

Marketing Opportunities

The Sterling Heights Regional Chamber of Commerce offers your business many opportunities above and beyond what's included with your membership!

EMAIL MARKETING

CHAMBER CONNECTION

Four free postings in our bi-weekly newsletter. 100-word blurb that should include contact name, phone number or email, and be emailed by 5 pm Friday prior to Wednesday release of newsletter. The wording is placed next to your company logo, please make sure the Chamber has your most recent logo on file.

E-BLAST MARKETING

E-blasts are a paid member benefit that cost \$225. Your e-blast will send out to our growing contact list of 4,200 emails. You get to choose between a Tuesday or Thursday (if it is available) and send all camera-ready graphics in a .pdf or .jpg format, and links. A 48-hour notice is required for all e-blasts. You will be sent a preview of the e-blast prior to the release. E-blasts must be paid in full before they are scheduled to be sent out.

SOCIAL MEDIA PROMOTIONS

Do you have a Facebook page, Twitter profile, or LinkedIn account?! So do we! Send over any links you would like shared to the Chamber's page. Another way to have your content shared to the Chamber's pages is by tagging our profiles to your posts! (Facebook: SHRCCI, Twitter: @SHRCCI, LinkedIn: Sterling Heights Regional Chamber). Attending a Chamber event? Check in and tag our page to reach more viewers!

PRESS RELEASES

If you have any press releases about your company or organization you can send them to Ashley Edwards, and she will post them to the Member News (<https://web.shrcci.com/news>) section of our website.

CHAMBER BLOG POSTS

Looking to reach the Chamber members with your existing company blog content? Send over your blog posts with a headshot of the writer (or company logo) to be featured as a guest blog on the Chamber's blog page (<https://www.shrcci.com/blog>).

For any Marketing questions, reach out to Ashley Edwards, Director of Marketing & Communications, at 586.731.5400 x 13 or aedwards@shrcci.com

E-Blast Marketing Packages

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E-BLAST MARKETING PACKAGES

Sent out to over 4,200 emails in our database

\$225 - Single E-Blast

\$400 – Two E-Blasts (\$50 savings)

\$600 – Three E-Blasts (\$75 savings)

\$800 – Four E-Blasts, Buy 4 get 1 Free (\$325 savings)

E-BLAST BEST PRACTICES

Whether it's your grand opening or your company is already well-established, an effective marketing email plan is key to promoting and growing your business, increasing revenue, and selling more stuff.

TECHNICAL DETAILS

Use PNG, JPG, or PDF formats for an image or flyer. If you would like to include wording, please send that over in a word DOC. Links can be attached to the image, wording, or a button, please send the link in an email with all other content included.

SUBJECT LINES

A successful campaign starts with a subject line that grabs the attention of your subscribers. It's good to think about which emails in your inbox you open and which ones you delete immediately when you're creating your own campaigns.

What makes you want to open an email? Most people are bombarded with emails every day, so keep yours to the point to make it easy for your subscribers to scan them quickly if they need to. Use Emojis Carefully. If your email has a more serious tone or your contacts expect conservative content, you might not want to add emoji unless it is relevant. i.e.

☐☐ Save the date for our Ribbon Cutting

Write short subject lines that tell rather than sell what's in your email. And be sure to avoid pushy sales copy and gimmicky catchphrases that can annoy subscribers and get your emails caught in spam filters.

E-Blast Marketing Packages

PREVIEW TEXT

Your preview text is just another opportunity to message alongside your subject line. This is key to reaching most subscribers who use mobile and most major email applications, the character count they show does vary, so it's often a good idea to:

- Keep preview text on the shorter side, 35-50 characters
- Include main points and buzzwords towards the front
- Include a sense of urgency call out

A simple but effective way to increase your open rates using the preview text is to simply tell people to open the email.

EMAIL CONTENT

What do you want to say to your audience? You'll want to send emails with purpose, which really speak to your subscribers. Here's an example of outline some general content types:

- Upcoming events
- Introduce your business
- Popular posts from social media, like Instagram or Facebook
- News coverage
- Benefits/Saving Opportunities
- Details about new/featured or new products/services

When designing email blasts, focus on your message and keep your design straightforward. We suggest keeping your email in a hierarchy, putting your most important information or the main takeaway toward the top so people can quickly scan your email if they're short on time. Less is more, since you're trying to get people to visit your site. Spam filters look for certain types of content, so avoid using all capital letters, too many exclamation points, and gimmicky words or phrases.

IT'S BEST TO HAVE

- A striking Photo to catch people's attention.
- A well written Headline and pre-header (if necessary)
- A Sentence or 2, that gives your news, business, product, or service. i.e.
 - a. Here's what's happening.
 - b. Here's where it'll be.
 - c. Here's when it starts and ends.
 - d. A link directing subscribers where to go. This can be a button or a link in your sentence.

It sometimes helps to get a second pair of eyes on a campaign before you send it. If you have any friends or coworkers who can check your email for typos and give you some feedback on the layout.

SCHEDULE YOUR EMAIL

Now you've got your email built you might be thinking "well when is the best time to send it?" The simple answer is midmorning during the work week. We will do our best to work with you to find a time that best fits into ours and your schedule.

Website Advertising

The Sterling Heights Regional Chamber of Commerce offers your business many opportunities above and beyond what's included with your membership!

WEBSITE ADVERTISING:

Type of Ad:	Location of Ad:	Annual Rate:
Leaderboard (Enhanced Directory Included):	Home Page	\$2,500
Interior Leaderboard (Enhanced Directory Included):	All Interior Pages	\$1,500
Billboard Ads	Home Page	\$600
Billboard Ads	Interior Page(Top)	\$500
Enhanced Directory Listing (Level 5)	Business Directory Listing	\$150
Company Logo (Level 4)	Business Directory Listing	\$75
Business Description (Level 3)	Business Directory Listing	\$50
Display Ad	Chamber Connection	\$100/insertion

Billboard ad costs do not include ad design fees. Please ask your Chamber representative about discounted ad design services for Chamber members.

Ad Sizes:

Leaderboard Ad: 940 x 90 pixels

Billboard Ad: 250 x 250 pixels

Chamber Connection Display Ad: 600 x 200 pixels

Enhanced Directory Listing: Logo, Photos, YouTube Video, Short & Long Business Description

Please submit artwork in appropriate size and in .jpg or .png format.

For any Advertising questions, reach out to Ashley Edwards, Director of Marketing & Communications, at 586.731.5400 x 13 or aedwards@shrcci.com