Marketing Campaigns Application: Zionsville Chamber of Commerce

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Our marketing strategy in the past had been closely related to “throw it at the wall and see what sticks”. As a direct result of a Google seminar, we took an immediate look at our marketing strategy for our members and changed our own plan. We started using more video, changed our newsletter to a video (News Bites) that goes out once a week with less information, but with increased frequency in order to increase retention. Our marketing plan for our members also was revised to mirror the data presented, with exceptional results. Below listed are examples of such successes.

The board had challenged that this was the “Year of the Member”. Our videos are focused on the heart of our chamber- our Members- and with the help of a videographer we have created videos that are engaging and packed with content. Everything from short representations of our businesses to longer, more emotional videos (virtual ribbon cutting and re-opening of our town after COVID closures), to videos of our merchants showing off their favorite dance moves. Engagement comes in so many forms and we are utilizing both business details and humor to keep our audience watching and growing.

In an order to bring business to the doorsteps of our businesses we started the Facebook Live event “Keep The Lights On” Campaign. We go into a store everyday at 2pm, and for 30 minutes to an hour, we showcase their items and sell items in real time! (Think a home shopping channel type of event.) We have one staff member that films and another that answers questions in real time. We have seen GREAT success for our merchants, selling items on the spot and for days and weeks to come. Those videos then remain on our Zionsville Chamber of Commerce Facebook page for viewers to share and view later. After the first 10 sessions we had over 21,500 views of our efforts, bringing real, measurable monetary impact back to our community.

We changed our gift card program to reflect a contactless, non-paper program. We used this program as a springboard to promote an injection of cash back into our community with a group of donors who provide a $10 bonus for every gift card purchased. This new program we promoted via video and social media with such success we were featured on a national webinar.

We have made it easy for new members to feel as though “they had a place at the table”. We have created a new Home Based Business Membership category, as well as offing a payment deferral program for new and existing members to join/ stay a part of the ZCoC during the COVID crisis. We marketed these programs with great success, increasing membership by having these new options.

Our social media posts (YoY) were more than double posts of previous years. We know that visibility of our members on social media drives loyalty and interest in our Chamber. **In Q1 alone we have over a quarter of a million reaches on social media**, driving home the importance of a strong video, live and pictoral campaign. **Our membership has grown by nearly 15%, representing 56 new members since the beginning of the year alone (14 members higher than our highest full year increase… and we are just in May!).** We are proud of our work and the measurable result of member visibility, monetary impact and Zionsville Chamber of Commerce overall growth.