



# MEMBER 2 MEMBER EXCLUSIVE OFFER

Individual M2M Email: \$150

6 month offer (6 total): \$750

1 year offer (12 total): \$1,500

## EXCLUSIVE MEMBER 2 MEMBER EMAIL

One of the top reasons businesses join the Chamber is to network with other businesses and individuals to promote their goods or services.

Leverage the marketing power of the Chamber and maximize your membership benefits!

Send announcements about your special offers, new services or seminars and events.

Market your Facebook page, blog, and other social media platforms. Include coupons if you really want to boost your open rates.

Your M2M Email will reach more than 500 local business people and come from the Chamber in a special M2M Email frame to help raise the credibility and open rate of your email. You can include text and/or graphics with hyperlinks back to your designated landing page or email address.

You will not receive the email distribution or click-thru lists. However, email reporting such as open rates, click-thrus, and forwards will be available.

## PROGRAM GUIDELINES

- M2M Emails release time is typically 10 a.m. but we will honor specific release time requests.
- We will only distribute one M2M Email per week.
- Dates are scheduled on a first-commit basis.
- Individual cost is per email release. 6 month and 1 year offers are designed to release 1 email per month.
- Payment is required prior to release
- If payment is not received prior to your release we reserve the right to bump or cancel your email.
- You are responsible for providing any disclaimers needed (i.e. expiration dates, purchase amount, etc.)

The Chamber cannot take responsibility for missing disclaimers if not provided or if approved without it being included.



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## IMAGE GUIDELINES

- JPG file format.
- Cannot accept animated GIFs/rotating images, image maps, or flash

## TIPS FOR A SUCCESSFUL EMAIL

Members want to see that they are getting email content that is not widely promoted to the general public. What does this mean for you? Offer Chamber members special deals, promotions, or advanced registration.

**Making an announcement?**

**Schedule your M2M Email so that Chamber members hear about it before the general public or share information that won't be shared to the general public and be sure to tell members they're getting the scoop.**

## 2019 EXAMPLES:

**Financial Center First Credit Union Business Loan Specials  
Fort Ben BBQ & Blues  
Benjamin Harrison YMCA Freedom 5K  
Lushin Organizational Excellence Workshop**

## AVERAGE STATISTICS:

**Open rate: 29%  
Click-thru rate: 3.4%**