

# Marketing Flyers and Promotional Events

## E-Blasts

An email sent to members separately from the newsletter

- \* Wednesdays ONLY - FCFS basis
- \* Please have the event flyer in .pdf 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
- \* One E-Blast per week will be sent to members. Too many emails and they won't read them.
- \* Cost for E-Blast is \$30 per event
- \* 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

## Newsletter

Weekly Newswire that reaches members once a week

- \* Friday mornings ONLY
- \* Flyer in body of newsletter at a rate of \$25 per flyer
- \* One flyer per company at one time
- \* Three flyers per week will be highlighted - FCFS basis
- \* Link under "Member News" is linked to flyer at no charge
- \* Please have flyer in .pdf 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
- \* 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

## Facebook

RMACC Facebook Page

- \* Must have flyer in PDF form in-house at least 30 days prior to event date
- \* One FB 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

RMACC website page

- \* Link to Newswire Newsletter is on front page
- \* FB posts are displayed on front page
- \* Membership directory page - members update their company info after signing in to portal
- \* Member -to- Member deals page -- Flyer with deal is posted FREE of charge

Please email Melissa Dooley, Marketing / Events Coordinator at:

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Call with any questions – 252-973-1202