.

As we've seen over the past year, women are willing to travel across state lines for legal abortion procedures or pills. This abortion tourism trend is becoming part of the culture of our country as some states restrict abortion or liberalize it by adding it to their constitution.

The abortion pill is more widely known and used than ever before. The Guttmacher Institute found that medication abortion accounted for 54% of abortion procedures as of 2020. The FDA had temporarily suspended their in-person rule requirement during the COVID-19 pandemic to allow abortion pills to be sent by mail. This became permanent in December 2021.

Now, in January 2023, the FDA has expanded the availability of abortion pills by formally updating the drug's labeling to allow retail pharmacies to dispense abortion pills following a certification process. Walgreens became the first U.S. pharmacy to allow its pharmacies to fill abortion pill prescriptions in certain stores. CVS soon followed.

Additionally, the U.S. Postal Service with confirmation from the Justice Department recently stated they are legally able to deliver abortion pills to any state in the country regardless of local laws.

Time will tell if other pharmacies will pursue certification and if any new laws could impact abortion pill delivery in restricted states.

No matter the laws or the legal landscape, life-affirming pregnancy centers are desperately needed. Your ministry matters now more than ever.

What Can Pregnancy Centers Do?

As Planned Parenthood and abortion groups continue to push for changes to legislation and promote abortion as women's rights, we can expect more obstacles like these. But we should not lose hope.

At the end of the day, women are the ones choosing abortion—not abortion groups or Walgreens and CVS. (Sadly, coercion is another story.)

The best thing you can do as a pregnancy center is to reach her and serve her in a time of confusion, desperation, and widespread abortion pill availability and funding.

Marketing can help her find you when she needs you most.

State-Specific Messaging to Reach Her

There are different marketing and messaging strategies depending on if abortion is legal in your state.

One way we categorize these states is through “sending” and “receiving.” Sending states have restrictive laws where women tend to travel for abortion, while receiving states are destinations for abortion.

SENDING STATE: REACH HER BEFORE SHE LEAVES

If your center is in a sending state, you have abortion restrictions in place. Women may be scared about their lack of access to abortion as an option, and could be contemplating traveling.

Reach her before she decides to leave by promoting the importance of safety steps, such as ultrasound and STD testing. You can also promote your local resources because often women feel abortion is their only financial choice.

Your marketing can include messaging around travel. Be relevant (and improve SEO) by addressing the places the abortion-minded woman might consider visiting for a legal abortion procedure.

For instance, if your center is in West Virginia and borders Pennsylvania, you may want to mention Pennsylvania or a city/town you think might be on her list.

RECEIVING STATE: REACHING HER AS SHE ARRIVES

Centers in receiving states can cater messaging to women traveling to their state for legal abortion. This is in addition to serving local abortion-minded women in your state.

Make sure to advertise the safety steps of ultrasound and STD testing, and emphasize offering it to women at no cost, regardless of their state of residence. You want your messaging to attract women on their way to an abortion clinic.

From Awareness to Conversion, Focus Your Messaging

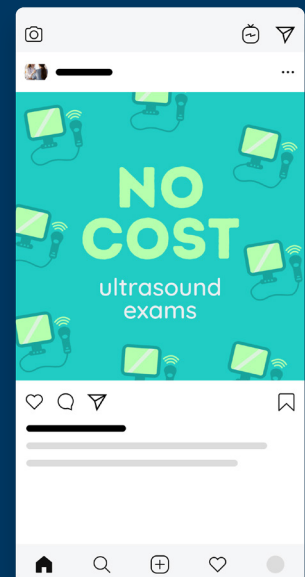
Every part of the marketing funnel matters for reaching women before they leave your state, while they're in your state, or after they arrive.

Here are strategies for each marketing tactic.

SOCIAL MEDIA: SOCIAL PROOF & AWARENESS

Social proof is becoming a major use of social media for Gen Z. Before visiting a pregnancy center, they could look you up on their favorite social media platform. They will search for your reviews, number of followers, and your content to help them feel more confident before visiting.

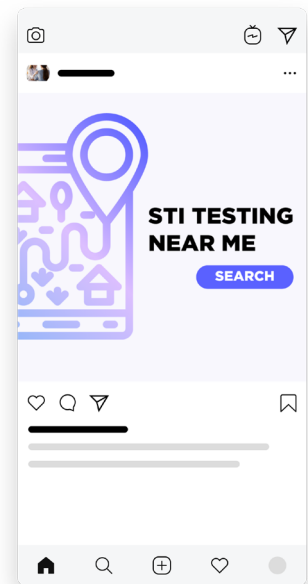
Make sure you're regularly posting about the services you offer,



in addition to engaging posts that show your caring, warm, and inviting brand personality. If you have more of a medical tone, you can keep your posts limited to more professional health content.

These posts will help women in your area become more aware of your center as well. You can use location tags and hashtags, along with targeted social ads to improve your visibility in certain locations.

Accurately representing your center on social media can help women feel comfortable reaching out to you for assistance.

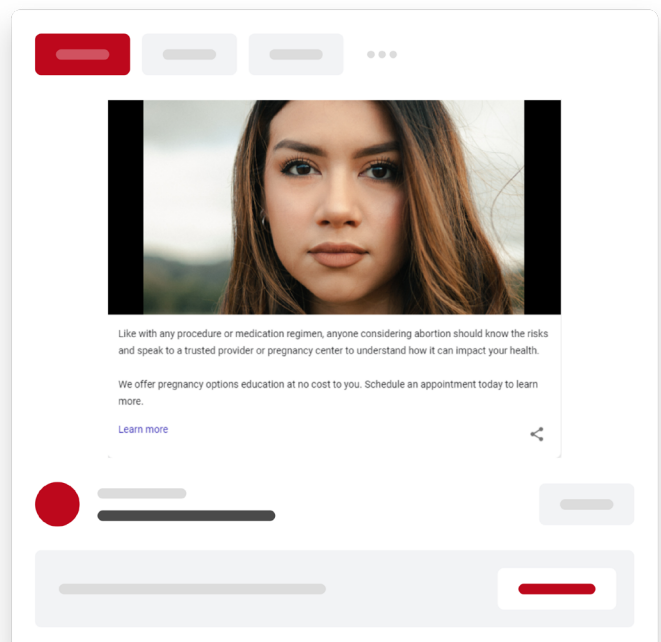
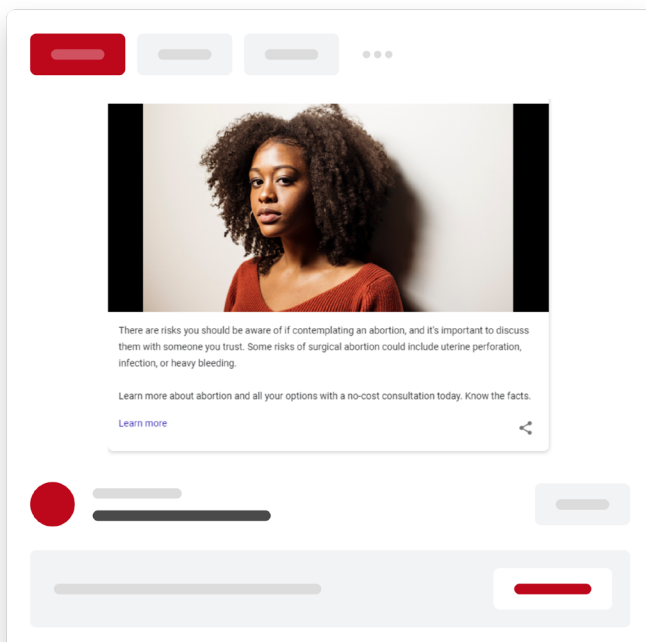


SEARCH ENGINE OPTIMIZATION: APPEAR DURING THE SEARCH

While Google has removed pregnancy centers from local abortion search results on Google My Business (GMB), pregnancy centers will still appear in the organic results typically listed below.

Optimize your website keywords for abortion tourism and abortion pill searches. You can do this by including abortion-related keywords in your website content and blogging about them regularly.

Posting weekly on Google My Business (GMB) still helps with SEO, regardless of Google's visibility obstacles. You can mention abortion terms in addition to your services like ultrasounds, STD testing, and pregnancy testing. You can still appear in local GMB search results for other critical keywords.



STRATEGIC BLOG CONTENT: EDUCATE ON ULTRASOUNDS AND ABORTION RISKS

For blogs, make sure you're emphasizing the importance of getting an ultrasound in each one. That way, when women do come across your content during an internet search, they will realize their need for this precaution and where they can schedule one.

You can acknowledge that women may not want to get an ultrasound if the state has a very early six to eight week abortion ban, but educate about the risks of taking the abortion pill too late. Educating on the risks of abortion in general is valuable to all women to help give them critical information to consider.

If you're in a state where women are trying to access the abortion pill illegally online, share risks about the lack of medical oversight and why it's critical to take precautions and have access to medical care in case of emergencies.

Remember to keep a neutral, medical tone and build your credibility with reputable sources like the FDA and Mayo Clinic. Women will assess what they read, and any bias can turn women away.

PAID SEARCH: AN EFFECTIVE WAY TO REACH HER

The best time to reach her is during her search for solutions. Paid advertising can help reach her in the nick of time. This is especially critical for reaching women before they travel for abortion.

This form of marketing requires a budget to reach her based on her search terms.

This strategy might not be recommended based on your location and the search volume in your area. We are happy to discuss this with you if interested in Paid Search.

In sending states, bid on keywords related to the next city or town where abortion is available. Think about any major airports as well, where travel may be more affordable. You can collaborate with other pregnancy centers to make sure you aren't bidding against each other for the same key terms.

In receiving states, you can use virtual geofencing to capture attention of women who visited abortion clinic websites in your area.



There's More Work to Do

The overturn of Roe v. Wade was only the beginning for pregnancy centers. We must continue to reach and serve her whether she's traveling or staying.

Even though the new frontier of abortion pills on demand, in retail pharmacies, through travel, and by mail is daunting, we still have the time, resources, and calling to reach her first.

Get a Personalized Marketing Plan

The best marketing strategy for any center is one completely personalized around your laws, client demographics, and location. Choose Life Marketing can work with you to craft the best custom marketing plan for reaching abortion-minded and determined women near you.

Reach out to us for a personalized marketing plan today.



Get More Information



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