

SOME NEWS FROM THE CHAMBER ...



**Metuchen Area Chamber of Commerce**

**YOUR GOOD NEWS  
DESERVES TO BE HEARD**

*Don't be the world's best kept secret*

YOU MAY HAVE noticed the increasing frequency of our Chamber e-blasts this year ... also, our daily multiple social media postings about local events and businesses and business-focused trends and tips are getting great response and widespread sharing.

We'd like very much to share your good news ... if you route your Facebook posts to our site, we can extend that reach. Link up to us with a Like at <https://www.facebook.com/MetuchenChamber/>

If you have detailed news that won't fit on Facebook, please email us here at [metuchenchamber@optimum.net](mailto:metuchenchamber@optimum.net) ... we can get it moving on our website, newsletter and other outlets.

\* AND IF you're serious about maximizing your online impact, please consider signing up for our 3-part seminar series coming up next month:

**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.

**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 powerful 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 to 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.

[Register online here.](#)

Looking forward to hearing your news,

**Larry McCullough, Executive Director**

*Metuchen Area Chamber of Commerce*

**\*\* [Visit These Links and See What's Going on in Metuchen](#) \*\***

Web: [www.metuchenchamberexchange.com](http://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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