



MAKING THE MOST OF YOUR CHAMBER MEMBERSHIP

So you have made the decision to invest in a Chamber Membership. Now how do you make sure that investment pays off? If you take advantage of even a few of the suggestions offered below your Chamber membership can pay for itself many times over. Here's some ways to accomplish that...

Maximize Your Online Presence

We get more than 3,000 visits every month. That's a lot of traffic that can follow the link to your website. Keep in mind that the majority of consumers prefer to shop and do business with chamber members. A basic listing on the website comes free with your membership and includes your logo, your contact information and a brief description of your business. Make sure your information is correct and that you present your business in the best possible way. Potential customers will notice.

Consider taking advantage of our [enhanced listings](#) which will help you stand out from the crowd. It provides large feature images of your business, more text, social media links and more. We'll even help you with it, coordinating a professional photo shoot and helping you with your business description. It's like having an additional mini-website to attract potential customers to your business. For only \$45 per year (less than \$4 a month), it's a great solution for advertising budgets that are already stretched thin.

Take Advantage of our Discounts

Running a business is costly. Running a business with the help of the cost-saving discounts the Chamber has arranged for you is smart. Your membership can easily pay for itself just through the money you'll save when enrolling in the Chamber of Commerce Group Insurance Plan. It doesn't matter whether you're a one-person operation, work from home or have your own shop. The Plan covers all industries. And the contracts are customized and renewable -- guaranteed.

You can also save on your credit card processing, gas purchases, hotel and car rentals, payroll reporting and more. All those values add up significantly over a year. For more information about the discount programs available please visit our website or call us at 250.245.2112.

Get involved!

There's no better way to maximize the benefits of your membership. Here's the connection: A consumer study shows that participation in local Chamber activities is a good strategy for small business owners. In fact, it can be your competitive advantage.

When your company promotes that it is highly involved in its Chamber (as one of our board or committee members, for example), consumers are 12 per cent more likely to think that your products stack up better against your competition.

"If you join a gym and don't go, will you see benefits? Joining a Chamber and not participating in their activities/programs - kinda the same thing. "

Involvement with your Chamber also infers to buyers that your business is trustworthy and an industry leader.

And we've got plenty of opportunities for participation:

- Attend our many activities -- including General Meetings, Roundtable Discussions, Networking Mixers, and Workshops – attending can be informative, educational, and create referrals and new business for you.
- Volunteering for one of our committees, participating in our Roundtable Discussions, and taking part in [local events](#) plugs you into your community. It's great for your business reputation.
- Participating in our educational workshops and seminars gives you knowledge critical to your business success.

Want to learn more about getting the most from your membership? [Contact us.](#)

Promote Your Business

Here's your competitive advantage: buyers know and trust Chamber members. They can't say that about Internet web sites, or about Big Box stores out of town. Working together with the Chamber and other members can turn that trust into sales for you. Here's how...

First, promote your Chamber membership. Make sure it's in your ads, on your signs, and on your business cards. People trust businesses that belong to the local Chamber.

Second, look to generate and send referrals with the Chamber Office and fellow members. The Chamber Office and Visitor Centre get calls and visits from people who are looking for goods and services every day – make sure you're a part of that referral network. Also, get to know your fellow Chamber members and send referrals their way. Let your fellow entrepreneurs know when you send them some business; they'll likely be only too happy to return the favour.

Third, set up cross-promotions with other merchants and service providers. Can you create a package that combines your product or service with something complementary that another Chamber member sells? A B&B, for example, could team up with a restaurant or recreation outlet to offer a package of pampering or adventure.

And finally, take advantage of the many opportunities the Chamber makes available for you to directly market your business including:

- a) Participate in the monthly Chamber Newsletter or Business Essentials E-magazine;
- b) Take advantage of an e-Blast for just \$20;
- c) Enhanced listing on the website for just \$45;
- d) Purchase a Featured Listing on the Home Page of the website for just \$45 for a 3 month placement;
- e) Sponsor a Chamber Event
- f) Host a Business Mixer: contact the Chamber Office to schedule your today.