

Marketing Services 2015



ADVERTISING & PROMOTIONS

Events Calendar (Online & Newsletters)

Post your business events on the Chamber website calendar. With nearly 50,000 visits to the calendar each year, it's a great way to publicize your events to the local community. All events that are posted are shared in the bi-monthly Community Newsletter and bi-monthly Member Newsletter with links directly to your event listing.

Hot Deal Listings (Online & Newsletters)

Have a special, discount or promotion that you want to share with the public? Post a Hot Deal on the Chamber website and it will be included in the bi-monthly Community Newsletter and bi-monthly Member Newsletter. Online Hot Deals receive over 5,000 visits each year. Additionally, your Hot Deal will be sent out to over 3,500 people who receive communication from the Chamber via Newsletters.

Member Welcome Packet

Welcome new members of the Chamber by placing materials into the New Member Welcome Packet. This is a great way to introduce your business to new members, promote your services/products, and network.

Social Media

Let the Chamber help you share your successes and events via social media. With over 5,000 followers between Facebook and Twitter, the Chamber can assist you in reaching a larger audience across the region.

BUSINESS DIRECTORIES

Online Directory Member Profiles

Publicize your business to visitors of the Chamber website. Over 170,000 visits occur each year. Rotating ads are available on all pages of the website, or a banner ad can be placed on the top of a business directory category of your choosing.

Holiday Shopping Guide

Have your business listed as one of the premier places to shop in the community during the busiest time of year. Chamber Members are listed by category in the annual Unwrap LSR Holiday Guide, which is distributed to over 8,000 people during the month of December!

Newsletter Advertisement (Community & Member)

Advertise to people within the community that have signed up to receive communication from the Chamber. Approximately 5,000 people receive communication from the Chamber twice a month, with an average newsletter open rate of 44 percent. Your advertisement is sure to receive some attention!

Member to Member Deals (Online & Newsletters)

Keep your dollars in the local community by conducting business with one of your fellow Chamber members. Create a special, discount, or promotion via your Member Portal Account and begin conducting business with other small business owners today. All deals are only visible by members of the Chamber and shared via the bi-monthly Member Newsletter.

Website Advertisement

Publicize your business to visitors of the Chamber website. Over 130,000 unique visits occur each year. Rotating ads are available on all pages of the website or a banner ad can be placed on the top of a business directory category of your choosing.

Mailing Labels of Chamber Members

Interested in communicating to the local business community? Send something out to the entire membership of the Chamber with mailing labels.

SPONSORSHIP OPPORTUNITIES

Community Events

Publicize your business to a larger audience through a customized sponsorship package of an event organized by the Chamber. Events include Apple Fest, Farmers Market, Kids in the Square, Summer Concerts Series, Wine Strolls, Winter Brew, and Unwrap LSR.

Light Pole Banner Program

Promote your business 24 hours a day on street light poles in the community. Tens of thousands of cars drive along neighborhood arterial streets each day, giving your business another way to market to potential consumers.

Marketing Services at a Glance

MEMBERSHIP THAT WORKS FOR YOU

	Starter \$200	Accelerator \$500	Partner \$1,000	Executive \$1,500
Bi-Monthly Member Newsletter	x	x	x	x
Free Postings to Event Calendar	x	x	x	x
Free Business to Business Deals	x	x	x	x
Free Participation in Local Gift Card Program	x	x	x	x
Website Directory Listing	x	x	x	x
Holiday Guide & Directory Listing	x	x	x	x
Reduced Pricing for Chamber Events	x	x	x	x
Enhanced Website Directory Listing		x	x	x
Free Online Hot Deal Postings		x	x	x
Free Attendance to Chamber Networking Events		x	x	x
Free Mailing Labels of Chamber Membership		x	x	x
Free Advertising on Chamber Website Directory (1 Quarter)		x	x	x
Enhanced Holiday Guide & Directory Listing			x	x
Free Social Media Sponsored Ad Post (1 Per Year)			x	x
Free Advertising in Newsletters Monthly			x	x
Free Advertising in New Member Welcome Packet			x	x
Free Advertising on Chamber Website Directory (1/2 Year)			x	x
Silver Sponsor of Summer Concert Series				x
Silver Sponsor of Farmers Market				x
Silver Sponsor of Unwrap Holiday Campaign				x
Enhanced Discount Pricing for Select Chamber Events				x
Free Social Media Sponsored Ad Post (2 Per Year)				x
Free Advertising on Chamber Website for 1 Year				x

Marketing
Events
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Support



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