

# NJHA STRATEGIC PARTNER

# MARKETING CAPABILITIES

*Grow your client base and increase your market penetration  
as an NJHA Strategic Partner.*

## **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 unique 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 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.

## **SOCIAL MEDIA PRESENCE**

This presence provides promotional opportunity to post news and relevant photos for your company on NJHA's Healthcare Business Solutions Facebook page.

## **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**

Obtain valuable feedback with a presentation to a suitable NJHA Member Advisory Group.

## **NJHA SALES SUPPORT**

Edge out your competition with NJHA support for sales visits (as-needed basis) and ability to connect with hard-to-reach targets.

Contact: Michael Guerriero, Senior Vice President at 609-936-2187, [mguerriero@njha.com](mailto:mguerriero@njha.com)

