



Making the Most of Your Chamber Membership

Below is a list of services we offer to bring about each of the impacts we strive to have on your business. Look for the “**WYNTD:**” (“**What You Need To Do**”) section under each to find out “what you need to do” to take advantage of each.

IMPACT 1: Increase Revenues of Local Businesses Through Promotion via...

Chamber Website – Serving as a hub for visitors, residents, members, and prospective new residents and businesses, it features an overall business directory as well as certain specialty subsets such as a restaurant guide, a hotel guide, and a shopping guide. This is an excellent way to promote any type of retail business to visitors and residents alike.

WYNTD: Check over your listing to make sure we have all of your information correct (including how you’re categorized).

Specials and Promotions Facebook Page and Email Blast Section – We use our popular Facebook page and our weekly email blast (which as of April 2015 have nearly 720 followers and 781 subscribers, respectively) to feature specials and promotions from our members. We can even schedule a series of promotions over multiple days on our Facebook page (as we did for many members as part of our Shop Local for the Holidays campaign – see Buy Local Campaign below).

WYNTD: Email us your special offer or promotion anytime and we’ll get it on Facebook within a day and in our newsletter within a week.

Buy Local Campaign – As mentioned above, we launched a full “Shop Local for the Holidays” campaign via our Facebook page through which our members were able to promote daily, weekly, or seasonal specials (as well as special hours). In the future, we’re considering an even more ambitious campaign that might include branded “Shop Local” decals for participating stores and a coordinated community-wide contest where customers who shop at any of the participating stores are able to enter drawings to win prizes.

WYNTD: Send us your promotions year-round and let us know you’re interested in seeing the more advanced form mentioned above.

Phillips County Visitor & Relocation Guide – This comprehensive go-to fulfillment piece for any visitor or new resident serves as a selling tool to new residents, visitors, but also to existing residents, many of whom are unaware of what’s available. We print and distribute 5,000 copies (including in all area hotels) and also make it available online at <http://vrguide.phillipscountychamber.org>.

WYNTD: You’ll automatically be in the business directory at the back, so as long as you keep your information up to date with us, you’re good. However, if you’re business has a special appeal to visitors or prospective residents, let us know and we’ll try to work you into the content of the guide itself. Chamber Members also have the exclusive right to purchase advertising in the guide. If you’re interested in advertising, simply respond to the invitation to do so.

Teacher Perks – Each year, we distribute Phillips County Teacher Perks cards to every single public school teacher in Phillips County. The cards entitle the teachers to discounts at local businesses. The program is a win for all involved: As a business, you get to promote yourself to one of the area's largest moderate-income demographics, while giving local school districts a benefit that can help them recruit and retain top quality educators.

WYNTD: Complete this simple online form anytime and your business and its special offer will be listed among those of other participating businesses:
<http://sgiz.mobi/s3/PC-Teacher-Perks>.

Welcome Baskets / Bags – The Chamber's outstanding volunteer Welcome Team distributes beautiful "Welcome Baskets" to all new residents. These include any promotional item that Chamber Members provide at no charge, so it's a perfect way to introduce your business to new residents who are trying to find a new bank, doctor, hair salon, favorite restaurant, and so on.

WYNTD: Just bring us your information, coupons, or giveaways at any time and they'll go in every subsequent basket we distribute.

Special Events – The Chamber will help you plan and promote your special event (e.g. Ribbon Cutting, Open House, Business After Hours) via newspaper and its email list with over 750 subscribers.

WYNTD: Just schedule a meeting with us to discuss your idea.

Preferred Referrals – The Chamber receives countless inbound inquiries each year – from people both inside and outside of the county – many of whom are seeking recommendations for local service providers. We always recommend Chamber Members first. The Chamber also strives to do business with Chamber Members exclusively, whenever possible.

WYNTD: Make sure we're crystal clear on what your business offers so we can refer people to you (or patronize you ourselves).