



MICHIGAN  
**WEST COAST**  
CHAMBER OF COMMERCE



# SALES MEETS MARKETING

Britt Delo, *Director of Membership*

Caroline Monahan, *Director of Marketing & Communications*

  
 WEST COAST CHAMBER

- LOCATION: HOLLAND, MICHIGAN
- MEMBERS: 1,200
- STAFF MEMBERS: 8
- MEMBERSHIP/SALES STAFF: 2
- MARKETING STAFF: 2




# FLIGHT PLAN

- WHERE WE STARTED
- CORE VALUES & VALUE PROPOSITION
- PROCESS & STRATEGY
- DIGITAL TRANSFORMATION
- NEW MEMBER JOURNEY
- SALES MEETS MARKETING CTA



WHERE WE STARTED  
*a story of silos*





WHERE WE STARTED





✓ TODAY  
*a story of a team*





# CORE VALUES

*are defined and embedded throughout your organization*



LEARN, INNOVATE  
SHARE

IT'S ALL ABOUT  
YOU

THINK BIG,  
BE GREAT

DELIVER REMARKABLE  
EXPERIENCES

CONTAGIOUS ENERGY  
WITH A  
POSITIVE ATTITUDE



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# VALUE PROPOSITION

*is defined and informs your messaging*

OFFER EXPOSURE, VISIBILITY  
& AWARENESS FOR  
OUR MEMBERS

SERVE AS  
THE VOICE FOR  
ALL BUSINESS



DELIVER TOOLS &  
INFORMATION  
FOR SUCCESS

CREATE OPPORTUNITIES TO  
DEVELOP PERSONAL &  
PROFESSIONAL CONNECTIONS







ACTIVITY

# CHECKUP SALES MEETS MARKETING CHECKLIST




# PROCESS & STRATEGY – SALES

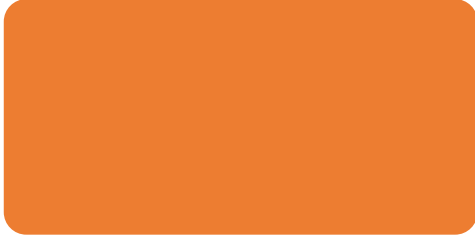
*new member journey is defined  
and followed by all*





# PROCESS & STRATEGY – SALES

*sales process is defined  
and followed by all*




# PROCESS & STRATEGY – SALES

*target market*

## MARKETING STRATEGY

### Target Market/ “The List”:

- Established (1 year +) and growing businesses
- Physical presence in Holland/Zeeland
- Belief in the greater good of the community

### Four Uniques:

1. Create opportunities to develop personal and professional connections
2. Offer exposure, visibility, and awareness for members
3. Deliver tools and information for business success
4. Serve as voice for all businesses

**Proven Process:** Pilot Member Journey in process. Attract – Engage - Grow



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# PROCESS & STRATEGY – SALES

*categorize prospects*

A	B	C
<ul style="list-style-type: none"><li>• <i>Physical presence in target market</i></li><li>• <i>Potential for employment growth</i></li><li>• <i>In business 2+ years</i></li><li>• <i>Sponsorship potential</i></li><li>• <i>Dues above minimum</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Sales reps based in target market</i></li><li>• <i>Less than 2 years in business</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Located outside of target market</i></li><li>• <i>Unlikely employment growth</i></li></ul>




# PROCESS & STRATEGY - MARKETING

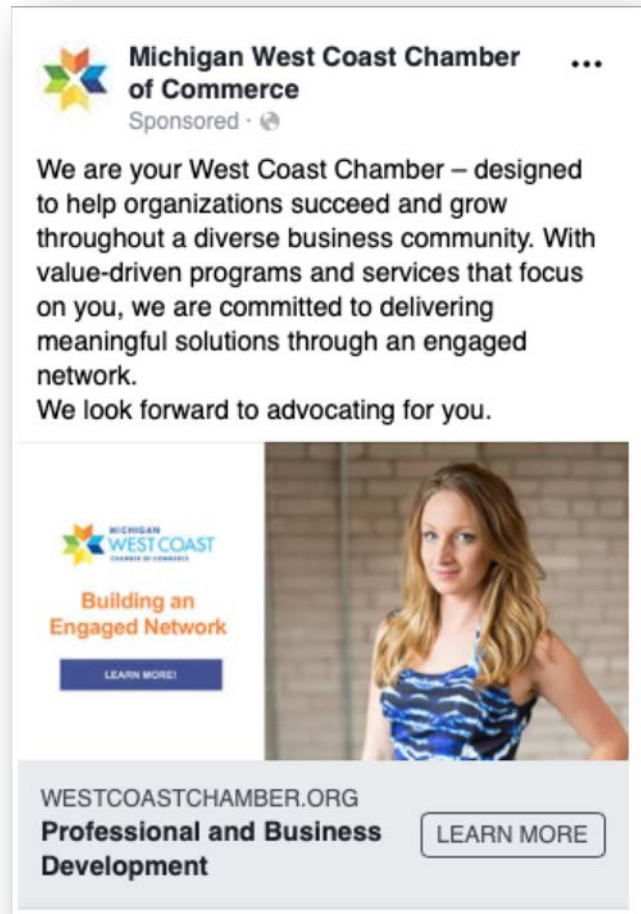
*target market  
personas*


## "Carrie the Casual"

- Female, around 30
- Likes working out, technology
- Favorite TV shows: Game of Thrones, The X-Files
- **Introverted**
- **Works at a small company, sometimes in a niche industry**
- **Interested, but not convinced**
- **Wants to learn or attend events/programs that are relevant to their industry**
- **Focused on specific events and programs that will fit her niche industry or business**





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 **Michigan West Coast Chamber of Commerce** ...  
Sponsored · 🌐

We are your West Coast Chamber – designed to help organizations succeed and grow throughout a diverse business community. With value-driven programs and services that focus on you, we are committed to delivering meaningful solutions through an engaged network.  
We look forward to advocating for you.

 **MICHIGAN WEST COAST CHAMBER OF COMMERCE**  
**Building an Engaged Network**  
[LEARN MORE!](#)



WESTCOASTCHAMBER.ORG  
**Professional and Business Development** [LEARN MORE](#)


# PROCESS & STRATEGY

*target market summary*

## SALES

+

## MARKETING

*determined by the characteristics  
of the business  
as a whole*

*determined by characteristics of  
individual people within the  
businesses/community*



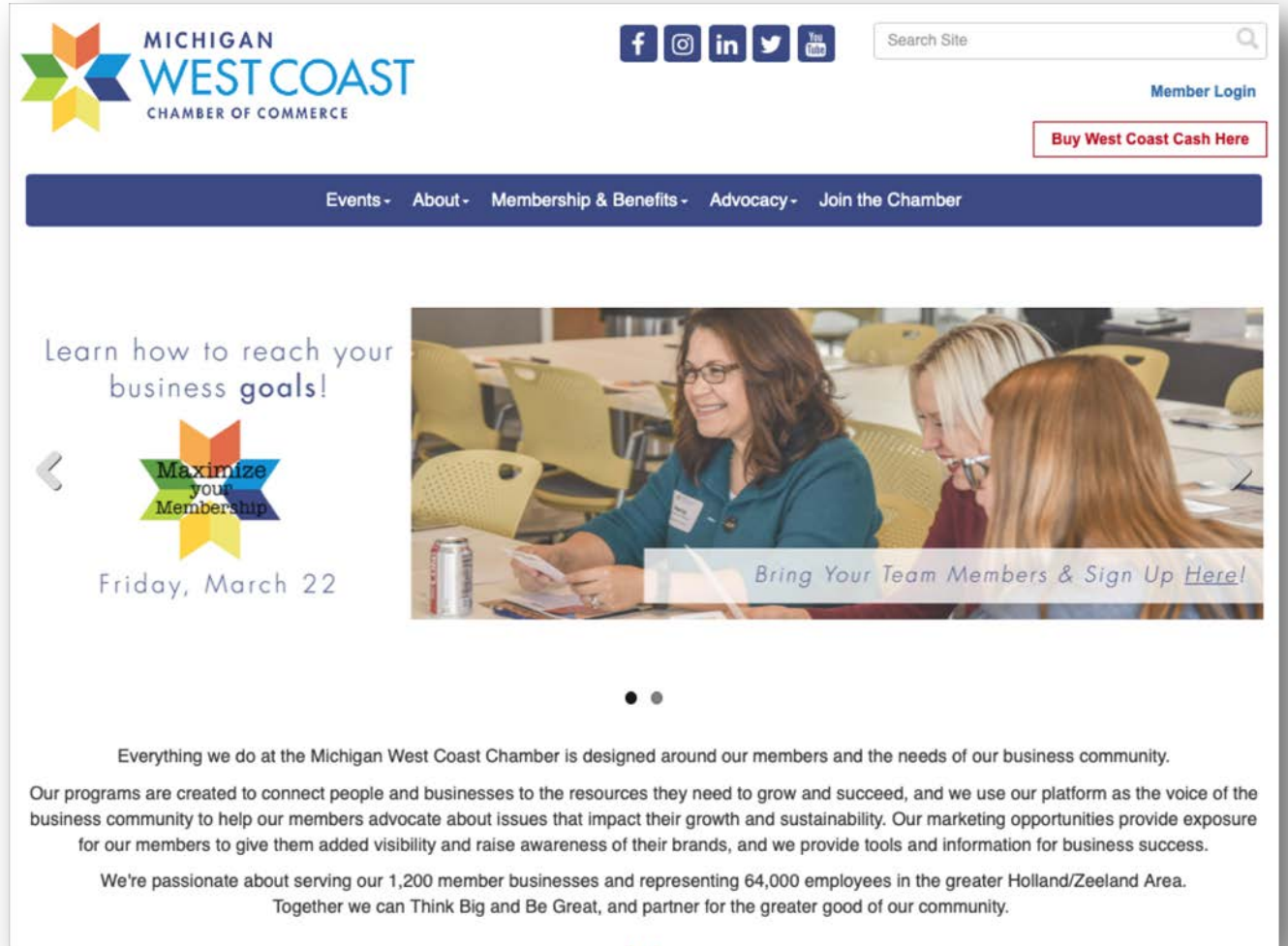
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*up next...the digital transformation*



# DIGITAL TRANSFORMATION

*website is customized to deliver a positive user experience with CTAs*  
*what's working? what's not?*  
*website audit process*



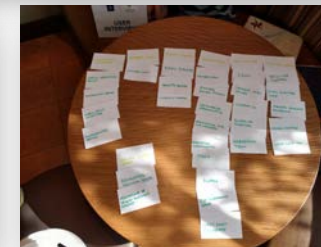
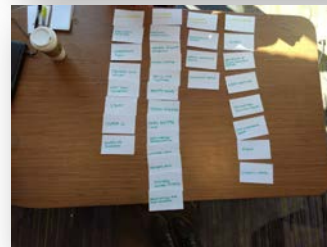
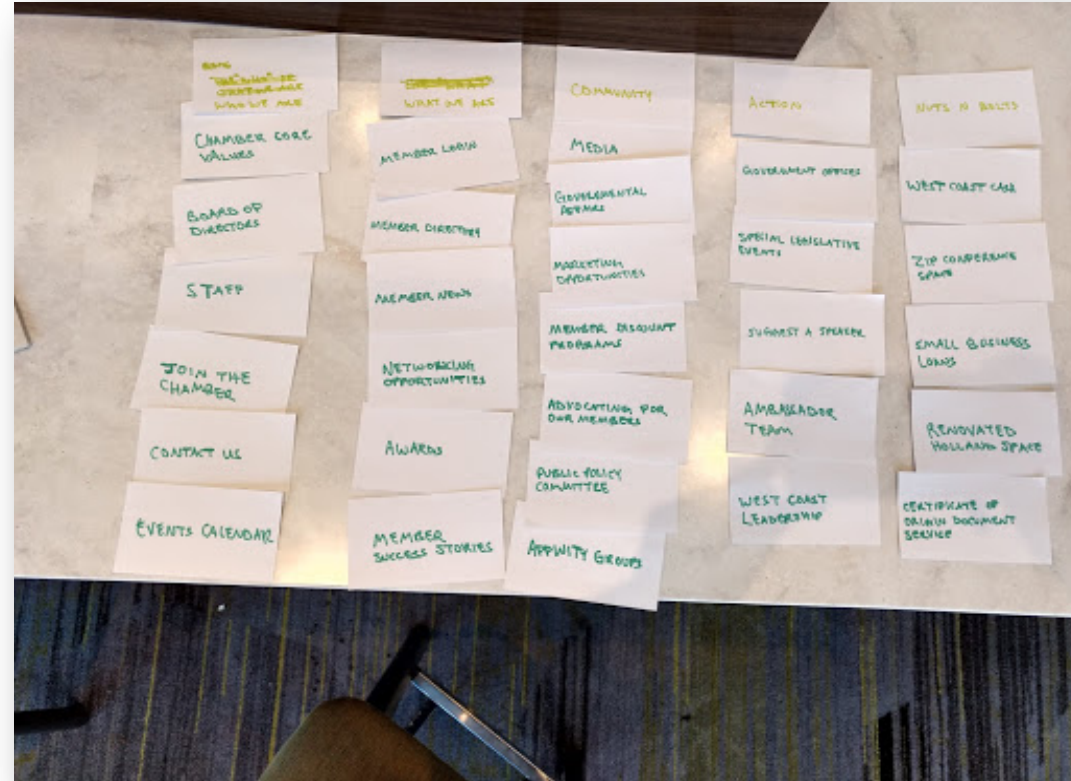
The screenshot shows the Michigan West Coast Chamber of Commerce website. At the top left is the logo, which consists of a stylized star with five points in green, orange, blue, and yellow. To the right of the logo is the text "MICHIGAN WEST COAST CHAMBER OF COMMERCE". In the top right corner, there are social media icons for Facebook, Instagram, LinkedIn, Twitter, and YouTube, followed by a search bar labeled "Search Site". Below the search bar is a "Member Login" link and a red button that says "Buy West Coast Cash Here". A dark blue navigation bar contains the following menu items: "Events -", "About -", "Membership & Benefits -", "Advocacy -", and "Join the Chamber". The main content area features a promotional banner for an event. On the left, the text reads "Learn how to reach your business goals!" followed by a left-pointing arrow, a star-shaped graphic with the text "Maximize your Membership", and the date "Friday, March 22". On the right is a photograph of three women sitting at a table, looking at a document. A white text box overlaid on the bottom right of the photo says "Bring Your Team Members & Sign Up [Here!](#)". Below the banner are two small black dots. At the bottom of the page, there is a paragraph of text: "Everything we do at the Michigan West Coast Chamber is designed around our members and the needs of our business community. Our programs are created to connect people and businesses to the resources they need to grow and succeed, and we use our platform as the voice of the business community to help our members advocate about issues that impact their growth and sustainability. Our marketing opportunities provide exposure for our members to give them added visibility and raise awareness of their brands, and we provide tools and information for business success. We're passionate about serving our 1,200 member businesses and representing 64,000 employees in the greater Holland/Zeland Area. Together we can Think Big and Be Great, and partner for the greater good of our community."



# ✓ DIGITAL TRANSFORMATION

card sorting exercise

- cards for each menu dropdown
- name each column
- what doesn't need to be there?
- inexpensive & fun



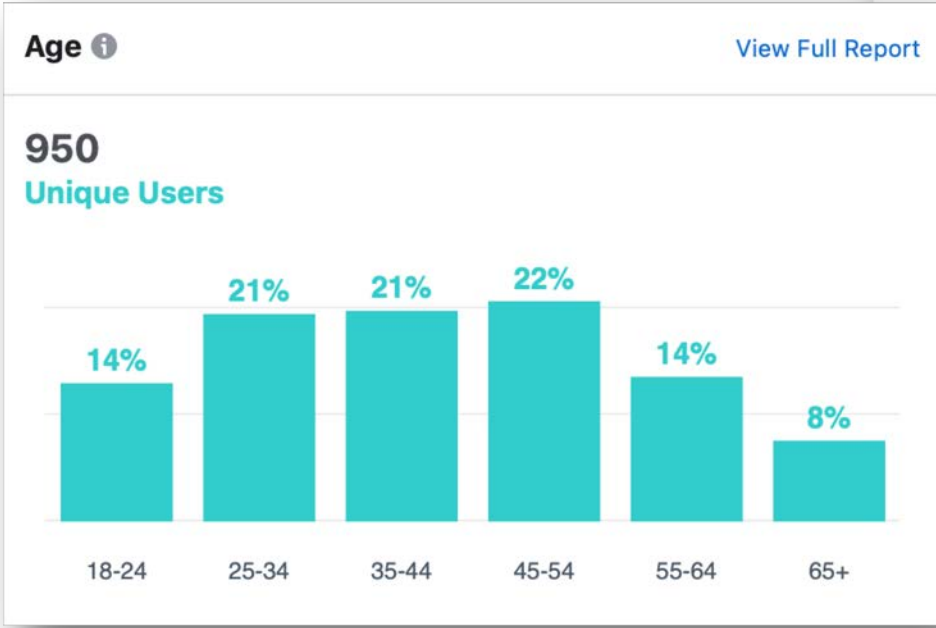
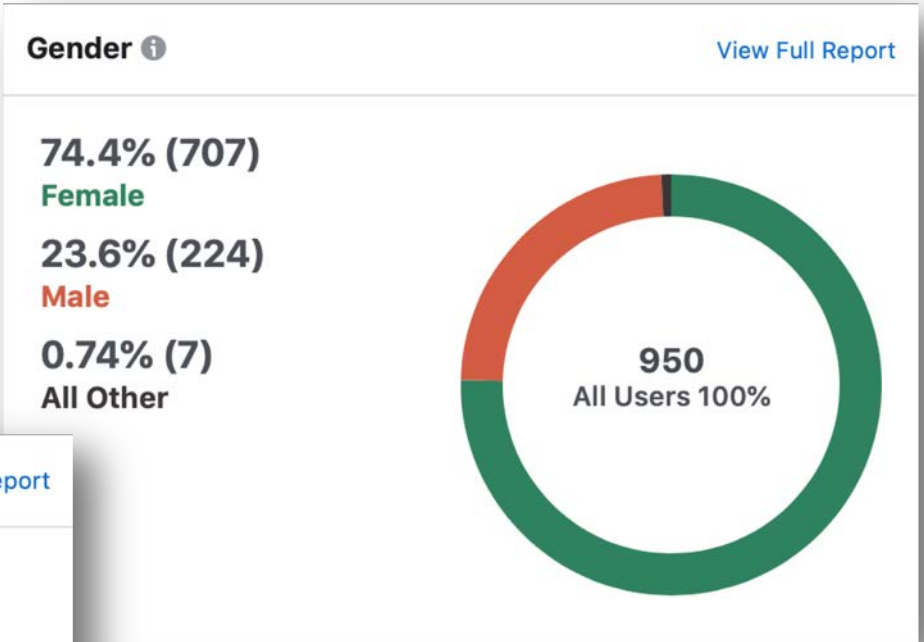
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# DIGITAL TRANSFORMATION

*social strategy*

- *know your members' social platforms*
- *broaden reach*
- *collect data on your audience*



# ✓ DIGITAL TRANSFORMATION

*event advertising on social*

- free
- broaden reach
- reshare events
- send people to your website
- collect data on your audience



The image shows a screenshot of a Facebook event page for "Power Breakfast" hosted by the Michigan West Coast Chamber of Commerce. The event is scheduled for March 21st, starting at 7:45 AM and ending at 9:30 AM. The location is Boatwerks Waterfront Restaurant in Holland, Michigan. The page includes a "Promotions" section with a "Boost Event" button and an "Audience" section showing that 11% of the total reach consists of women aged 35-44. The event has 795 people reached and 37 responses in the last 7 days. A notification banner at the bottom states: "New! We've simplified the options for promoting your event."

Category	Value	Change (Last 7 Days)
People Reached	795	+27
Responses	37	+6
Ticket Clicks	11	+4

**Audience**  
Women 35-44  
21% of total reach



# DIGITAL TRANSFORMATION

*instagram*

- *new member welcomes consistent*
- *use multiple platforms*
- *create & follow content calendar*
- *free*







# DIGITAL TRANSFORMATION

facebook



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# ✓ DIGITAL TRANSFORMATION

linkedin

- *new member welcoming*
- *prospecting*
- *thought leadership*
- *staff members demonstrate credibility*
- *create & follow content calendar*
- *free*



Michigan West Coast Chamber of Commerce

755 followers  
2w

The March issue of Connect Magazine features one of Holland's newest sweet spots that recently joined the Chamber. Meet the family behind Gude Goodies, and also catch up on more new members, upcoming events, and insi ...see more



10 Likes · 1 Comment

Like Comment

# ✓ DIGITAL TRANSFORMATION


*advertising on social*

- *broaden reach*
- *create custom audiences*
- *collect data on your audience*
- *paid*





Post Details

Video **Post** Shares [See metrics for all videos](#)

 **Michigan West Coast Chamber of Commerce** March 18 at 11:22 PM · 🌐

We are your West Coast Chamber – designed to help organizations succeed and grow throughout a diverse business community. With value-driven programs and services that focus on you, we are committed to delivering meaningful solutions through an engaged network.  
We look forward to advocating for you.

 **Professional and Business Development**  
00:32 

[WESTCOASTCHAMBER.ORG](#)

**Professional and Business Development** [Learn More](#)

The West Coast Chamber is your chamber

**Performance for Your Post**

**600** People Reached

**279** 3-Second Video Views

**6** Likes, Comments & Shares ⓘ

<b>6</b> Likes	<b>6</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**6** Post Clicks

<b>0</b> Clicks to Play ⓘ	<b>6</b> Link Clicks	<b>0</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



DIGITAL TRANSFORMATION

MARKETING PLATFORMS  
ARE INTEGRATED:

EVERYTHING DRIVES  
TRAFFIC TO YOUR WEBSITE





  
 DIGITAL TRANSFORMATION

HOW WILL WE KEEP THEM SO  
ENGAGED THAT THEY CAN'T  
WAIT TO RENEW?



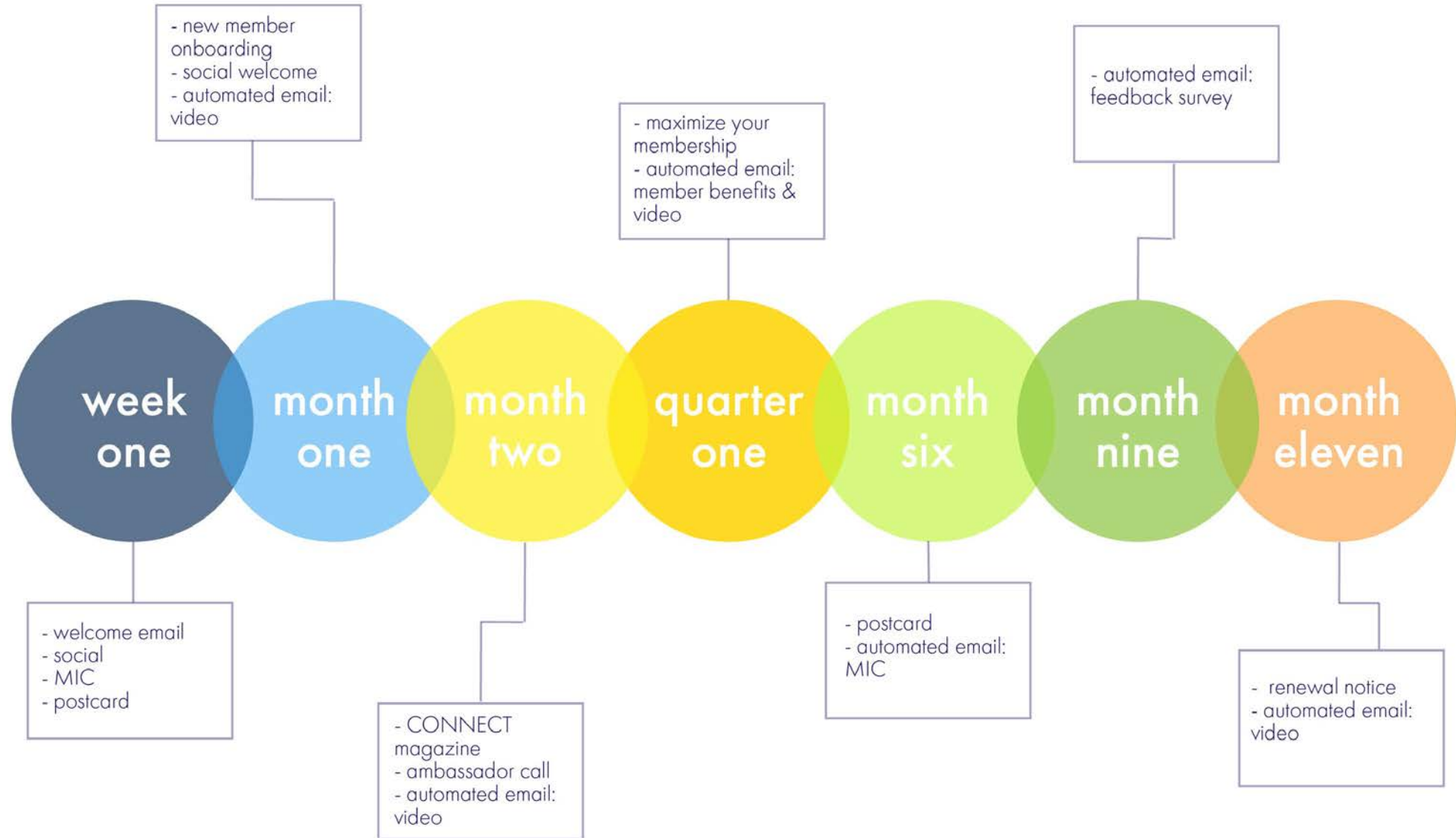
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*up next...the new member journey*



# NEW MEMBER JOURNEY

*customized*





NEW MEMBER JOURNEY

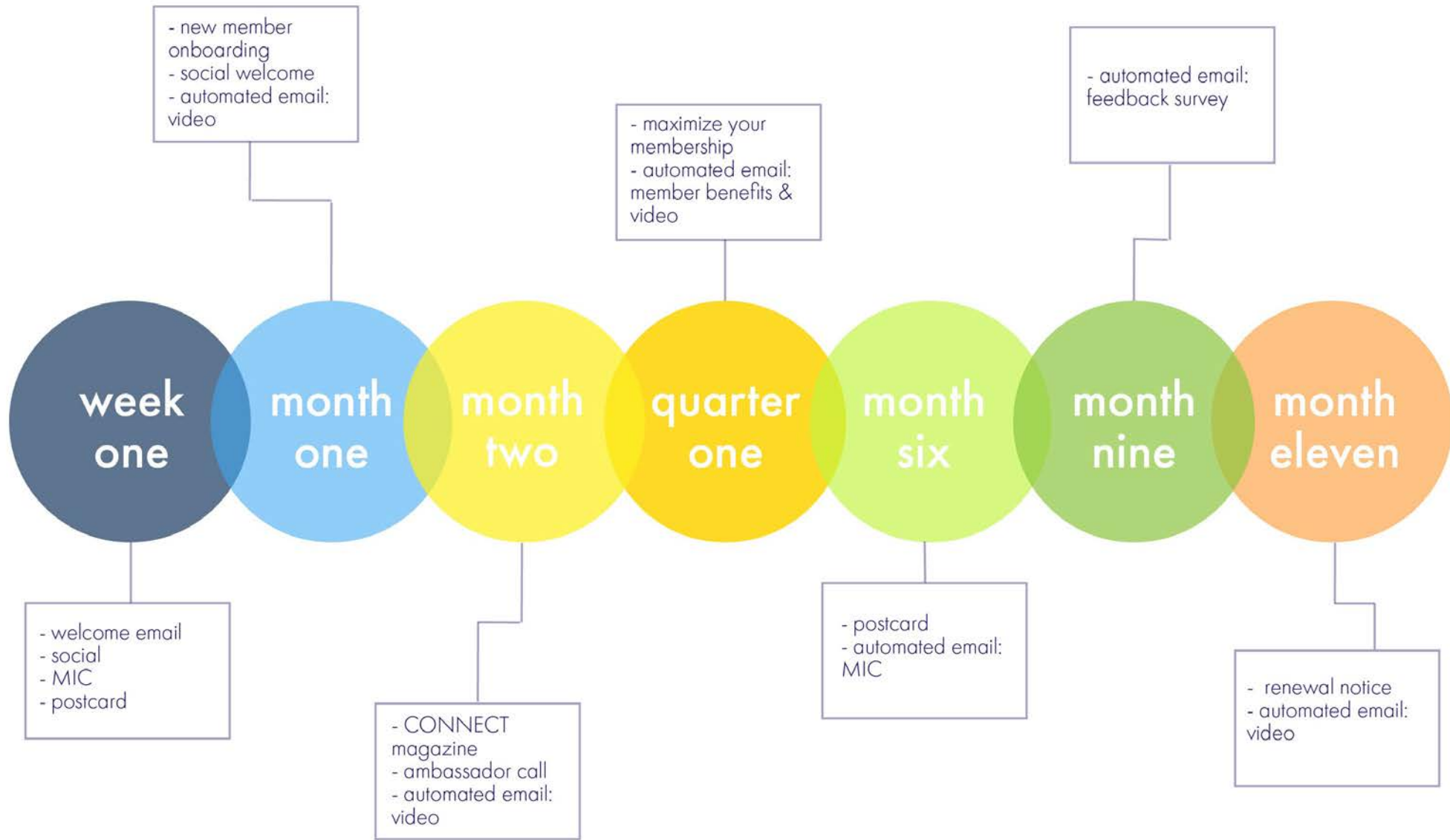
*customized*





# ✓ NEW MEMBER JOURNEY

*automated*







# NEW MEMBER JOURNEY



New Member Year One Journey

Workflow recipe: Joins List Group | List name: West Coast Chamber Master List ( 8,049 subscribers )

Trigger	Automation Email	Schedule	Filter by segment or tag	Post-send action	Open rate	Click rate	Queue	Subscribers
Trigger: 30 days after subscribers join the grouping, New Member Journey, in group, AUTO:MembershipType	Automation Email #1	Weekdays, between 9:00am and 4:00pm	None	None	51.9%	13.5%	27	52
Trigger: 7 days after subscribers are sent previous email	Automation Email #2	Weekdays, between 9:00am and 4:00pm	None	None	47.9%	12.5%	4	48
Trigger: 22 days after subscribers are sent previous email	Automation Email #3	Weekdays, between 9:00am and 4:00pm	None	None	41.7%	14.6%	0	48
Trigger: 30 days after subscribers are sent previous email	Automation Email #4	Weekdays, between 9:00am and 4:00pm	None	None	0.0%	0.0%	48	0
Trigger: 200 days after subscribers are sent previous email	Automation Email #5	Weekdays, between 9:00am and 4:00pm	None	None	0.0%	0.0%	0	0



NEW MEMBER JOURNEY





# NEW MEMBER JOURNEY

*data*

- *troubleshooting*
- *retargeting*
- *scorecard*

Mailchimp	New Member Journey Automated Emails				
	Number Sent	Open Rate	Click Rate	Bounces	Unsubscribed
Email #1	75	44.00%	21.20%	0	0
Email #2	73	52.10%	34.20%	0	0
Email #3	48	45.80%	36.40%	0	0
Email #4	48	43.80%	0.00%		
Email #5					
Email #6					
Mailchimp	New Member Airplane Video				
	Number Sent	Open Rate Avg.	Click Rate Avg.	Bounces	Unsubscribed
Airplane Views	25	54.60%	56.60%	0	0
Airplane Videos in que	2				





**TODAY**  
*a story of a team*



Caroline Monahan

Britt Delo



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ACTIVITY

# CHECKUP SALES MEETS MARKETING CHECKLIST

## WHAT'S YOUR CALL TO ACTION?





[britt@westcoastchamber.org](mailto:britt@westcoastchamber.org)  
[caroline@westcoastchamber.org](mailto:caroline@westcoastchamber.org)



[www.westcoastchamber.org](http://www.westcoastchamber.org)



@WestCoastChamber



@miwestcoastchamber



Michigan West Coast Chamber of Commerce



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CONNECT  
WITH THE CHAMBER