



Marketing Flyers and Promotional Events with RMACC

#1 - E-Blast (1600+ emails current open rate hovers around 30%)

An email sent to members separately from the newsletter on Wednesdays ONLY – FCFS basis

- * Please have the event flyer in .pdf or .png format in-house at least **30 days** prior to event date
- * Please state preferred date to go out to membership - remember it will be on Wednesday – I will confirm your preferred date is available. If it isn't, I'll let you know the first available.
- * One E-Blast per week will be sent to members. Too many emails and they won't read them.
- * Cost for E-Blast is \$50 per event – fee must be paid prior to posting
- * Cost is waived if membership tier allows it
- * If event is on same night as a chamber SIGNATURE event, we will NOT promote within 30 days

#2 - Newsletter (1600+ emails current open rate hovers around 33%)

Weekly Newswire that reaches members once a week on Friday mornings ONLY

- * Flyer in body of newsletter at a rate of \$25 per flyer – fee must be paid prior to posting
- * One flyer per company per newsletter – FCFS basis
- * Link to your flyer under "Member News" is linked to flyer at NO CHARGE
- * Please have your flyer in .pdf AND .png format in-house at least 30 days prior to event date
- * Please state preferred date to go out to membership - remember it will be on Friday. I will confirm your preferred date is available. If it isn't, I'll let you know the first available.
- * Cost is waived if membership tier allows it
- * If event is on same night as a chamber SIGNATURE event, we will NOT promote within 30 days

#3 – Social Media

Facebook= 3,802 Followers / 3,184 Likes / average reach 2,000

Instagram=398 Followers LinkedIn=527 Followers / average reaction 30

- * Posting an event flyer to the Chamber's Social Pages are at NO CHARGE
- * Must have flyer in .pdf form in-house at least 30 days prior to event date
- * One post per flyer per week per company - FCFS basis
- * If event is on same night as a chamber SIGNATURE event, we will NOT promote within 21 days

Website Information

RMACC website page – www.rockymountchamber.org

- * Link to Newswire Newsletter is on front page
- * Only the Facebook posts are displayed on front page
- * Membership directory page - members update their company info after signing into portal
- * Member-to-Member deals page -- Flyer with deal is posted FREE of charge on this page only
- * Events listed on the Chamber Calendar are for those events that the Chamber is co-sponsoring or partnering with.

*** Keep in mind that the Chamber will help you promote an EVENT you are hosting, a PRESS RELEASE about a new service / personnel / location GRAND or RE-OPENING. We CANNOT promote your business generically, as we have 760+ members. The membership directory will help you be seen to new customers and the Member-to-Member deals page will help you be seen within the membership.

Thank you for your understanding.

Please email Melissa Dooley, Marketing / Events Coordinator at: mdooley@rockymountchamber.org Call with any questions – 252-973-1202