

# Advertising & Networking Opportunities

## Business Resource Guide

This full-color annual Membership Directory provides the most comprehensive community profile and business guide to the Fenton and Linden region. As the most widely used buyer's guide to the local business community, our Membership Directory lists only Chamber members (businesses listed alphabetically and by classified category), providing broad exposure at no cost above the Chamber membership investment. Display advertising is available to members at affordable rates. Over 5,000 copies are distributed in our region.

## Internet Exposure

[www.FentonLindenChamber.com](http://www.FentonLindenChamber.com) The Chamber website is the premier source for area business and community information, with an average of nearly 22,000 visitors each month! This user-friendly site features a vast scope of data, including community and Chamber programs, business resources, helpful links, and the U.S. Chamber and Michigan Chambers' legislative updates. Chamber members are listed in each selected category in the consistently updated searchable business directory, linking prospective customers to Chamber member businesses. Mini profiles, including links to each member's website, are available to Chamber members. Member's online presence can be increased beyond the free listing with affordable website enhancement packages.

## News Updates

The Chamber is an excellent source of business and community information and news. We consistently publish online information pieces such as:

- The Weekly Update is the Chamber's newsletter that reaches over 800 area business people, summarizing the week's events and member news.
- C.A.R.M.A. Report (Chamber, Area, Region, Michigan, America) A weekly publication with a short synopsis of current events with links for each category.
- Social Media - The Fenton & Linden Regional Chamber's social media includes Facebook, Instagram, Twitter, LinkedIn, and YouTube. Members can share information such as Press Releases and upcoming events, offer specials, post photos, or get & give ideas to others that will help with their business. The Chamber regularly updates these virtual platforms with event updates, photos, and member news.

## Networking @ Noon

Different Chamber members host these events on the third Thursday of each month, from 11:30 am – 1:00 pm. These casual, friendly networking events attract a crowd averaging 80-100 who have found these get-togethers to be an excellent resource for contacting current and prospective clients. Included in Networking @ Noon:

- New members are announced
- Member speed introductions take place
- Members have an opportunity to give a 1-minute commercial about their business
- Chamber announcements
- A light bite is offered

The following Tuesday, a reference list of all attendees appears in the Chamber Weekly Update, reminding everyone of their new contacts.

## Networking After Hours

Held each spring and fall, Networking After Hours provides casual, friendly networking similar to Networking @ Noon. These gatherings of business representatives occur after the end of the business day, offering our members a chance to connect with business representatives throughout the county. These events occur at a different business location each time.

## New/Existing Member Representative Orientation

This semi-annual informational orientation is open to new and existing Fenton & Linden Regional Chamber members to review member benefits and reinforce and assist all in attendance in utilizing their membership to the fullest extent. These casual, low-key gatherings are held at the Chamber office and announced through the Chamber Weekly Update, email blasts, and social media.

## Committees

Members may participate in any of our active, dynamic committees covering a wide range of interests such as Ambassadors, Business Development, Career Connections, Marketing, Governance, Finance, and a variety of Event Committees.

## High Exposure Advertising

Fenton & Linden Regional Chamber members have multiple mass marketing opportunities available at a fraction of the cost of doing it themselves:

- Community Expo features a wide variety of vendors showcasing their products and services with over 130 booths. Serving the area for more than 35 years, over 5,000 visitors enjoy FREE admission to this annual event held the first weekend of March at Fenton High School. Chamber members have found this venue an effective and inexpensive opportunity for one-on-one marketing to a broad audience. Non-members are also welcome (please call the Chamber for pricing). Pre-event publicity and mailings, including newspaper and social media coverage, provide extensive advertising exposure for participants and sponsors at no additional cost.
- Exclusive Email Blast is sent to over 800 Chamber business representatives. The email blast consists of a graphic of your design submitted to the Chamber. We are happy to link a URL to the graphic to direct your audience appropriately. (By the way, we have a great click rate of over 35%) Cost: \$100 for each blast
- Bundle your advertisement with our Exclusive Email Blast plus a two-week ad in the Weekly Update (to run the Tuesday after the Exclusive Email). In addition, we will insert your ad on our social media platforms, reemphasizing your event within the next week. Please provide a "Social media ready" post. Cost: \$125
- Advertise in the Weekly Update distributed to over 800 business representatives each Tuesday. Paid advertisements are near the top of the newsletter, just below the first category, "Events." The ad consists of a graphic of your design submitted to the Chamber. We are happy to link a URL to the graphic to direct your audience appropriately. Two consecutive weeks/Cost: \$50
- Complimentary Advertising Do you want other members to know about events/happenings? Let us know! We are happy to place mentions in the Weekly Update - Member Focus section, along with a link to your website and a link to a graphic you provide. Member focus is reserved for special news, events, and announcements only – not for advertisements. Cost: Free to Members

## Reserve your spot to promote your product or service inexpensively.

- **Map** - The Fenton and Linden area map is published every few years with a circulation of 10,000. Only Chamber members can advertise in this publication. Join now to have the opportunity to be in the next edition!
- **Member Advantage** - Chamber member businesses participating in this member-to-member discount program are provided high exposure advertising in the Chamber Weekly Update and the Chamber website. Discounts are available to you & all your employees.
- **Webpage** - Chamber member businesses can create a web page on the Chamber website. Our website proudly boasts nearly 22,000 visitors per month! Contact the Chamber for details.
- **Program Sponsorships** - High visibility and advertising value for members who sponsor a Chamber program or event such as the Community Expo, Golf Scramble, Networking @ Noon, Traveling Taste, etc. Pre-event publicity offers broad advertising exposure at no additional cost above the sponsorship package.
- **Ribbon Cuttings, Grand Openings** - These ceremonies, which increase the visibility of new businesses, business remodels/expansions, relocations, or businesses under new ownership, are provided to Chamber members only.
  - Extensive pre-event advertising on the Chamber website calendar, Weekly Updates, and email blasts.
  - Post-event publicity (photos from the event) published in the Chamber Weekly Update and on social media platforms.

## Business Opportunities

### Marketing Tools

The Chamber makes it easy & affordable for its members to get their message in the hands of the community by:

- **Mailing List** - Over 800 Fenton & Linden business representatives are available to Chamber members digitally, or for a small fee, on labels, helping to facilitate a member's special mailing or to help to develop a prospect list of other top area businesses.
- **Bulk Mail Permit Use** - Take advantage of the Chambers' bulk mailing permit. Doing so will avoid the permit cost, and postage for your mailing is reduced.

### Business Referral Service

Each year the Chamber responds to inquiries asking for referrals and information about products and services available in the greater Fenton & Linden area. We refer only Chamber member businesses to tourists, those interested in relocating to the region, the business community, and the general population (all potential customers).

### Tax Deductibility

Membership in the Chamber may have tax-deductible benefits as a customary business expense. Contact your tax advisor or account for details.

### Personal/Business Insurance Discounts

Member Insurance companies may provide a discount to fellow Chamber members. Contact your agent for details.

### Member Advantage

Current Chamber members can offer fellow Chamber members (and their employees) a discount on products and services. Making this offer will assist members in increasing their customer base and promoting patronage of Fenton & Linden Regional Chamber members, not to mention providing advertising exposure to member participants, and increasing the value of their employee benefits package. There is no fee to participating businesses, including restaurants, home, personal, and business services. Discounts are listed on the Chamber website and advertised in every Chamber Weekly Update.

### Resources & Small Business Assistance

The Chamber is the focal point for securing a broad spectrum of FREE direct assistance to help build successful area companies. For example:

- The Chamber organizes various information sessions on topics of great interest and importance to the greater Fenton & Linden area. Business seminars vary from year-to-year.
- **SCORE (Service Corps of Retired Executives)** - Free, private, one-on-one business counseling and assistance to potential and existing small business owners. Satellite appointments are available at our Fenton & Linden Regional Chamber office.
- **Organizational Resources** - The Chamber maintains informational resources such as community demographics, Business Resource Guide, SBA connections, state and local maps, clubs and organizations lists, and more.
- **Chamber Meeting Room Usage** - Our well-equipped Chamber boardrooms are free (limited availability) exclusively to members during Chamber business hours.





## Advocate for Business - Strength in Programming

The Chamber strongly advocates for member businesses through services and resources while fostering our region's economic vitality and prosperity.

- We acknowledge and promote businesses with the Outstanding Customer Service Award program and the Brick Award for improvements to their businesses and the community.
- We promote programs for a vital education with real-world business applications such as Career Connections Young Men & the Workforce and Young Women & the Workforce.
- We have conducted and publicized numerous grand-opening and ribbon-cutting events, visited many Chamber members during "Chamber Check-ins", and held countless networking events. These actions help our Chamber members establish professional relationships with fellow members and attract new business.
- We offer a monthly Member-only Lunch delivery, February through October, that helps to fund scholarships through the Fenton Chamber Foundation.
- Annually, we award outstanding Chamber and Community members at our Chamber Celebration.
- Our Board of Directors periodically attends all municipal meetings. We conduct multiple opportunities for citizens to stay informed and meet, mingle, and question government leaders and candidates. The Fenton & Linden Regional Chamber offers a Meet the Candidates Event, Annual Forecast Breakfast, and weekly updates from The Michigan Chamber and the U.S. Chamber of Commerce.

### *Special Programs & Events*

The Chamber organizes (or actively participates) in many programs and events throughout the year:

January	Forecast Breakfast	August	Traveling Taste
March	Community EXPO	September	Chamber Open House
April	Eggciting Easter Event Young Men & the Workforce Young Women & the Workforce	October	Meet the Candidates An Event So Good It's Scary
May	More than Just Golf Scramble	November	Annual Chamber Celebration
July	Fenton Freedom Festival	December	Jinglefest and Jinglejog



104 S. Adelaide St. Fenton MI 48430  
810.629.5447