

Marketing Tool Kit

Solutions for all Your Marketing Needs

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Welcome to the Simsbury Chamber—

Your Business Solutions Network Marketing Tool Kit!

The Simsbury Chamber and the Marketing Committee are committed to making this chamber **“Your Business Solutions Network”** for business development, networking and growth opportunities through the Farmington Valley and region

As part of this strategic initiative the Marketing Committee has prepared a Marketing Tool Kit to make it easy for you to participate in all the Chamber’s marketing and promotional initiatives that will help your business grow. This toolkit will also assist you in preparing your annual operating budget. Find out what your Chamber has to offer you at “no cost” or plan ahead with one of our “low cost” marketing opportunities.

Choose the tools that are right for you!

Take a look at the menu of promotional opportunities and choose those that you feel will be beneficial to your business and budget. We have included a handy checklist and worksheet to help you summarize your thoughts.

Want to get results right away?

No problem... the tool kit offers “hassle-free” services to get you up and running right away.

We will be adding more features and benefits.

**Simsbury Chamber of Commerce
Marketing Committee**

(All pricing subject to change. Please call the chamber office to confirm rates –651-7307)

1 Business Solutions Network

Included with Membership

- Advice on developing a consistent "key marketing message"
- Bright Ideas in the Toolkit

2 Web Site—

www.simsburycoc.org

Included with Membership

- Business listing(s) on the web site
- Links to your web site & e-mail
- 25 word description of your business

For Additional Cost

- ___ Highlighted listing-\$50/year
- ___ Premier listing-\$200/year

3 Networking and Social Events

Included with Membership

- ___ Good Morning, Simsbury
- ___ "After Hours" Networking

For Additional Cost

- ___ Sponsorship of "Good Morning, Simsbury"—\$300
- ___ Sponsorship of "After Hours"—cost of beverages and hors d'oeuvres
- ___ Golf Tournament Tee Sponsorship-\$200
- ___ Annual Meeting, Open House & Business Breakfast (prices vary)

4 Newsletter

Included with Membership, submit:

- ___ An "expert" article on your services
- ___ Your photo for "Who We Are..."
- ___ Your press releases and photos

For Additional Cost

- ___ Advertising costs vary from \$75 to \$350
(10% Discount for repeat ads)

5 Business Directory and Community Guide

Included with Membership

- ___ Primary Business Category & listing in directory
- ___ 40 character promotional line

For Additional Cost

- ___ Your listing in additional categor(ies) @ \$35 each
- ___ Advertising costs vary from \$60 to \$250 depending on the size of the ad and format

6 Welcome Sign Program

(New or Relocated Businesses, only)

- ___ \$26.50 (please call chamber office for additional details and guidelines)

7 Chamber Mailing Labels

Included with Membership

- ___ One set free to new members with coupon

For Additional Cost

- ___ \$35 per set of labels, unlimited

8 Member to Member Discount Program

- ___ Free to all members. Contact Chamber office for sign-up form

9 Student-to-Career Programs

Included with Membership

- ___ Opportunity to mentor students, one-on-one, for Job Shadow Day
- ___ Opportunity to present a Skills Workshop to students
- ___ Henry James "Lunch & Learn"

10 Buy Locally Email Service

For Additional Cost

- ___ Send us your announcement and we will email it for you to the Chamber membership – save time and & labor! \$150

11 Home Improvement Show Contractors

for home improvement businesses

For Additional Cost

- ___ \$100 per parking space (2 minimum, 4 maximum)

12 Annual Open House & Business Expo

For Additional Cost

- ___ Sponsorship - \$500
- ___ Table top display table - \$200

13 MetroHartford Alliance Legislative Alert On Line

Included with Membership

- ___ Access to State Legislators on key issues affecting your business through the Simsbury Chamber web site
- ___ Legislative alerts

14 Chamber Marketplace

For Additional Cost

- ___ Pricing: (all listings include up to 4 pictures)
- ___ 30 days for \$30
- ___ 30 day "Featured" ad for \$50
- ___ 60 days for \$55
- ___ 90 days for \$80
- ___ 6 months for \$110

15 Business Solutions Roundtable

Included with Membership

- ___ Join a small group of "like minded" professionals to meet once a month to share ideas, challenges and work on solutions.

1 Business Solutions Network

"Ask for my business solution!"

The **Business Solutions Network** is designed to help Chamber members like you improve the way you market your company. We start by showing you how to develop a consistent key message about what your company offers. You can then use this message for networking and in advertising for your business.

Creating a business solution that you can use to advertise your business is easy.

Start by asking yourself the following questions:

- What is the number “#1 reason” why clients contact me?
- How do you solve the “#1 reason” why clients contact me?
- How can I address my clients' needs?
- What makes my company unique or different?
- What is my business solution for my clients?"

Once you have the answers to these questions, you can create your consistent "business solution" message and can begin advertising your company through the Chamber's many offerings. As you review the options available to you in this Marketing Tool Kit, you'll see some "Bright Ideas" where you can use your business solution message to better advertise what you and your business can offer clients.

Pricing:

Included with Membership

2 Web site—www.simsburycoc.org

The Simsbury Chamber Web site (www.simsburycoc.org) is a powerful marketing and communication tool available to all chamber members.

Pricing

(All pricing subject to change. Please call the chamber office to confirm rates – 651-7307)

Business listings: Included with membership

Adapted from your *Business Directory & Community Guide* listing:
(e-mail, web site link and now featuring a 25 word description)

Highlighted listing

\$50 per year. Your listing highlighted with a bold red line – set yourself apart from the competition!

Premiere listing

\$200 per year. Your listing moved to the top of your business category. Limited to 20% of each category, first come, first serve.



Bright Idea: Advertise your company's business solution easily by taking advantage of the listing options available on the Simsbury Chamber of Commerce web site. For no cost, you can have 25 words that describe what problems you solve for your clients.

Example—Summit Financial Group is an independent insurance agency specializing in employee benefits. You concentrate on your business, we concentrate on administering your employee benefits.

—David Naspo, Summit Financial Group

3 Networking

Where can you find scores of prospects and associates all in the same place at the same time in an informal setting? At the Simsbury Chamber networking and social events, of course!

To better market and promote our members, the Simsbury Chamber sponsors a number of networking events and socials focused on bringing members together to share information and ideas. By attending you will have the opportunity to let members know what makes your business unique and to promote your products and services.

Pricing

(All pricing subject to change. Please call the chamber office to confirm rates – 651-7307)

Good Morning, Simsbury!:

Included in membership

- Breakfast networking held at The Simsbury Inn on the fourth Wednesday of the month beginning at 8am.
- Bring your marketing materials (business cards, brochures) to give prospects and associates a more in-depth look at you and your company. No cost to members.
- Practice your "Business Solutions" introduction

Sponsorship Opportunity: \$300

Opportunity to introduce your company first during the event plus your business name is

- Prominently displayed on table cards at the event,
- Listed on the PDF event flyer and reservation form sent to all members,
- Listed on Chamber website "Calendar" as event sponsor – link to your business included
- 75 word description of your business added to the "Special Delivery" event reminder emailed to entire membership (a \$150 value)
- Reserve early – these are popular events!

After Hours Networking:

Networking from 5 pm to 7 pm for those members who prefer to meet at the end of the day. Location varies from local restaurants, hotels and member places of business. No cost to chamber members to attend with a few exceptions. (ie, Annual Meeting, Annual Open House, Valley Business Breakfast)

Sponsorship Opportunity:

Opportunity to invite chamber membership to your place of business

- Hotels and restaurants: host site provides happy hour pricing and hors d'oeuvres
- Business locations: host site provides all beverages (beer, wine, soft-drinks) plus hors d'oeuvres
- Simsbury Chamber: sends out invitations, handles reservations and prepares name tags

Valley Business Breakfast: \$20

The Simsbury Chamber hosts an annual business breakfast inviting area businesses from the Farmington Valley and surrounding towns to network both before and after the event, enjoy a relaxing sit down breakfast and interact with a top business or community leader or professional.

Golf Tournament: \$125

Opportunity to mix with potential clients and enjoy a social day of fun and relaxation!

Events with area chambers:

The Simsbury Chamber invites area businesses owners to some of our events and receives invitations to attend area chamber events. This is a chance to expand your business opportunities into surrounding communities. Location, times and cost vary.



Bright Idea: Before you attend a networking event, begin to think about your company's business solution. Try to create a one to two sentence introduction for yourself that addresses why people come to you and what you do to solve their needs.

Example-Due to our negotiation skills our clients generally "get the most money for their property and the most property for their money" with integrity and professionalism.

-Ray Padron, Prudential CT Realty

4 Newsletter

The Business Beat, the SCOC quarterly newsletter, is mailed to over 500 chamber members and supporters. Market research shows this is the #1 read chamber publication by our members!

Included in your basic SCOC membership fee is the opportunity for your business to be highlighted by submitting:

- press releases and photos for Member News
- an article from an expert, you!—for example, you may be an expert on tax advice, “computer” tips, negotiating skills tidbits, event planning advice and would be willing to share the information with our readers (call the Chamber office for details and to reserve your space)
- a photo and amazing, interesting ingenious one liner for “Who We Are...”

Pricing:

(All pricing subject to change. Please call the chamber office to confirm rates—651-7307)

Paid advertising is another great way to give your company more visibility

Business card	\$ 752 columns 3" x 2" h
1/8 page horizontal.	\$1002 columns 3" x 4" h
1/5 page vertical	\$1602 columns 3" x 7" v
1/5 horizontal.	\$2104 columns 7 3/8 x 5" h
1/3 page horizontal.	\$2505 columns 9 5/16" x 4 5/8" h
1/3 page vertical	\$2502 columns 5 3/8 x 7" v
1/2 page	\$3505 columns 9 5/16" x 7" h

10% discount for repeat adds

Special promotion themes and discounts available. Contact the chamber office for more details.



Bright Idea: Are you a business expert? Consider writing a short article that offers advice to Chamber members!

5 Business Directory and Community Guide

The Simsbury Chamber of Commerce “Business Directory and Community Guide” is published annually and distributed each spring. Local residents, your customers, use this as a handy guide to quickly find needed services or products. Over 4,000 directories are distributed to all members and are available free to the public. The directory is a great way to give your business year-round exposure to a wide audience. All members are listed by their primary business category at no charge and can purchase additional listings and/or an ad to highlight their business.

Pricing:

(All pricing subject to change. Please call the chamber office to confirm rates – 651-7307)

Business Listing(s):

Primary Business Category

- **Included in membership**
- 40 Character Promotional Line
- Additional categories @ \$35 each

Paid Advertising

Business Card ad (3½” wide x 2” tall)

New-\$ 75 Repeat or on disc-\$65

“Featured Ad” (3½” wide x 4½” tall)

New-\$150 Repeat or on disc-\$130

“Premiere” Ad Vertical (3½” wide x 8½” tall) or Horizontal (7½” wide x 3½” tall)

New-\$250 Repeat or on disc-\$225

(All pricing subject to change. Please call the chamber office to confirm rates – 651-7307)

40 characters can explain (25)
40 characters can add clarity (29)
40 characters can have impact (29)
40 characters can set you apart (31)
40 characters can distinguish you (32)
40 characters can make a difference (35)
40 characters tell more than you think (38)
think about 40 characters and your story (40)

Bright Idea: Take advantage of the free advertising in the directory by creating a small ad of 40 characters or less for your business.

Examples:

Farmington Valley Organizing:

Overwhelmed by clutter? We can help.

Mr. Handyman: **On time. Done right.**

Dutch Iris Inn: **A charming New England Bed and Breakfast**

Charles J. Wolfe Associates, LLC:

Improve performance by managing emotions

6 Welcome Sign Program for New or Relocated Businesses

In order to help promote a business that is new to the Town of Simsbury and a new chamber member, the Simsbury Chamber has made arrangements with the Town to provide a temporary “welcome” sign for new or relocated businesses. A temporary sign is available through the Chamber Welcome Program for a minimum of thirty (30) days up to a maximum of sixty (60) days depending on the current demand for welcome signs.

Please Note: The Simsbury Chamber “Welcome Signs” may not be used for advertising and are not available for existing Simsbury businesses, home-based businesses, or those businesses that choose to promote their new business by making their own freestanding sign. Businesses who choose to construct their own signs should contact the Town of Simsbury for a “Temporary Business Sign Permit Application” which allows “new business promotion” for 90 days. There is no cost for this permit. Contact the Chamber office for additional details about the Welcome Sign Program or questions concerning promotional signage.

Pricing:

(All pricing subject to change. Please call the chamber office to confirm rates – 651-7307)

Welcome Sign: \$26.50

Your business name and phone number will be printed in bold blue type on a white styrene board that is attached to the A-frame. The chamber will contract for two styrene boards at a total cost of \$50.00 + tax with the chamber paying ½ and you paying ½. Both of these signs may be kept by you before returning the A-frame to the Chamber.

7 Chamber Mailing Labels

Promote your business or service to other local businesses through the local mail. Members use this communication vehicle in many ways— announce your new Chamber membership with your Member to Member discount, advertise a special, distribute a discount coupon, introduce a new colleague, tell members of a new location, or promote a new business or service.

Pricing:

(All pricing subject to change. Please call the chamber office to confirm rates – 651-7307)

“Peel & stick” labels-\$35 per set (allow up to one week)

Free with coupon for new members

8 Member to Member Discount Program (“M2M”) and Senior Discount Program

Pricing: No Cost

A free incentive program to encourage Chamber members to buy from other chamber members and to promote your business.

- Members patronizing your business
- Noted as participant in **both** the “Business Directory” and your website listing
- An additional company listing on Chamber website as a “M2M” participant

Some discount ideas... Gift with purchase • Discount on product or service • Free consultation • Buy 6, 7th one free • 5% off every Wednesday

Call or e-mail (info@simsburycoc.org) the Chamber Office (651-7301) to get a simple form to fill out for your M2M registration

9 Student to Career Program

Pricing: No Cost

- Sign up to become a Job Shadow Day mentor for the day – **Free to members**
- Register as a “speaker” for career days at our local schools – **Free to members**
- Register as a “resource” for students who need to find out additional information on a career choice in your field – **Free to members**
- Become a tee sponsor at the Annual Golf Outing with all proceeds supporting Chamber’s School-to-Career Programs-\$200
- Join business leaders at the annual Henry James “Lunch & Learn” Program

10 Buy Locally Email Service

Your message delivered by email directly to the contact name for each Chamber member company. Announce your newest product, company award or new employee; send out an invitation to an upcoming workshop or seminar; advertise your goods or services. Save time, postage costs and labor and let the Chamber “messenger” it for you.

Pricing:

- \$150 one Buy Locally Email Service per company in a six-month period
- Includes links to your website (Sorry, no logos or graphics)

11 Home Improvement Show

Pricing:

\$100 per parking space (2 space minimum, 4 maximum*), no charge for electricity

Join other local Chamber contractors and home improvement businesses in showcasing your products and services to a target audience. Meet your customers and local residents in a relaxed outdoor setting at the fall Home Improvement Show on Iron Horse Boulevard. This show is tailor-made for busy contractors and home improvement professionals – its easy, relaxed, unique and very affordable,

- Each parking space is 9' x 18' giving you a spacious area for your displays (*Exhibition space: Minimum 18' x 18' to a maximum of 36' x 18')
- Bring your trucks, trailers, displays, pop-up tents – be home in time for dinner!

12 Annual Open House and Business Expo

Start your new year in a big way! Held each January at Tower Ridge Country Club, the Annual Open House and Business Expo is a must as an important business opportunity, Enjoy cocktails, sumptuous hors d'oeuvres, pasta and dessert stations while meeting and networking with members of the Farmington Valley business community.

- Buy a table and promote your "Business Solution" with a table top display, Tables go fast and sell out each year
- Raise the bar and become an event sponsor. Sponsorship is a fantastic promotional opportunity – great value, great exposure, great benefits.
- Event Tickets: \$25.00 (cash bar)

Table Top Display Pricing: \$200

- 6' table with table cloth for your table top display (some with electricity)
- Plus, 2 event and 2 drink tickets (valued at \$60)

Event Sponsorship: \$500 (Sponsorship package valued at \$410)

- 6' table with table cloth for your top display
- Priority location
- 4 event and 4 drink tickets
- Complimentary "Messenger Service"
- Preferred listing on all event promotion, as of date of sponsorship

13 MetroHartford Alliance Legislative Alert System

All Simsbury Chamber of Commerce members now have access to “legislative alerts” through the Chamber web site and “Express E-mails”. You can have access to an effective, no cost, high impact on-line tool direct to your State legislators on issues and concerns to you as a business owner in the State of Connecticut.

Pricing:

Included in your membership

14 Chamber Marketplace

Our own on-line store for members to post goods and services to buy, sell or barter. Only chamber members have access to post items to the internet community, Looking for employees? Have office furniture to sell? What about a vacation rental? Or automobile? Running a store special? The Chamber Marketplace could be just the place for you.

Pricing:

(all listings include up to 4 pictures)

- 30 days for \$30
- 30 day “Featured” ad for \$50
- 60 days for \$55
- 90 days for \$80
- 6 months for \$110

15 Business Solutions Roundtable

Pricing:

Included in your membership

Looking for a unique way to grow your business? Wish you had other business owners to meet with regularly to discuss challenges you face every day? Consider becoming a part of a Business Solutions Roundtable.

Each roundtable is a group of 3-6 individuals, loosely formed with the assistance of a Simsbury Chamber of Commerce (SCOC) Business Solutions Roundtable Committee Liaison. The roundtable will consist of like-minded businesses whose purpose is to direct/aid/share perspective on each group member’s business during a monthly meeting.

Contact the Chamber office for more information (651-7307)