

# MARKETING OPPORTUNITIES

Increase Your Visibility and Grow Your Business

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## Email Marketing

### Member to Member Email Marketing: \$100 per email

- Send an email to more than 5,000 active Chamber representatives
- Select your specific distribution dates with restrictions
- Button links that directly go to your website or a document
- Customizable to your business brand
- Limited space available: 2 placements per week

### Ad in our Weekly Monday Newsletter: 4weeks/\$75

- Promote your 8.5 x 11 flyer in our weekly newsletter
- More than 5,000 active Chamber representatives view this email
- Add 2-5 sentences of verbiage
- Include a button to be directly linked to your website or a document

## Social Media Marketing

### Social Media Spotlight Post: \$25 per post

- Posted on Instagram, Facebook, and LinkedIn
- Provide Graphic(s) and any verbiage/links
- Select your specific distribution date

## Enhanced Directory Listing

The online membership directory receives countless hits per year from consumers utilizing the Chamber Member Business Directory for referrals. Directory enhancements allow you to upgrade your complimentary membership listing to bring additional visibility to your business.

### Enhanced Directory Listing: \$100

- Logo
- Photos & Videos
- Link to Map
- Description (1600 characters available)
- Social Media Links (Facebook, X, Instagram, YouTube, LinkedIn)
- Additional Bulleted Description with Links (5 lines of up to 120 characters each)
- Results Summary (displayed in search results, 200 characters available)
- Hours of Operation (100 characters available)
- Location Information/Driving Directions (200 characters available)
- Unlimited Keywords to improve your search results

## Chamber Directory (more details coming soon)

- The Chamber's annual Directory provides a quality connection between the Chamber, its members, and key business organizations. The publication focuses on news and information about local companies and advice available from the Chamber to increase the prosperity of businesses in the area.

*\*\*Please note that any event you wish to promote that the Chamber also produces before or after 30 days from Chamber event cannot be marketed, as it may be viewed as a competing event.\*\**

# FREE MARKETING TOOLS

Take advantage of the following complimentary ways to market your business and make the most of your membership.

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## Community Calendar

- Login to your Member info hub and click Events on the left-hand side. You can add photos, logos, and more to your posting on the Community Calendar that Chamber members and guests can view on [business.deerparkchamber.org/communitycalendar](https://business.deerparkchamber.org/communitycalendar).
- Calendar will periodically get posted on Chambers social media.

## Bring Door Prizes to Business Connection Events.

- You can create some big fans by bringing door prizes to any of our Networking Events: Business After Hours, Membership Luncheons, Breakfasts, New Teacher Luncheon, and First Responders Luncheon. Drop them off at event check-in, and don't forget to attach your business card.

## Coupons

- Login to your Member info hub and click Coupons on the left-hand side. This is a great space to add coupons or promotions that Chamber members and guests can view on [business.deerparkchamber.org/hotdeals](https://business.deerparkchamber.org/hotdeals).

## Members to Members Deals

- Login to your Member info hub and click Members to Members Deal on the left-hand side. This is a great space to add coupons or promotions that Chamber members can view on [business.deerparkchamber.org/m2m](https://business.deerparkchamber.org/m2m).

## Join our Members-Only Facebook Group

- Request to join our Members Only Facebook Group and post and connect with other members of the group. Promote your product, service or special event.

## Donate Silent Auction Items

- Easily promote your business by donating a Silent Auction Item at any of these events like our Annual Banquet, Purse Bingo, or Annual Golf Tournament. Drop them off at the Chamber Office a week before the event date, and don't forget to attach your business card.

To learn how you can begin marketing your business with The Chamber, contact Isabella Pena at [isabella@deerparkchamber.org](mailto:isabella@deerparkchamber.org) or **281-479-1559**.