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ONCE MONTHLY

Sublocade
(buprenorphine extended-release)
injection for subcutaneous use @
100mg-300mg

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Take to your healthcare provider about naloxone, a medicine available to patients for emergency treatment of an opioid overdose. If naloxone is given, you must call 911 or get emergency medical help right away to treat overdose or accidental use of an opioid.

SUBLOCADÉ may cause serious and life-threatening breathing problems. Get emergency help right away if you:

- feel faint
- feel dizzy
- are confused
- feel sleepy or uncoordinated
- have blurred vision
- have slurred speech
- are breathing slower than normal
- cannot think well or clearly

Full Prescribing Information, including [BOXED WARNING](#), and Medication Guide

EXPERTS

Leveraging the Power of Niche Groups

Investing the time and effort in social clubs and organizations can pay great dividends for your company if properly positioned.

GREG HILL, FOUNDER, RRS

ON 10/14/22 AT 10:00 AM EDT

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For example, Brad Haneberg of Virago Spirits in Richmond, Virginia, has formed a special relationship with his local group of rum lovers: the Richmond Rum Society (a partner of the Royal Rum Society). The group regularly holds meetings featuring favorite brands and spirited discussions. As a young rum distillery, Virago is actively competing for the attention of sophisticated consumers. It is crucial for them to identify and efficiently market to consumers who are passionate about rum and its history. With a limited marketing budget, the producer enlisted these rum enthusiasts to play an essential role in spreading the word about the products via social media, which significantly impacted the growth of Virago Spirits.

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The Richmond Rum Society has even joined a coalition of other rum groups around the nation collectively known as the "Rum Consumers Alliance" in order to further spread the outreach of their favorite spirit brands. The RCA currently consists of 10 groups consisting of a collective 5,000 members, most of whom are perfect target customers for rum producers such as Virago Spirits.

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After researching and identifying a potential industry or specialty group, what are some best practices for a business to form relationships? The first is to simply contact a group's founder and communicate your willingness to participate with the organization.

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Other tips include:

- Attend meetings (if invited). These gatherings will not only give you a chance to market your product or service but give you valuable insights into the mindset of your targeted customers as well.

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- Add comments to social media. By default, you are viewed as an expert in your specific industry. By responding to questions and concerns, you can elevate the perception of expertise in the minds of the members by offering unbiased, fact-based answers or opinions based on your experience. This is a fantastic opportunity to educate consumers about your products and to inform them of upcoming new products or releases.
- Respect your competitors, but differentiate your product. Elevating your product by disrespecting your competitor typically elicits a negative response from the members. Instead, focus on the advantages of your company's offerings.
- Be consistent. If you don't maintain visibility by attending meetings or posting on social media, you may eventually be forgotten by the members and replaced by one of your competitors.

Investing the time and effort in social clubs and organizations can pay great dividends for your company if properly positioned. Simply being involved with these influential groups can create a great "income" stream with minimal "outgo."

The Newsweek Expert Forum is an invitation-only network of influential leaders, experts, executives, and entrepreneurs who share their insights with our audience.[What's this?](#)

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The Russian president said his decree applied to the four regions of Ukraine that Russia recently claimed it had annexed.

China Quietly Abandons Goal of Overtaking U.S. Economy

The Chinese government also delayed the release of third-quarter GDP data on Tuesday without providing a reason.

Kristin Smart's Murder Case Not over Until She Is 'Returned Home': Sheriff

A California jury found Paul Flores, 45, guilty of first-degree murder in connection to the 1996 disappearance of Kristin Smart.

Kevin McCarthy Suggesting GOP Won't Aid Ukraine 'Disgraceful'—Liz Cheney

The Wyoming lawmaker criticized the House minority leader's comments about what a GOP-led House might do after the midterms, saying the world had "an obligation to make sure that Ukraine prevails."

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