

# Working With You to Reach & Serve Virginia Chiropractors



- **Like you**, we serve the chiropractic marketplace.
- **Like you**, we need to find and employ effective strategies to increase reach, attract new clients (members) -- and keep them.

## Are you taking advantage of all the ways UVCA membership can support you and your business?

### Increase Awareness

- “Supporting Supplier News” column in our quarterly newsletter that goes to ALL chiropractic offices in our database, not just members!
- Listing and link on the association’s web site.
- Inclusion in online Find-a-Supplier search feature.
- Mailing lists upon request (can include name, practice name, city, zip, years in practice, membership status, certifications/designations).
- Direct referral by the association office in response to member and non-member inquiries.
- \*\*\* Offering a discount to UVCA members? A contribution to the association? We can help you get the word out by noting with your web listing and including with DC benefits info!
- Professionally produced popular, well-attended spring and fall conventions with exhibit and sponsorship opportunities.
- Discounted advertising
  - Classified listings on web site + distributed quarterly and included in spring and fall convention packets.
  - Display advertising in newsletter that goes to all TWICE each quarter + posted on web.
  - Rotating logo on UVCA web site.

### Keep Up With This Unique Market

- Hone your marketing message and serve your clients better through access to leadership, committees and specialists.

- Keep informed through newsletters and alerts.
- Subscribe to VCA doctalk, the DC members’ e-mail discussion group, to monitor hot topics and have an optional opportunity to respond to inquiries demonstrating your expertise.

### Save Money & Ease Cash Flow

- Handle your dues quarterly; cancel or change at any time.
- Enjoy discounts that can more than cover your dues on display advertising; classified advertising; exhibiting; regional sponsorship opportunities.
- Free mailing lists in Excel.
- Free blast emails.

### Strengthen the Marketplace

- Educate existing and potential clientele of the importance of your products and services.
- Support association Initiatives to strengthen and protect Va. DCs -- strengthening and protecting your business investment.

### Demonstrate Commitment, Expertise & Relevance

- Submit material for priority consideration in the newsletter and/or for the website under your byline.
- Display the UVCA Supplier Member seal on your marketing and communications.
- Answer questions on the doctors’ list-serve.
- Submit presentation proposals with priority consideration for seminars, conventions, or district meetings.

**To brainstorm how you can maximize your membership investment according to YOUR SPECIFIC NEEDS, call Julie**

**Connolly, Executive Director, at 540-932-3100 or email [jconnolly@viriniachiropractic.org](mailto:jconnolly@viriniachiropractic.org)!**

