



DULUTH
AREA CHAMBER OF
COMMERCE


Moving business forward. ▶


MARKETING OPPORTUNITIES 2023




THE NUMBERS ADD UP

CONSUMERS ARE:

 **49%** more likely to think favorably of a business that is a member of the local chamber of commerce.

 **80%** more likely to purchase goods or services from a company that is a member of the local chamber of commerce.

 **12%** more likely to think that products stack up better against competition within companies that are highly involved in its local chamber of commerce.

Statistic results from a study by Schapiro Group.



SHOUT IT FROM THE ROOFTOPS : PROMOTIONAL ENHANCEMENTS

Place your organization before thousands of engaged professionals and heighten your visibility through the Duluth Area Chamber of Commerce's affordable marketing in 2022.

EMAIL MARKETING

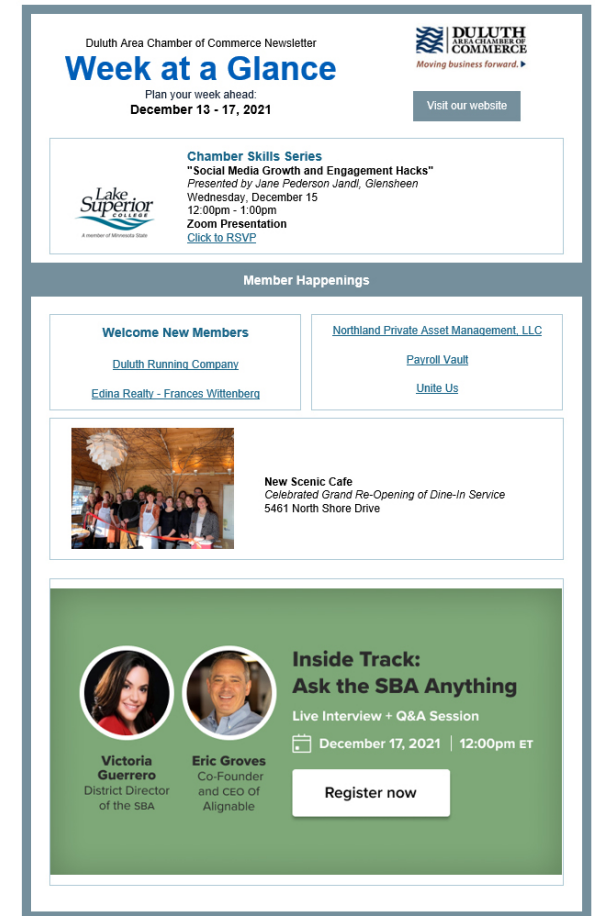
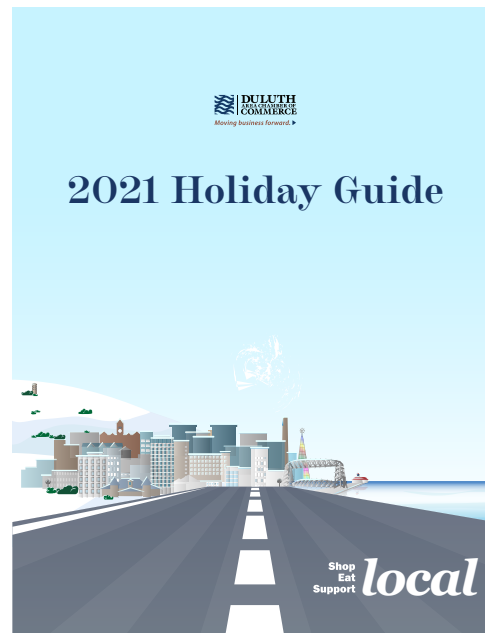
During a time when so much of our day is tuned into virtual communication, reach fellow members and community leaders through promotion in the Chamber's email newsletters. These platforms are perfect for events, product specials, branding campaigns, and announcements. Text and billboard spaces available. \$100/send, \$50/send nonprofit organizations.

- > Week at a Glance: 2,700 recipients every Monday
- > Fuse Flash Young Professionals: 1,900 recipients, bi-weekly Wednesdays

SEASONAL GUIDES

This cost-effective distribution highlights your organization's seasonal specials, gifts, and holiday meals directly into the inboxes of 3,000+ Chamber members and their engaged employees.

- > Spring 2023 Mailer [Digital]
Materials Due March 2, 2023
Distribution (approx) March 16, 2023
\$300
- > Fall 2023 Mailer [Digital]
Materials Due July 27, 2023
Distribution (approx) August 10, 2023
\$300
- > Holiday 2023 Mailer [Mail + Digital]
Materials Due October 19
Distribution (approx) November 9, 2023
\$535



PROMOTIONAL ENHANCEMENTS CONTINUED



RELOCATION PACKET

Our Chamber is a helpful resource to individuals invested in moving to the area. www.DuluthChamber.com operates a Relocation Page to include information specific to new and prospective residents. Members of our Chamber from various sectors relevant to Duluth living – including health care, education, finance, and housing - are included within the Relocation Packet. The information provided aims to ease the transition to Duluth.

- > \$300 annually.

MAILING LIST

Utilizing the Chamber mailing list is an effective way to send out any large mailing to area businesses. Sent as a spreadsheet via email, this mailing list includes contacts for the member business, company name, address, and telephone number. Also included is number of employees and business classification. This allows you to segment your mailing to a desired demographic - by employee count or specific type of businesses.

- > \$195 Primary Contacts – approx. 1,000 recipients
- > \$235 Primary & Secondary Contacts – approx. 1,400

CAREER CORNER

36% of those downloading the Relocation Packet move to the area seeking employment. To accommodate this need and continue to develop Duluth's growing workforce, our website hosts a Find A Job page to promote open job positions for our members at no cost. For enhanced visibility, include your job opening in our Week at a Glance email, distributed to 2,500 recipients.

- > \$100 for four weeks inclusion.



SHARE THE NEWS : COMPLIMENTARY MARKETING

We understand budget is important, which is why we provide creative opportunities to share word of your organization or announcements at no additional cost to you.

PRESS RELEASE ROUTING

Local media outlets love to pick up on small business stories and local initiatives. If you are organizing a donation drive, a match campaign, a volunteer event, an open house event, earn an award, meet a major milestone – tell about it! We help you route your media releases to press entities around the region.

> Send your release to inquiry@duluthchamber.com

DULUTHIAN “PEOPLE & PLACES”

These Duluthian “People and Places” announcements go hand-in-hand with the press release routing. If you are celebrating an annual milestone, major anniversary, receive a new award, raised funds for a local program, share with us and we will only route to the media, and also include your announcement in the Duluthian Magazine “People and Places” section.

> Send your release to inquiry@duluthchamber.com

SOCIAL MEDIA SHARING

Our Chamber is happy to share news on social media for our members. We try our best to work these into our schedule while not over-saturating on one business over another. If there is a specific offer or message you wish us to share, please send us a request.

> Send your request to cjohnson@duluthchamber.com

HIRING

To accommodate Duluth’s growing workforce, our website hosts a Find A Job page to promote open job positions at Chamber member businesses, complimentary.

> Visit duluthchamber.com/resources/job-postings/

BUSINESS DIRECTORY

As a member of our Chamber, your organization is already listed in the online directory. Each March we also print the Business Directory and Community Guide that further enhances your visibility. The referrals collected through the online directory can be viewed from your member portal.

- > Request your Portal credentials to inquiry@duluthchamber.com
- > Request a printed Directory to inquiry@duluthchamber.com
- > View your online listing at www.duluthchamber.com

MARKET WITH CONFIDENCE



The Chamber has been helpful to me especially, because many Chamber members are my target audience for advertising and networking. I get lots of **EXPOSURE** from the Chamber that otherwise I may never get.



CHRISTINA JOHNSON

Director of Marketing & Communications
Duluth Area Chamber of Commerce
(218) 740-3755
cjohnson@duluthchamber.com
www.DuluthChamber.com



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