

SOME NEWS FROM THE CHAMBER ...



Metuchen Area Chamber of Commerce

The Chamber Connection

is our quarterly newsletter -- it's published hard copy AND online.

See the February 2016 issue [here](#).

We've just finished Issue #1 for the year, so you've got 3 more issues available for 2016.

You can place a Business Card-size ad for:

* **\$240** for 3 issues and 9 months inclusion on Chamber website

* **\$170** for 2 issues and 6 months inclusion on Chamber website

* **\$90** for 1 issue and 3 months inclusion on Chamber website

Call (732) 548-2964 to book your ad for Issue #2 in April, 2016 or email metuchenchamber@optimum.net





SIGN UP TODAY for the 3-part Online Marketing seminar series the Chamber is offering in April.

APRIL 5, 12, 19: [Online Marketing: Making Social Media Work for You.](#)

9:00 a.m-12:00 noon. YMCA Office, 483 Middlesex Ave., Metuchen.

No fee for Chamber members; non-Chamber members \$15.

* [Register here...](#)

Susan Wilcox of [e-Dynamic Marketing](#) delivers three in-depth sessions designed to help business owners take full advantage of social media, email marketing and online promotions to generate sales and grow their business.

That's a total of 9 hours of Online Marketing information that could mean the difference between success and non-success in your business.

Here is a partial glimpse of areas the seminar will cover:

* **Online Marketing Strategy and Brand Development**

Developing an effective strategy and actionable goals for online marketing.

* **Content Marketing**

Crafting what you say and how you say it to attract and engage your customers.

* **The Power of the Inbox**

Email marketing incredibly simple, yet powerful.

* **Building Your List and Increasing Your Open Rates**

Simple, yet effective strategies to grow your list and build subject lines that get your emails opened.

* **Social Media Basics ... What channels are right for you?**

Leveraging the power of social media for you business, selecting the right platform, what to post and how often to post.

* **Your Editorial Calendar**

What to write and how to manage daily social media postings to attract and engage customers; using an editorial calendar to help you automate your online posts so you make the most of your time.

IF THERE is any one marketing seminar you take this year, this should be it.



“Money, my friends,
makes the world go round.
But Marketing makes it spin.”

[Upcoming Chamber Seminars:](#)

[Mar. 15: How to Open a Business in Metuchen](#)

8:00 a.m. to 9:30 a.m. in Council Chambers at Metuchen Borough Hall, 500 Main Street, Metuchen. Sponsored by Metuchen Savings Bank. Hear from Borough officials and local business owners on making a smooth start. Admission-free but please RSVP to (732) 548-2964 or metuchenchamber@optimum.net.

[Mar. 21: Restaurant Business Mixer](#)

6:00-8:00 p.m. Two Chicks with Chocolate, 387 Main Street, Metuchen. Hospitality expert **Lisa Todaro** offers marketing tips for food-service businesses. Admission-free, open to all area food businesses. RSVP to: (732) 548-2964 or metuchenchamber@optimum.net.

[Apr. 26: Does Your Business Have an Emergency READY Plan?](#)

8:00 a.m-9:30 am. Business restoration specialist **Chris Schoen of SERVPRO Edison** shows how to prepare your business for the unexpected. Metuchen Public Library 480 Middlesex Ave., Metuchen. No fee for Chamber members; non-Chamber members \$15 donation to Friends of Metuchen Library. Must register: (732) 548-2964 or metuchenchamber@optimum.net.

***** Visit These Links and See What's **Going on in Metuchen** *****

Web: www.metuchenchamberexchange.com

Facebook: <https://www.facebook.com/MetuchenChamber>

Instagram: <https://www.instagram.com/metuchenchamber>

Twitter: @MetuchenChamber

Youtube Channel: Metuchen Area Chamber of Commerce

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