

Marketing Leads Toolkit

Get Started With Uniper to Help Your Members Connect To Life!

Overview

An amazing message is only as good as the number of voices sharing it. Uniper partners with many organizations with the shared goal of creating a world where everyone can age at home for as long as they wish - Happy, Healthy, and Independent. And that's a message that deserves to be heard! This omni-channel toolkit will give you quick access to collateral and assets to share with members, helping to amplify the message and get more older adults Connected to Life.

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One Month Out: Communication Plan

The best (and most effective!) campaigns start with a good plan for your team to follow. Uniper has taken the guess work out of planning for you by giving you our proven communication plan at the link below! This is our recommended strategy for recruiting and keeping quality members; feel free to tailor it to your needs and resources.

[Download](#)

One Month Out: PR/Media Kit

It can be overwhelming trying to merge a new partner's identity into your marketing and promotions. That's why Uniper has created our PR/Media Kit to take out all the guess work! This manual will guide you through how to best use Uniper graphics, colors, and logos in partnership with your existing brand identity!

[Download](#)





One Week Out: Flyers

A big part of getting the message out to your members is having a strong visual presence. These flyers are designed to be printed and distributed amongst your members, but they can also be posted online for easy reference! We recommend putting a few copies out in physical places, and linking them in your digital communications!

[Download](#)

One Week Out: Posters

Posters are an easy way to get a lot of exposure for very little cost. Our posters are bright, colorful, and designed to be printed in a variety of sizes. We recommend hanging them in places where older adults gather or pass through, like lobbies, communal rooms, entrances, social areas, and more!

[Download](#)



One Week Out: Presentations

It is important to have all the information you need when launching any new partnership, which is why Uniper has put together a cluster of presentations to help you teach your staff and members about us! By training your staff and educating your members, you will make the recruitment process smoother and easier for everyone.

[Download](#)



At Launch: Phone Call Scripting

Whenever you launch a partnership, your members are going to have questions, and you may experience an influx in calls. That's why Uniper has put together call scripts for your support staff to help with recruitment and support needs! These provide answers to common questions, along with light troubleshooting and more.

[Download](#)

At Launch: Enrollment Guides

One of the main factors to growing a successful member base is enrolling the right members. Uniper's enrollment guide will walk you through every step of the enrollment process, including selecting and recruiting the members who will benefit the most from Uniper and guiding them through setting up their devices!

[Download](#)



At Launch: Digital Signage

Many places have moved away from paper signage and posters and towards more sustainable digital signage on monitors or TV screens. To support this, Uniper has created a series of digital signs designed to fit monitors, TVs, and other digital screens!

[Download](#)



Ongoing: Monthly Member Email

Though Uniper sends out calendars to your members with emails once a month, and other occasional emails about special programming, we recommend reaching out to your members with emails at least once a month. That's why we've provided a few suggested emails for you to send, each with a different focus!

[Download](#)

Ongoing: Monthly Social Media Post

Studies have shown that a growing number of older adults utilize social media, especially Facebook. We recommend posting at least once a month to your social media accounts to help reach new members and maintain contact with existing members. The images at the link below are for any social media campaign you want to use them for!

[Download](#)



Ongoing: Monthly Newsletter Article

Though direct emails are the best way to keep your members up to date with your programs and Uniper, we recommend adding a Uniper section to your newsletter each month (if you have one!). We have provided some samples on what you could include at the link below!

[Download](#)





Ongoing: Bi-Weekly SMS Message

Text messages (also known as SMS messages) are great ways of keeping in touch with your members! We have provided some scripts below for you to modify or use directly to contact your members about best practices for using their Uniper!

[Download](#)

Ongoing: Quick Enrollment Links

The best way to encourage enrollment is to make it as easy as possible; that's why we've given you a form linked below to speed up and streamline the enrollment processes. This lets you directly enroll members at any time of day and from anywhere you have internet access!

[Download](#)



These resources should help you start and maintain your Uniper presence for the foreseeable future. However, if you have any questions, comments, or special circumstances that you may need additional assistance, you can contact the Uniper Marketing Team at:

Email: marketing@uniper-care.com

If you or your members need technical support with the Uniper platform, you can contact the Uniper Support Team from 9 AM to 5 PM Eastern at:

Phone: 1-888-471-7623 or **Email: support@uniper-care.com**