

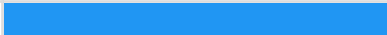
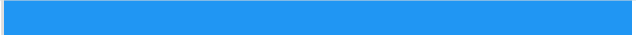


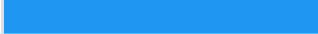





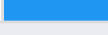
## FACP Thursday Survey Results

**Campaign Name:** Thursday Survey - March 3, 2022

**Survey Submits:** 20












### CHECKBOXES

What effective marketing strategies do you implement to attract new members to your organization?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Google Ads			0	0%
Social Media Ads			11	55%
Social Media Posts			18	90%
Blog articles			3	15%
Podcasts			2	10%
Email Subscription			9	45%
Discounts/Special Offers			8	40%
Free Trials			2	10%
Webinars			3	15%
Free Events			11	55%
YouTube Videos			3	15%
Other			3	15%
<b>Total Responses</b>			<b>20</b>	<b>100%</b>

### CHECKBOXES

Which marketing strategies were most successful? Select all that apply.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Google Ads			0	0%
Social Media Ads			8	40%
Social Media Posts			12	60%
Blog articles			2	10%
Podcasts			2	10%
Email Subscription			4	20%
Discounts/Special Offers			5	25%
Free Trials			1	5%
Webinars			2	10%
Free Events			5	25%
YouTube Videos			1	5%
Other			3	15%
<b>Total Responses</b>			<b>20</b>	<b>100%</b>

OPEN QUESTION

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Does your chamber hold a membership campaign in addition to recruiting members year-round? If so, please describe the campaign (timeline, incentives, etc.).

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Year-round our Board of Directors are asked to each bring in 2 new members in the year.  
No yearly campaign.

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We have a campaign to contact dropped members--we make it a formal campaign annually and go back a few years.

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No, but I would like to see what others are doing.

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