



Howell Area  
**Chamber**  
of Commerce

Leverage your marketing dollars  
and target new customers



**Eleven**  
marketing and consulting

# MEMBER MARKETING ADVANTAGE

12 MONTH HIGH IMPACT, LOW COST  
CHAMBER MEMBER EXCLUSIVE  
*2 automated monthly payments of \$149  
or one time payment of \$1,788*



## RADIO CAMPAIGN

- **Two 10-13 minute guest spots on our WHMI** radio show...Howell Chamber Business Beat
- **Video recordings** live on the WHMI podcast library, howell.org "On Demand Library" and on the Howell Chamber YouTube channel
- You will receive a copy of the video recordings & Audio recordings
- Each show is **highlighted 15x per week** Mon-Sat. Guests will be highlighted.
- Exclusive opportunity to connect with your community and customers in a personal and conversational way.

## SOCIAL MEDIA CAMPAIGN

- One on one **strategic marketing session** with a seasoned professional to create a customized ad (not a boosted post) with content specific to your business and needs...up to three edits per ad..
- Your **ad will run on Facebook and Instagram**
- **2.3-6.5k shared impressions** per day (daily reach range)
- **Targeted ads:** Male and Females ages 25-64 with a \$75,000+ annual household income
- Professional team specializing on the ever-evolving algorithms for optimum impact on Facebook

## MARKETING ADVANTAGES

- Reinforces your alignment within the community
- **Strategic marketing ads** created for you by seasoned industry professionals with your direct input...saving you money and time.
- You receive links to all of the **content created to use in other marketing campaigns**
- Creates a **higher SEO** (search engine optimization) ranking on Google and all search engines
- Priced to fit within the 5% of fluctuating profits for most businesses-general rule of thumb for marketing budgets.
- Combined with your landing page and HOT DEALS on Howell.org-creates a **powerhouse marketing advantage**
- Quarterly analytic reporting available for social media campaigns
- Exclusive opportunity to this method of radio advertising
- Co-branding with Howell Chamber, WHMI and other members
- **Cross Platform Saturation;** Hearing you on the radio combined with Facebook, Instagram, and YouTube exposure
- Exclusive Ala Carte pricing for additional community minute donut ads, radio spots and ad creation for social media campaigns