



NJHA STRATEGIC PARTNER MARKETING CAPABILITIES

Grow your client base and increase your market penetration with the NJHA Strategic Partner Program!

CUSTOMIZED NJHA MARKETING STRATEGY SESSION

Create powerful marketing strategies through the combined efforts of NJHA experts and your key sales and marketing executives.

INDUSTRY-FOCUSED PRESS RELEASE

NJHA gets the momentum going quickly and publicly with a high-impact press release about this important strategic partnership and its advantages.

NJHA'S FEATURE PUBLICATION – NEWSLINK TODAY

With 40 healthcare decision-makers per institution receiving NJHA's award winning daily electronic publication, your message is sure to get noticed.

CUSTOMIZED, CO-BRANDED COLLATERAL

Stand out among your competition with an NJHA customized, co-branded, single page flier designed to attract attention.

TARGETED CAMPAIGN

A formal direct mail or e-mail introduction from NJHA to its membership lends credibility and greater visibility.

EXCLUSIVE EXECUTIVE DATABASE

Build powerful relationships; enhance follow-up efforts with NJHA's exclusive contact list.

DEDICATED WEB PRESENCE

This incredible opportunity provides free space for a page designed specifically for your company on NJHA's dedicated Strategic Partner Web site.

CO-HOSTED INFORMATION/ EDUCATION EVENT

This collaborative effort creates a powerful program that captures the attention of your target audience and helps reduce your sales costs. The state-of-the-art NJHA Conference Center provides a convenient setting for this event.

WEBINARS

A convenient and cost-effective way to interact directly with your audience. NJHA can help you design this program and will promote your exclusive Webinar to our extensive membership.

MEMBER ADVISORY GROUPS

Depending on your product or service, NJHA may be able to help you obtain valuable feedback with a presentation to a suitable NJHA Member Advisory Group.

JOINT SALES VISITS

Edge out your competition with joint NJHA sales visits (as-needed basis).

SATISFACTION/SOLUTIONS SURVEY

Comprehensive reports are provided to assure that your service meets the needs of healthcare decision-makers with a customized electronic survey conducted by NJHA.

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