

# 2020 PROMOTIONAL GUIDE

## Marketing Opportunities

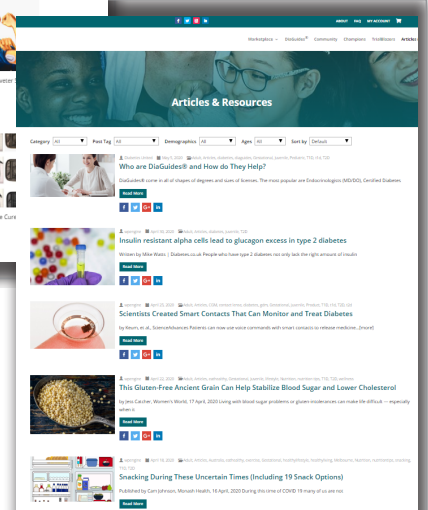


email [info@diabeticsunited.com](mailto:info@diabeticsunited.com), today for special requests or additional information

**www.DiabeticsUnited.com** ›

Take advantage of opportunities to reach fellow diabetics, caretakers, and stakeholders through [Diabetics United](#). This interactive portal provides several conduits for members to upload content and promote anything and everything diabetes related. Events, social media, products, trials and services are just a handful of promotional opportunities pre-screened users can enjoy.

During our first month of operations, we attracted nearly 10,000 followers through our website and social media accounts. This growing online outreach adds to the additional content platforms Diabetics United already provides through published articles, splash ads, targeted email campaigns, newsletters and website promotionals.

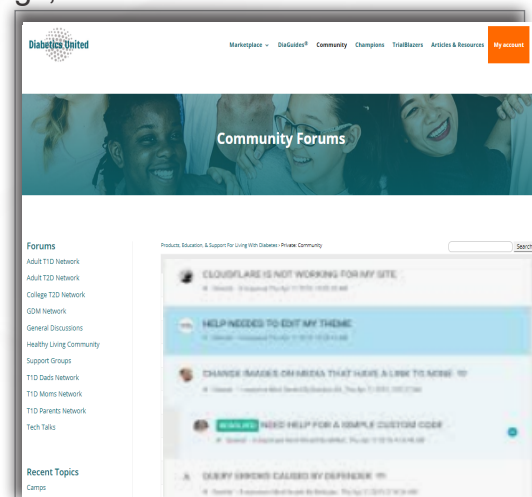


# Outreach Through Memberships

## Patrons

Interested in joining a community of supportive caretakers and champions of diabetes? Through our Patron membership, users gain access to a community portal and directory of professionally licensed guides. These guides come equipped with expertise in navigating diabetic challenges. The membership provides an opportunity to join a forum of forums, as well as access pages used for posting upcoming events, sharing social media groups, diabetes blogs, and relevant websites:

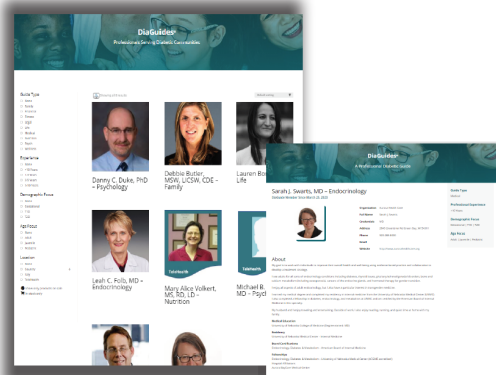
- Personal profile and Community engagement
- Access to DiaGuides®
- Add/View Upcoming Events
- Add/View External Media Sites
- Access to TrialBlazers



## DiaGuides®

Drive engagement and generate leads while building credibility and trust. Your specialized skills in guiding diabetics through daily challenges will be recognized and promoted to a centralized audience of diabetics from around the world:

- DIY telehealth service
- Run digital ads in monthly newsletter
- Promote products
- Publish articles
- Share resources.
- Connect with other DiaGuides®



Each month, you'll receive key analytics to keep you updated on profile visits and overall website performance.

Don't have the time to post and edit a profile? Let us do the work by sending some content and we'll take it from there!

*Anticipate 2-3 business days for custom requests to be fulfilled.*

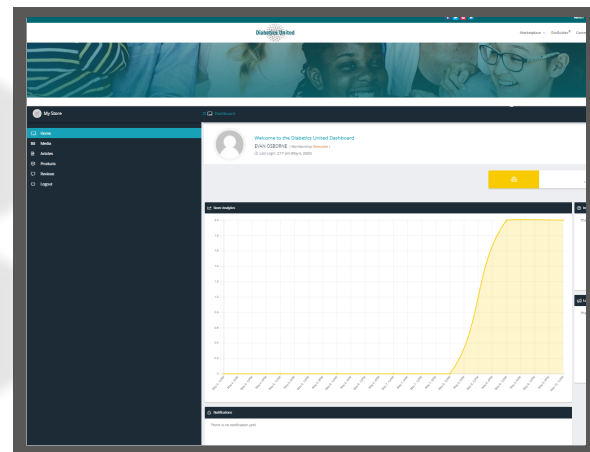
# Vendors

It takes heavy lifting to reach and engage an audience looking for autonomy over their healthcare needs. Let us help enhance your outreach and multiply your connecting efforts through promoting your products and brand on Diabetics United's Marketplace. A one-stop-shop and central hub for everything diabetes is a perfect conduit to engage an audience looking for what your business has to offer.

The *Content Manager* allows for reviewing content analytics and seeing real-time promotional outreach results.

+10K  
Followers

0%  
Commission



Boost the visibility of your brand, products, and increase web-traffic to your business site through our frequently viewed Marketplace pages. Let our website generate new sales, support network growth and communicate your company's valuable message to a centralized audience of diabetics.

This block contains a collage of screenshots from the Diabetics United Marketplace and product pages. The top screenshot shows the 'Marketplace' header with a welcome message and a list of product categories including Apparel, Accessories, Socks, T-Shirts, Diabetes Care, and more. Below this, there are three product listings: 'MIRROR' for \$1,495.00, 'OmniPod Wear Band' for \$40.19, and 'PetTest Twist Top Sterile Lancets 50 Ct. For Diabetic Pet' for \$5.99. The bottom left screenshot shows a product page for 'Glucose SOS Rapid Glucose Recovery - Green Apple Crisp' for \$10.99, featuring a box of the product and a description of its benefits. The bottom right screenshot shows a product page for 'Thrive 15g Fast Acting Gel Delivery Necklace by Glucose Revival' for \$16.99, featuring a necklace with a 'Thrive' logo and a 'GLUCOSE REVIVAL' tag.

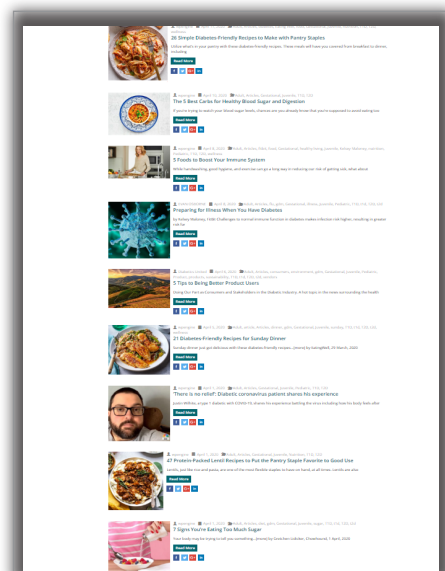


## Executives

Join our most exclusive membership tier which provides unlimited access to promoting product brands and engaging a global audience. There are numerous opportunities as an Executive to connect with our exclusive community:

- Company branding on homepage and monthly newsletters.
- Unlimited Rx/non-Rx product promotionals.
- Multiple DiaGuides® account profiles.
- Unlimited Articles, Resources, TrialBlazers uploads.
- Business exposure on Diabetics United's social media accounts.
- Access to Community.
- Monthly website traffic and product analytics.

Enjoy a direct line to administrative staff and support team striving to serve diabetics and industry leaders. Be one of those leaders in the industry as an Executive member.



## Call-to-Action

Invest in something that matters. Grow your community, collaborate and learn from other professionals while gaining additional business traction and industry connections.

Whether you are a sponsoring company, a sole proprietor of your own health practice, or caretaker of a loved-one with diabetes, Diabetics United, is a comprehensive resource for day-to-day diabetic needs.

It is our mission and vision to provide a globally accessible and centralized hub for everything diabetes bringing additional product awareness and treatment options to those in need. Start connecting today and join the movement to UNITE!

