

## MEMBER BENEFITS

***Your Marathon Chamber of Commerce commits to a "whatever it takes" attitude when it comes to promoting, educating, & informing your business!***

### **Business Promotion & Marketing**

- ✓ FREE Marketing & Advertising for New & Current Members:
  - Free: Business spotlight in Chamber Connection Newsletter (cir: 550+) / Value = \$150.00
  - Free: 1/3 page ad in Marathon Weekly (cir: 10,000+) / Value = \$250.00
  - Free: 3"x5" ad in Free Press (cir: 20,000+) / Value = \$217.50
  - Free: Five (5), 30sec. radio ads on 98.7 Conch Country / Value = \$50.00
  - \$20.00 in Chamber Bucks to be used at Chamber Luncheons or for advertising
- ✓ Networking Opportunities at monthly Chamber functions to promote your business, products/services:
  - **Business After Hours:** 150+ in attendance/month; FREE for members to attend (includes admission, beverages and food). Every 2<sup>nd</sup> Wednesday of the Month
  - **Luncheons:** 50+ in attendance/month; members-only event with keynote speaker each month on business-related topic. Every 3<sup>rd</sup> Tuesday of the Month
  - **Best Practices Business Breakfasts:** network and learn from fellow members on various business topics that effect your business. Meet quarterly (x4 per year)
- ✓ Chamber staff will refer your business when someone asks about businesses in your category/industry.
- ✓ We operate Marathon's Visitors Center where only Chamber-Members may advertise.
- ✓ Free Customized Business Listing ad on Chamber's website ([www.FloridaKeysMarathon.com](http://www.FloridaKeysMarathon.com)) that generates over 14,000 visitors/month and chamber members can advertise on our website for as little as \$30/month!
- ✓ Social Media promotion for your business, events, specials, etc. via Facebook, Twitter, Travel Blast Email, Chamber Blog, etc. reaching over 34,000 recipients/day and growing.
- ✓ You will receive the *Chamber Connection Newsletter* each month listing local events and chamber news (550+ circulation). Members may purchase advertising space or flyer inserts to promote their business, product, services, specials, etc. to our members.
- ✓ You will receive frequent community and business updates via e-mail weekly email blast, and you can advertise any special events or discounts on this for FREE (1,600+ recipients and growing)!
- ✓ We offer a label program that will supply you with ready-made-to-mail labels with the name and addresses of visitors requesting information about businesses within your industry or a *list of Chamber members* for mailings.
- ✓ *Chamber Advantage Card* program: Member-member discounts to save you money while promoting your business to our fellow 550+ members and staff (FREE program to participate in and use).
- ✓ Opportunities to participate in TDC and Marathon Chamber *marketing & co-opp. advertising programs*.

### **Business Advocacy, Information, Education & Other Services**

- ✓ The Chamber interacts and advocates on your behalf with local, state, and federal governments
- ✓ Discounted rates to attend Chamber held/sponsored educational seminars and classes
- ✓ FREE Notary services for members
- ✓ FREE ribbon-cutting ceremonies for new members
- ✓ FREE Job Listing section on our website, members can post job vacancies
- ✓ FREE access to *Enterprise Florida, Inc.* (state economic development agency) and their resources through the Marathon Chamber. We are the official Economic Development point-of-contact for Monroe County  
([www.RelocateToTheFloridaKeys.com](http://www.RelocateToTheFloridaKeys.com))

**And.....**

*Knowing your business is part of a great organization that gives back to our community (over \$40,000/year in scholarships/grants & over \$5,000 in charitable contributions/year) while helping businesses prosper, grow and thrive!*

### **The Real Value of Joining a Local Chamber of Commerce**

Being active in the local chamber of commerce is an effective business strategy. It communicates to consumers that a company uses good practices, is reputable, cares about its customers, and is involved in its community. The American Chamber of Commerce Executive commissioned a recent research study by The Schapiro Group (2012). Here are the study's summarized results:

- When consumers know that a small business is a member of the chamber of commerce, they are **49% more likely to think favorably of it** and **80% more likely to purchase goods or services from the company in the future**.
- When consumers know that a restaurant is a member of the chamber of commerce, they are **68% more likely to eat** at the restaurant in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are **36% more likely** to think favorably of the company.
- If a company shows that it is highly involved in its local chamber (e.g. sits on the chamber board), consumers are **10% more likely** to think that its products stack up better against its competition.
- When a consumer thinks more favorably of a company because the company is highly involved in its local chamber of commerce, it is because he or she infers that the **company is trustworthy and cares about its customers**.
- The positive impacts of chamber membership have remained the same and even increased over time.

Greater Marathon  
Chamber of Commerce