

# Chamber Communications







# You're not just marketing You

Your marketing platforms are unique in that they are used to market you AND to market member partner businesses.





# The Must Haves



**01** Website and Search Engine Optimization (SEO)

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**02** Marketing via Email (email blasts)

**03** Social Media Marketing (SMM)

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**04** Print Marketing





# Website and SEO

Update your website with current photos, keywords and content.

Check your Google business profile

Request reviews from members

Have a foundation? Check out Google Ad Grants





# Weekly Emails



- Scheduled send at the same time each week
- Mixture of upcoming events/networking opportunities, current advocacy efforts and community interest items
- Direct links to registration pages and ways to support advocacy efforts
- Include member anniversaries, sponsors, links to social pages



Opportunity for non-dues revenue with member ads



Play with your send times to see what gets the best open rate for you. Plan your scheduled send based on those results.



## WEEKLY CHAMBER UPDATE

APRIL 1ST- APRIL 5TH, 2024

*"The Mission of the Grapevine Chamber is to collaborate, communicate, connect, and advocate for business to add value to our community."*

### WHAT'S COMING UP...

Click an image for more details and to register online:



**April 2nd**  
8:00am  
Blankenship Business Center



**April 4th**  
11:45am  
Blankenship Business Center



**April 5th**  
8:00am  
Lake Grapevine



**April 9th**  
11:45am  
The Vine Arts & Events Center



**April 9th-11th**  
Blankenship Business Center



**April 16th**  
8:00am  
Blankenship Business Center

LOGIN










# Dedicated Emails



Send to promote one specific thing (an upcoming event, sending out your monthly newsletter, promoting ad sales, etc.)





## MEMBERSHIP Luncheon

**THURSDAY, MARCH 21ST**  
11:30 - 1:00PM

**ROB MATWICK**  
EVP of Business Relations for the Texas Rangers

**GRAPEVINE CONVENTION CENTER**  
3309 S. Main St., Grapevine, TX  
\$25 for reservations made prior to 5:00pm on 3/10

Sponsored by:  Catered by: 

The Membership Luncheon is **THIS THURSDAY** at Grapevine Convention Center. Register by 5:00 pm TODAY to attend the luncheon at the early bird price of \$25. After that point, the luncheon price goes to \$40.

[Register Now](#)



**Only 4 spots remain in the ONLY OFFICIAL MAP for Grapevine!**

Published by your Grapevine Chamber of Commerce in partnership with Chamber Member, Community Matters, Inc.



**PUT YOUR BUSINESS ON THE MAP**  
IN PRINT & ONLINE!  
Call 972-987-0227

Featuring

& DFW Metroplex  
Parks, Schools, Public  
Library & More!

"What's the deal with these postcards I keep hearing about?"



We appreciate our Walmart, but miss our Sam's Club. That is the message we are sharing as a business community with the management of Walmart & Sam's.

During the 2022 tornado that came through Grapevine, there was significant damage done to the Sam's Club in our community. While the corporation planned to fix the building, the community was shocked to hear that they did not plan to reopen one of the major retailers and business suppliers in our community. There seemed to be no warning, no discussion and no opportunity to change their minds.

But, through conversations at the Chamber, we decided we needed to make





# “Can you help us get the word out!”



Chambers of Commerce are hubs for information. (Why do you think you get those calls asking for a phone number or info about what’s going on in your community?)

- Help distribute information for emergencies or disasters
- Be the go to source for the business community (remember PPP loans?)
- Get behind and advocate for an initiative in your community



*Limit the overall number of emails you send to not overwhelm your membership. Quality over quantity!*



# Am I doing this right?

- View the stats on your emails and don't be afraid to adjust time/day of send
- Are you getting the outcome you want from your sends (more reservations, more clicks on member listings, etc). If not, your message might need to be adjusted.
- Average open rate across all industries is 38.49%
- A good click through rate is between 2-5%









# Advantages Social Media Marketing

- Wider audience reach
- Cost efficiency
- Accurate targeting
- Measurable results
- Direct interaction with your audience.

## Keep it Simple!

*Don't overwhelm yourself with so many platforms that you can't keep up with them!*

- Facebook
- Instagram
- X
- LinkedIn
- TikTok



QUICK  
TIPS

*Claim your handle on all platforms, even if you don't plan on using it*





# Social Media Content

Share member posts to stories

Design original content in Canva

Use mix of posts, Reels and video

Save Time: Post to multiple platforms at once

Schedule SOME of your content

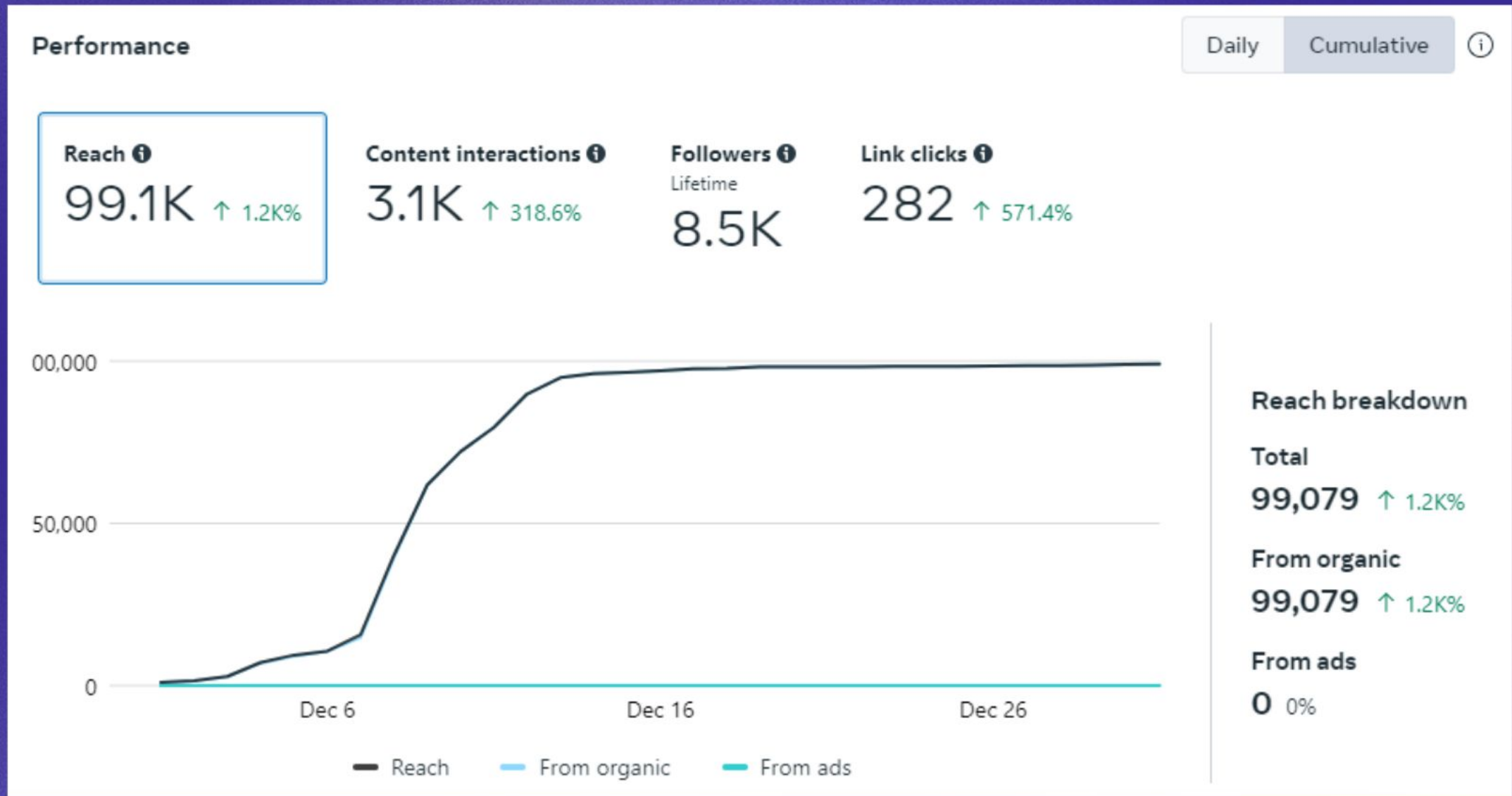
Respond to comments



*If you are not using Meta to post to both Facebook and Instagram at once, you should be!*












# Understanding Analytics



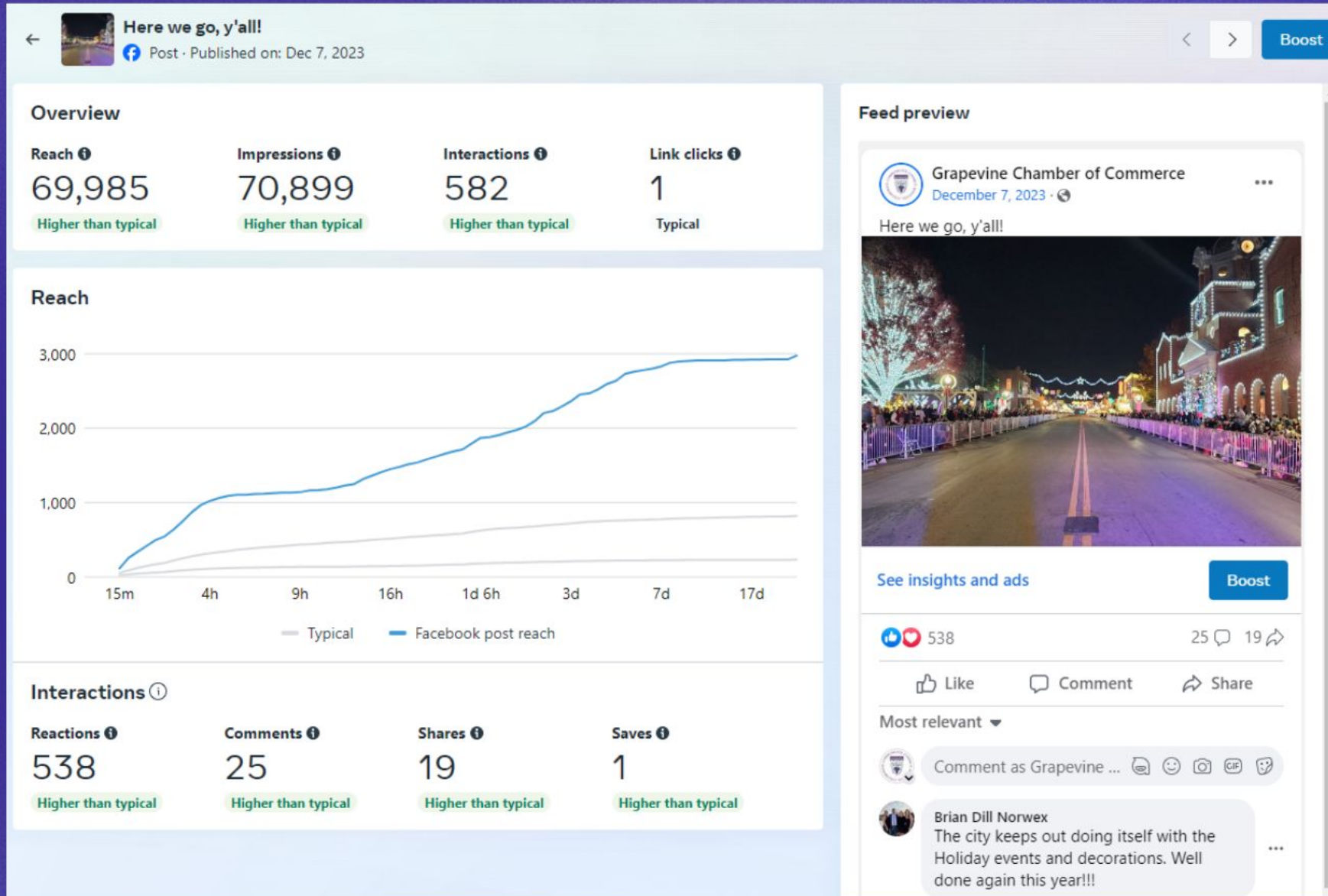


# Understanding Analytics

Title		Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 Here we go, y'all! Grapevine Chamber of Commerce	Boost	Dec 7, 2023	70K Reach	538 Reactions	25 Comments	18 Shares
 Just wanted to share a new addition to our lobby. Mike Davi... Grapevine Chamber of Commerce	Boost	Dec 11, 2023	11.7K Reach	155 Reactions	9 Comments	4 Shares
 Excited for the Parade of Lights on December 7th? Here are ... Grapevine Chamber of Commerce	Boost	Dec 3, 2023	10.1K Reach	21 Reactions	3 Comments	24 Shares
 Congratulations to the winners of the 44th Annual Parade of... Grapevine Chamber of Commerce	Boost	Dec 8, 2023	8.3K Reach	132 Reactions	18 Comments	35 Shares
 Listen, we know it can be a little intimidating to ride Trinity ... Grapevine Chamber of Commerce	Boost	Dec 7, 2023	3.4K Reach	33 Reactions	9 Comments	7 Shares
 Here's just a few shots of the 44th Annual Parade of Lights ... Grapevine Chamber of Commerce	Boost	Dec 7, 2023	3K Reach	141 Reactions	69 Comments	5 Shares
 Another amazing Christmas Open House & Happy Hour at B... Grapevine Chamber of Commerce	Boost	Dec 5, 2023	2.4K Reach	52 Reactions	7 Comments	1 Shares
 Last night was pretty awesome! You don't have to take our ... Grapevine Chamber of Commerce	Boost	Dec 8, 2023	2.1K Reach	73 Reactions	4 Comments	0 Shares
 We know him! We know him! Grapevine Chamber of Commerce	Boost	Dec 29, 2023	1.9K Reach	53 Reactions	3 Comments	4 Shares



# Understanding Analytics



## **REACH:**

Total number of  
USERS who see your  
content.

## **IMPRESSIONS:**

Total number of  
TIMES your content is  
displayed to your  
audience.

## **INTERACTIONS:**

Likes/Reactions,  
saves, comments,  
shares



# Print Marketing

✓ Newsletter



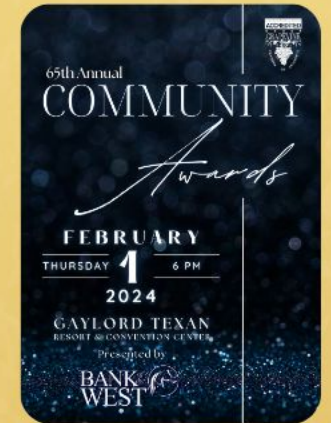
✓ Annual Directory



✓ Membership Recruitment & Sponsorship



✓ Event Marketing



## 2023 WIN

### **“BRING BACK SAM’S CLUB” CAMPAIGN**

Nearly 4,000 Chamber designed/distributed Postcards picked up and mailed by community...

Picked up and covered by NBCDFW

80k views on influencer @thegrapevineedit Instagram page

Guess who decided to reopen late 2024!



# Do not...



Distribute your email list

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Share everything directly to your page

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Assume your members know what is going on

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Miss chances to connect and share your story on social



# Tips and Takeaways

✓ Sign up for the paid version of Canva. If you have a foundation, it's free!

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✓ Bring your directory and newsletters to life with linked digital copies

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✓ Create a schedule for all of your marketing activities

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✓ Use AI

✓ Remind your members to update their contact details.

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✓ Remind your members of all of the included marketing benefits of membership

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✓ Respond- tell your story

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✓ Save time with Meta



# Reach Out

## Contact



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