**10 Must-do Marketing Activities**

**1. Calls to Action (CTAs): The Unsung Heroes of Engagement**

This is one of the most forgotten aspects of content creation. You sink a lot of time in creating your content. Hopefully, your audience reads it (or listens or watches) and loves it. Your audience is all yours at that point, wondering what to do next. If you forget a call to action, you’ve wasted an opportunity for connection and/or revenue.

Every piece of content you produce – from social media posts to blog articles, newsletters, and even event descriptions – should have a clear CTA. What do you want your audience to do after consuming your content? Hint: it’s not always “sign up.”

Examples: "Join the chamber today," "Register for our upcoming webinar," "Share this post with your network," "Visit our website to learn more," "Download our free guide to local resources," or "Give us a heart if you agree."

CTAs guide your audience toward the next step, turning passive readers into engaged participants and potential members.

**2. Harnessing the Power of Testimonials and Case Studies**

Word-of-mouth marketing remains one of the most powerful tools. Showcase authentic testimonials from satisfied members on your website, social media, and marketing materials. Take it further by developing in-depth case studies that illustrate the tangible benefits members have gained through their chamber affiliation.

However, these don’t have to be formal, multi-page documents. Video comments recorded on your phone at your next event can be just as compelling. For every compliment you receive at the chamber, you should ask that person if they’d let you record it or use it on social media.

**3. The Magic of Cross-Promotion and Strategic Partnerships**

Partner with local businesses, community organizations, and even other chambers for cross-promotion initiatives. Share each other's content, co-host events, or offer membership benefit packages. You'll tap into new audiences, foster valuable relationships, and demonstrate the collaborative spirit of your chamber.

**4. Video: A Visual Storytelling Goldmine**

Video content dominates today's marketing landscape. Create short, engaging videos showcasing your chamber's events, member highlights, community initiatives, or even quick "how-to" guides for businesses. Share them across platforms to maximize their reach and appeal to diverse audiences.

You can also have a little fun and create Reels or TikToks following trends or providing behind the scenes looks at what you’re doing. This is a great way to catch the eye of younger business owners or future staff.

Take a look at what the Tampa Bay Beaches Chamber is doing on TikTok.

**5. Personalization: It's Not Just for Emails**

Tailor your communications whenever possible. Segment your email list by member type or interests and send targeted messages. Use social media to engage in conversations with specific members or local businesses. A personalized touch goes a long way in building relationships and fostering loyalty.

Consider your top industries in town or the biggest industries among your member base. Create content to help them specifically. Check out this trends report on personalization.

**6. Optimizing for Local SEO and Online Presence**

Don't underestimate the power of local search engine optimization (SEO). Ensure your chamber's website is optimized for local keywords, claim your Google My Business listing (and always make sure that information is up to date. You might be surprised by all the things you can list on a business profile these days). Encourage members to leave reviews on platforms like Yelp and Google. This increases your visibility to businesses and individuals in your area who are actively seeking the services you offer.

**7. Lead Magnets: Fueling Your List-Building Engine**

Offer valuable lead magnets – free resources like how to start a business eBook, guides, checklists, templates, or webinars – in exchange for email addresses. Doing so grows your email list and positions your chamber as a knowledgeable resource.

Nurture these leads with targeted email campaigns that showcase your chamber's value and benefits in the topic the recipient showed interest in. For instance, if someone attends a “starting a business” seminar, you know they are most likely thinking about that topic. You can send a targeted email to them on topics like entrepreneurialism, funding, picking out an ideal business location, and other interests that new business owners would have. Speaking of understanding your audience…

**8. Know Your Audience: Develop Marketing Personas**

Identify your ideal members and create detailed marketing personas. Who are they? Consider demographics, interests, pain points, and goals. Where do they spend their time online? Tailor your messaging and content to resonate with these personas. For example, if your loyal members are primarily small business owners struggling with marketing, create basic marketing content or templates that address their specific needs.

Chamber membership is not ideal for everyone. While chamber benefits can help most businesses, not all will see the value in them. Don’t waste your time marketing to businesses that are a bad fit. Instead, target those who are more apt to understand the investment.

**9. Beyond Buzzwords: Craft a Compelling Value Proposition**

Yes, we know you have an artfully produced vision and mission statement. But why join the chamber? What value do you bring? Many chambers struggle to articulate their true value in a way that resonates with potential members and the wider community. It's easy to fall into the trap of generic phrases and industry jargon, but a compelling value proposition requires a deeper understanding.

Think of it like this: your value proposition is the answer to the question, "Why should I join this chamber?" It should be concise, specific, and address the unique needs and challenges of your target audience.

Avoid Generalities: Phrases like "fostering economic growth" or "supporting local businesses" are too vague. Get specific about the tangible benefits your chamber offers.

Focus on Outcomes: Highlight the real-world impact of your programs and initiatives. How do you help businesses increase sales, save money, or connect with new customers? How do you enhance the community's quality of life?

Tailor Your Message: Your value proposition should be different for different audiences. A small business owner is looking for different things than a corporate sponsor or a community leader. Craft your message to speak directly to the needs and motivations of each group.

By clearly articulating your value proposition, you'll attract the right members, partners, and supporters, and solidify your chamber's position as an indispensable asset to your community.

**10. Measuring What Matters (And Adjusting Your Course)**

Track the success of your marketing efforts. Use analytics tools to monitor website traffic, social media engagement, email open rates, lead magnet downloads, and conversion rates for CTAs. This data provides valuable insights to refine your strategy for optimal results.

Again, it’s not enough to collect the data. You want to put it into practice. If you noticed one of your emails had a high open or click through rate, do a little digging to find out why it was so popular. Was it the format? Perhaps the call to action? The subject line? Once you figure out what it was, do more of it.

**Best Practices and Quick Tips**

Consistency is Key: Maintain a regular posting schedule on social media, send newsletters on a consistent basis, and keep your website content fresh.

Embrace Visuals: High-quality images and videos enhance engagement.

Repurpose Content: Turn a blog post into a social media series or create a video summary of an event. Extend the life of your content by adapting it for different platforms. AI can help.

Stay Informed: Marketing trends evolve rapidly. Dedicate time to learning about new platforms, tools, and strategies.