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National Mobility Equipment Dealers Association

www.nmeda.com



Influencing the Influencers

July 2014

Overview



- Guest Speakers – Tony Mavros with MobilityWorks and Courtney Billingsley with ALS – Texas Chapter
- Building Relationships
- Value Proposition
- Partnering versus Vendoring
- Volunteer
- Lunch and Learns
- Cross Marketing and Opportunities
- Making the Biggest Impact



Relationship Building

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- Building relationships at a local level with like minded organizations or groups that have common goals



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Partnerships

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Reasons to partner with other organizations

- Increase your reach and extend messaging
- Leverage contacts and be present in the community
- Build professional relationships for future marketing efforts
- Help alleviate some costs

Who should you partner with?

- Local organizations (retirement communities, Veterans Administration, VFW, AAA, YMCA, caregiver support groups)
- Rehabilitation centers, hospitals and clinics
- Like-minded professionals (CDRSs, OTs, PTs, disability activists)
- Existing events (consider sponsoring - Special Olympics, Veterans Games, Abilities Expo, Arthritis Walk)

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Partnering versus Vending

- Be active in planning events with and for the partner
- Offer space for support groups/events
- Call make suggestions for events
 - Ask for updates for upcoming support groups/events
 - Check in

Volunteer

- Incentivize staff to volunteer



Partnerships - Walk and Rolls

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Walk and Rolls:

- What value have they returned?
- SAG Vehicle
- Volunteer
- Meet potential influencers
- Sponsor a team
 - Staff or an established one
- Hand out paddles



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Who is Hungry?

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Target

- Case managers
- OTs, PTs, KT's
- Social Workers
- Support groups
- Rehab clinics
- National or State agencies as cross-training
- Accreditation and credentialing conferences

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Marketing



Cross marketing

- Position influencer collateral for customers
 - Provide your collateral for influencer positioning
 - Be a resource of everything disability
- Your logo on influencer websites and vice versa

Affiliate marketing

- Target market on disability specific websites
- Only pay for results
- Consultants



Opportunities



What are some opportunities to increase awareness?

Expos, Education, and Resource Fairs

- At store locations
- Invite influencers as exhibitors
- Guest speakers
- Talent
- Again, be a resource



Social Media

- Like, follow, and friend influencers
- Promote influencer events (cross marketing)

Sponsorship

- Consumer power of influencer
- Your vendors as co-op sponsorship





Polling Question #1



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An Influencer's Perspective

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How can NMEDA dealers make an impact for influencers such as the ALS Association?

Donate time:

- Volunteer at the organization's office
- Stuff envelopes & information packets
- Call clients to check-in
- Organize the office after an event
- Etc.

Speak at a support group meetings.

Sponsor lunch or door prizes for support group meetings.



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How can NMEDA dealers make an impact for influencers such as the ALS Association?

- Introduce new community partners to the organization as potential sponsors or volunteers.
- Participate in planning committees for the organization's major fundraisers & events.
- Post and tweet about the organization's events on social media or blogs to increase attendance and/or awareness.



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Reaching out to an organization, professional or existing event:

- Keep brochures in your office to share with recently diagnosed consumers who may benefit from the organization's service.
- Keep a loaner closet on-site for wheelchairs, shower chairs, and other items the organization may provide to mutual consumers.
- Still unsure of how you can help... Don't be afraid to ask!

When it comes to
making an
IMPACT



YOU RULE!!



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Some creative ideas for helping or partnering with local organizations:



Lemonade Stand for ALS



Charity Garage Sale at Local Mobility Dealer's Fall Open House



Charity Sports Teams Golf, Baseball, etc.

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Questions?

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