

Upcoming ways to Connect & Market your business



Tuesday Morning Meet & Great

October 1 * 8:00-9:00am
Law Office of Kristen Gyolai -
Victoria

Grab a coffee and connect with other business leaders. Introduce yourself and learn more about the host business.

No need to pre-register and No charge

SW Metro Manufacturing Event

Friday, Oct. 4 * 11:00am-2:00pm

Join us at this free event to learn more about manufacturing in our area.
11am-1pm Vendor tables, food trucks
1-2pm Manufacturing Forum

Brews & Bones

Sunday, October 6 * 3-6pm

Grab your pooch and a pint at Schram Haus! There will be around a dozen dog-friendly businesses, contests with prizes, dog photos and more.

District 112 Referendum Overview for Local Businesses Friday, Oct. 11 * 7:30am

Bluff Creek School- Chanhassen Superintendent Clint Christopher will provide an overview, discuss the tax impact, and answer questions from chamber members. No cost to attend.

CHAMBER BUSINESS BLOG

Come on?

Are Google reviews really that important to my business?

By Burt Bauman- 5 Star Consulting

The short answer is a resounding, YES!

91% of consumers trust online reviews as much as personal recommendations from family and friends * Really? The general public trusts strangers as much as their family and friends? Think about it. Do you? I know I do.

86% of consumers read reviews for local businesses (including 95% of people aged 18-34)

* All recent data indicates that today's consumers are more informed than at any other point in the history of planet earth. Ask yourself. Do you check out online reviews when choosing to use a business? I'm betting you do.

57% of consumers will only use a business if it has 4 or more stars * Wait, what? Better than half of all consumers require a 4-star or more rating in order to do business with you? That's crazy, but it's the facts. Do you rate 4-stars plus? If not, you have work to do, as you are likely losing business to your competitors and you don't even know it.

Consumers read an average of 10 online reviews before feeling able to trust a local business *

Be sure you have at least 10-20 (or more) reviews so that your future customers will feel confident in their interaction with your business.

40% of consumers only take into account reviews written within the past 2 weeks – up from 18% last year

Good reviews are great, but they need to be current. Yes, it can be a pain to ask and get reviews, but your businesses success depends on it. Embrace it. Your bottom line will thank you for it!

80% of 18-34 year old's have written online reviews – compared to just 41% of consumers over 55 * Your customers WILL give you reviews, but you need to ASK them for one. You can't be afraid of getting a poor review and you need to make it convenient for your customers to give you that coveted review.

Chamber Gala
Friday, November 8
Hazeltine National Golf Club

You are invited to Celebrate with us in our last signature event of 2019. We have a fun agenda that includes a great dinner, silent auction, business awards and live music. Our Celebration Gala is a great way to connect with other Chamber members. You can also market your business by donating auction prizes.

Hope you can join us for our

Celebration Gala

89% of consumers read business's responses to reviews * Getting reviews is extremely important for your business's success, but equally important is your interaction with your customers that do give you reviews. Especially if you get a review of 3 or less stars. A well thought-out response to a negative review will instill confidence in your future customers checking out your reviews.

Want to talk more with Burt and hear how 5 Star Consulting can help you increase your Google Rating? [Click here for his contact info.](#)



Last Week in Pictures

Ribbon Cutting at Carver Insurance to welcome them to their new office in Carver.

Our Tuesday Meet & Greet was at the SW Transit building Market St. in Chanhassen.

Our Chamber Luncheon sponsored by Choices Psychotherapy featured highly sought after speaker Steve Donofrio with the topic "Dream Big & Dare to Fail."

Welcome New Chamber Members!

Dickey's BBQ Pit

Logan's Repair