

Chamber Membership: More Important Than Ever

Part 1 – Market Your Business

Marketing your business has never been more important than right now. It is important that potential customers understand your business's specialization. It is also very important that potential customers understand what products companies offer. What's more, as a businessperson, it is imperative to you that potential customers know how to contact you when they require your services. Now, more than ever, the Chamber wants to make sure members are taking advantage of Chamber resources. Here are some things to consider to make the most of your Chamber membership and other marketing opportunities.

Is your business listing with the Chamber accurate? Verify your directory listing.

The accuracy of your business's contact information is vital and simple to verify. The Chamber encourages each member to frequently double-check its listings in the Chamber's database. Company listings can be confirmed by contacting Chamber offices via phone (865-637-4550) or by logging onto the Membership Center on the Chamber's website – www.knoxvillechamber.com.

The Business Directory is the most visited section of the Chamber's website. Make sure your business listing is accurate and up-to-date.

Are keywords, business descriptions, categories, and additional listings proving productive for your company? Are adjustments required?

By ensuring that the keywords included in your online directory listing are accurate and adequately describe your products and services, you will be able to attract more customers and customers looking for exactly what you offer. By making sure you are listed in all the right categories and have a precise business description, you will also attract customers.

For example, if you own a landscaping company that also builds decks, you would want "decks," "landscaping," and "grass cutting," among your keywords. That way people looking for your services would find your company. You would want to make sure your company is listed in both the Landscaping and Construction categories of the directory. Lastly, you would also want to make certain that the business description details all your services.

Modifying your keywords, business description, categories, and additional listings is simple. First, review your current directory listing and then call Tonya Harper at (865) 637-4450 to make corrections or changes.

Link up – is your website linked with the Chamber’s website? Is the Chamber’s website linked to yours?

In this high-paced, fiberoptic world, speed is essential. Few things can get potential customers to your website’s homepage faster than hyperlinking it with the Chamber’s website. Many people have become savvy point-and-click artists focused on efficiency. Creating an avenue for speedy connectivity can increase your company’s marketability during this ever-quickenning computer age.

Having a link from your website to the Chamber’s website is also a way to highlight your membership and to show customers that you are a business committed to the community. To download the Chamber logo for your website visit www.knoxvillechamber.com/eng/main/membership/co_op_advertising.

Use the Chamber’s affordably priced advertising options.

The Chamber has a myriad of ways to help market your business. From sponsorships to advertising opportunities, these methods can attract a lot of attention from other businesspeople, new residents, and the general public.

Sponsoring Chamber events affords members valuable promotional opportunities. Hundreds of Knoxville businesspeople attend Chamber events each month. The series and special engagements that occur throughout the year offer many options to showcase Chamber members. Event sponsorship is an excellent way to help spread your company’s message to other members of the business community.

Taking advantage of advertising space in the Chamber’s Weekly Email Digest is another option to increase your company’s market success. Email Digests are delivered to over 4,500 businesspeople.

In addition, the Chamber regularly produces publications that are aimed at people moving to the region, visitors, and other businesses. The relocation magazine is a key way to reach new residents just as they are establishing spending habits and relationships. New residents and visitors also use the map the Chamber publishes. The printed membership directory is a handy guide that is at the fingertips of many of the region’s top business leaders. Finally, the Chamber offers banner advertising on its website – a website that gets lots of traffic from residents and visitors alike.

Send press releases to local media and trade publications.

Press releases sent to local media and trade publications can result in exposure to hundreds or thousands of potential customers. Having your company’s latest initiatives and news featured in the pages of the morning paper or on the evening newscast can be a powerful marketing tool. The Chamber encourages its members

to develop press releases on timely business happenings as often as possible. Press releases help spread your business's objectives and agendas concisely.

Identifying individuals responsible for relaying the region's newsworthy information can increase the number of potential customers that receive information about your company. To download a current list of local media outlets and news directors [click here](#).

Use the Chamber blog for business announcements.

Similar to press releases sent to media and trade publications, news items sent to the Chamber are made available to the public. Recent updates to your company's profile, initiatives, or products sent to the Chamber's marketing department are featured on the Chamber's blog. The Chamber blog is a popular destination for Chamber members and Knoxville businesspeople visiting www.knoxvillechamber.com. Information that your company wants to get out to its customers, free of charge as a Chamber member, can be easily read in one simple location.

Submit your new items to gwagley@knoxvillechamber.com.

Participate in the Chamber web coupon program.

Coupons and discounts can be excellent, low-cost ways to drive business to your door, particularly during this period when consumers are especially cost-conscious. They are also great ways to track the effectiveness of your marketing efforts.

The Chamber's online membership directory allows members to post a coupon as a part of their listing. These web coupons are discounts offered by members on their goods or services. The coupon is available to members as well as the general public. If the member is offering a discount, there will be a "Coupon" link below the member's listing and visitors can simply click and print the coupon.

Members can add a coupon by contacting Tonya Harper at tharper@knoxvillechamber.com.

Co-promote with other businesses – look on the Chamber's directory for businesses that would make good partners or meet them personally at Chamber events.

A proven advantage enjoyed by Chamber members is the ability to build partnerships within the Knoxville business community. Together, businesses can often combine services or products and marketing strategies, and benefit each other. Here's an example:

A business attorney and an accountant might work collectively to guide clients through the process of establishing a corporation and reaping the tax and liability advantages. The clients would feel that they were receiving top-notch advice and

service from just the right group of experts. Both businesses – the law firm and the accounting company – would benefit from the relationship.

By visiting the online Business Directory, members can quickly and easily identify other members in similar or complementary fields of business. In addition to connecting with like businesses by using the Chamber's easy-to-navigate website, attending one of the numerous Chamber events can be a great way to find prospective partners.

Visit marketing websites for free tips.

Researching all avenues of marketing success will compliment Chamber marketing assets utilized by members. The World Wide Web offers businesses unmatched access to proven marketing ideas and tips. Many business plans, case studies, tutorials, and articles are available for any size business to exploit for revenue growth. Interesting ideas born in other parts of the country may not have broken into the East Tennessee market, and these ideas may prove to be very effective in your business. Learning from individuals who share their successes is a very good way to maintain business growth.

Here's a short list of some great online marketing resources:

- www.marketingpower.com
- www.prsa.org
- <http://marketing.about.com>

**Call (865) 637-4550 to make any information changes
to your Chamber membership!**