



# **CAROL STREAM** *Chamber of Commerce*

*Bringing Solutions To Commerce*

## **MARKETING WITH CAROL STREAM CHAMBER OF COMMERCE**

### **Banner Ads**

Banner Ads sit on the Carol Stream Chamber of Commerce website Home Page. The Banner Ad includes your logo, name of business, address, phone number, email address. Rate: \$100 for 3 months

### **Eblasts**

The Eblast marketing campaign works in the following way:

1. Eblast marketing campaigns are on a reservation basis only.
2. Eblast marketing campaigns run on Fridays only.
3. Eblast marketing campaigns are \$50\* per Friday. ( \*members - \$75 non-members)
4. Your Eblast marketing campaign verbiage including a Call To Action (no more than 2 paragraphs along with your logo in jpeg) is due to Yvette (office@carolstreamchamber.com) no later than Wednesday the week prior to your Friday reserved date. (For example:if you reserved Friday, December 16th your materials were due to Yvette on Wednesday, December 7th...no exceptions).
5. An invoice will be emailed to you the day you make your reservation with payment due no later than your Friday reservation date.
6. Analytics will be emailed to you on Monday the following week. You will receive the following number of opens and total number of click thru. The click thru rate is the most important number.

To have a successful Eblast campaign it will take more than one Eblast.

## Video Marketing

Video marketing is a great way to boost your SEO and visibility in the community.

Provide us with your video (no more than 3 minutes) and we will post on our website, FaceBook and LinkedIn. Rate: \$150 for three months

**\*\*You have the ability to change your videos each month\*\***

## Social Media/Marketing Consultant

Do You Have Writers Block? Need help creating or simply do not have the time?

Let us help you get your Social Media back in control.

Yvette is the Carol Stream Chamber of Commerce's Social Media/Marketing Consultant. Yvette will sit down with you to assist in laying out your campaign, creating content, and identifying which social media platforms to use. Rate: \$250

# Benefits of Members Only

## Directory Listing Online

All members receive a FREE online directory listing.

To ensure that you are receiving additional looks and an increase in SEO please make sure your listing includes the following information.


- Name of Business
- Address
- Phone Number
- Email Address
- Hours of Operation
- Website url
- Logo
- Links to your business social media
- Google Map of your location
- Contact Person

**\*\*Google Analytics shows that if your logo is not on the listing a person will bounce off your listing within 2 seconds\*\***

## Hot Deals and Special Promotions


Do you have a Hot Deal or Special Promotion?

Post on our website:

1. Go to Log In or  site (Home Page, upper left-hand corner)

2. Click on 

3. Enter your username and password

4. On left hand side scroll down to - 

5. On right hand side click on

6. Enter information including your logo

7. Do Not Forget to Submit for Approval at the bottom of the page.

There is no fee to place a Hot Deal or Special Promotion

## Social Media

Member Ribbon Cuttings, News, Doing Good Works, Specials, and Promotions will be placed on our social media. Social Media Free part of being a member. So if you have a special promo, news, or are doing good work let us know.

# Have Questions?

## Contact Us:

**info@carolstreamchamber.com**

**630-665-3325**

## Let Us Be A Resource For You.