

# **Marketing Your Business is Our Business**

HERE'S HOW TO MAKE THE MOST OF YOUR CHAMBER MEMBER BENEFITS

The Chamber is excited to offer members more ways to promote their business, events, specials and more. This is especially beneficial to members who don't have time to participate or attend events.

Here is a sample of marketing opportunities that come with membership:-

## **Chamber Website through Chamber Master and Your Member Login – Free marketing**

**Online Directory** – Update with logo and tag line

**Member Webpages** – Update with your business or organization information, event information, photos, videos, and you can even link to your own website

**Hot Deals** – Great way to promote event, daily specials and more

**Member Deals** – Another great way to promote your business and services

**News Releases** – Send us a press release either by email or through our Contact Us page and we will post it under News Releases

**Community Calendar** – Perfect location to add events for everyone to see

All of the free website marketing is easy to do through your member login on the chamber's website. Some member updates occur immediately and some things require activation from the chamber. Those items will usually be active within 72 hours. Visit our website and see the online exposure available to members at [www.sandimaschamber.com](http://www.sandimaschamber.com)

## **Member Spotlights – Free marketing**

Submit a Member Spotlight form so we can promote your business in the Chamber's Pioneer newsletter and also to San Dimas residents through the San Dimas Community News.

## **Member Referrals – Free marketing**

The Chamber receives roughly 3,000 requests annually for information on tourism, restaurants, lodgings, things to do, and much more. Only Chamber members are referred.

## **Chamber Office Literature and Card Display – Free marketing**

Display your business cards and literature at the Chamber Office and increase your visibility to other members, tourists, and residents who frequently stop in for information.

## **Chamber Member Mailing Labels**

Members can order a set of member mailing labels for only \$10 if they wish to do their own mailing.

## **Chamber Website Ads**

Website Member Advertising – Advertise on the Chamber's website for increased online visibility. This is the perfect way to reach out for new business and you can link to your website.

## **Chamber Emails**

News Briefs Ads – provide an ad or flyer that will be included in the Chamber's monthly electronic News Briefs. This is a great way to link people to your own website and promote sales and special events.

## **Chamber Pioneer**

Members are supportive of other members so reach out by promoting your business or organization with an ad in the Pioneer or by including a flyer insert in the monthly mailing.

## **Attend Chamber Events – For those that want to be more involved**

Breakfasts, Mixers, and Coffee Hours are a great way to share information with others and invite them to get to know you and your business. Word of mouth at events through networking can go a long way. Provide flyers and business cards too. Gain additional exposure by providing a raffle prize for the Business Card Drawing at each of the events. Annual events such as Western Days, Birthday BBQ and Toast of the Town can give you additional ways to market to other members and to the local community.

As the only business resource center for San Dimas, we are committed to offering members successful business tools such as educational services, business contacts, and resource information, in addition to offering ways to promote your products and services so you can grow your business and be an important and valued part of the San Dimas community. We are always available to meet one-on-one to discuss how we can assist you with your specific needs so you can achieve the most from your San Dimas Chamber membership. Thank you for being an important part of San Dimas.