

Marketing Ideas

Dena Huff
Facilitator
Manhattan, Kansas

Dixie, Blue Springs

Chamber channel blog, go to businesses film what they'd like and edit them and compile, put on website. Good member benefit. And can keep for themselves

LaDonna, Table Rock

Lunch time live on FB featuring five different topics with a member good at that topic. Their best practices, not how to do it. Doing on social media channels

Katie, Claremore, OK

Total resource campaign yearly. Always trying to come up with ways for sponsorships. Santa Cash out local. Sign up to be elves and give away prizes. Starting feature that if you sign up as a merchant, they will do a video for them, push out to YouTube FB

Kelsey, Jefferson City

How many emails, newsletters do you do? Weekly? Monthly? Trying to find a sweet spot.

Lindsey, Lawrence – made the idea go to every other week. Use constant contact. Open rates went up 10%. Since not a struggle for content they are more robust. Always on Wednesday between 10-10:30.

Unknown -Monthly chamber update and monthly chamber review

Unknown – went to weekly, but not about us – educational, tips from Google, etc. Retention tool.

Unknown – Every Monday. Bullet point, what's going on in the next two weeks. Legislative update, short so can scroll through

Unknown – two emails a week. Monday morning memo with just our stuff Thursday talk of town with member stuff

Great Bend – theirs is 12 pages. This year doing four digital and eight monthly. A large group want the printed. Have 12 spots for advertisers. One surveyed his clients if they receive it, if they saw my ad and what was it? They're seeing it but don't remember it.

Tressa, Bartleville, OK

Memo on Monday. Eblasts is a large revenue. Have almost three emails a day members pay \$75 to send the email.

Also, how do you get the community to know about events? FB live, video invitations. Go to the host location and interview them. It's the actual host inviting them to their event. Upload to YouTube.

Country Club puts Chamber flyer in their bill.

Send two emails a week and open rate skyrocketed.

Monthly newsletter, weekly Monday morning coffee and a few emails. Before May starts take all community events for next month and send email to remind to upload them. Puts them all in the monthly email.

What about texting? Textcaster, about \$100/month. Gets a monthly sponsor that the text indicates whose sponsor.

Radio station promotes events.

Use listserve so those that don't want them don't get them. Make sure they get what they want though.

Feel like there's a huge segment of members we're missing. Feel like we could fix through texting or another way other than email.

We started emailing invoices. If past due would call them. Sometimes they say they didn't get their emails so could fix that.

Ambassadors are assigned members need to visit with either grumpy or haven't seen in a while. Makes ambassadors feel important.

Kallie, Little Rock regional

Video works well – our director of small bs and inclusion two times a week going to a small bs owner place of business and doing a five minute video and put on FB and YT. Changes based on Woman bs. Month or small business month. Engagement went up a lot. Get to know bs. Owners on a personal level.

Gina, ...Tourism Dept. (Fell)

Tasty Tuesday focusing on local restaurants and their food, not chains. Every Tuesday staff visits, goes into their history. Also a quarterly bucket list, things for people to visit and see in the area. Interview owner, top selling plate, history of restaurant.

A new initiative , committee goes to chamber members if they do something significant that month get to be chamber Business of the month. Post on FB which gets way more likes than others she does. Gets them nominated for Business of the Year.

Any Chamber seizing newspapers declining as an opportunity?

We use our newspaper a lot, they have a sponsorship package. We don't really expect to see a return, for us its more about the relationship. Most are advertorials,

Chamber gets a free page once a month.

Have four news outlets, newspapers but they also do social media. They go to all the ribbon cuttings but also getting out on three different social media sites.

We do a Bs. Spotlight of the month. Was doing a FB post every day, but not a lot of engagement. Now weekly with lots of pictures. Much better engagement. Photo of product, owner. Ambassador picks the business with a criteria list.

We do a monthly full page ad, swap it out. Also send that day's paper to all chamber members. Some may not still have a subscription. One member of their staff do an editorial on chamber stuff in there.

Sixteen page insert in the paper, Chamber Connection. Tourism list of events for the next month and Chamber letter and different things going on, Chamber president letter. People love it, so many compliments. Newspaper prints and distributes. Then chamber sends digital copy to members.

Ambassadors are on point system. They get points to share on FB. They also get points for going to an event, selling memberships...

Is anyone doing anything with large galas anymore?

Kim, Oklahoma – big gala every January. Biggest money maker. This year our theme was tuxedo and tennis shoes. Delivered an invitation to first right of acceptance to be a gala sponsor. Took a dozen cookies with presentation.

Lindsey – started calling it chamber prom. #chamberprom every photo you take and hashtag you can enter to win prize. Easy to track due to the hashtag.

Casino and auction night is what used to be our gala. Its in the evening with spouses. But bring colleagues to the business luncheon.

Cindy

Morning networking program each month, announce and video. Ask everyone to take phone out if member or not and ask to do a five-star review. Called five-star review done every Friday. Make a big deal of it at the morning event. Involves non-members.

How many of you use fair share model? Heard the first couple years is painful, but worth it. Others say they went back to fair share.

Does a sponsorship one-ask before year starts. Shares with them what's coming up next year.