

SOME NEWS FROM THE CHAMBER ...



Metuchen Area Chamber of Commerce

VIDEO IS NOW available of the Chamber's Mar. 15, 2016 presentation "**How to Open a Business in Metuchen**".

As part of our 2016 Business Information Series, Metuchen Area Chamber of Commerce presented a panel of local business owners, financial advisors and borough zoning officials to give an overview of the preparation needed to open a new business in Metuchen, New Jersey.



[Click here](#) for the entire presentation, videotaped by Rich DeSimone and MEtv, Borough of Metuchen Television.

PANELISTS: **Jordan Zimmel**, VP Zimmel & Associates, Corporate Real Estate Services; **Ron Severino**, VP and Chief Lending Officer, Metuchen Savings Bank; **Nancy Bukovina**, Chapter Chair, Central Jersey SCORE; **Ruchir Mewawala**, owner, Buddha's Loft Salon; **Chris Cosenza**, Zoning Official, Borough of Metuchen; **Jennifer Maier**, Administrator, Borough of Metuchen.

ALL TOO OFTEN an excellent restaurant or novelty food shop goes under because it wasn't able to reach its true target audience.

Tonight from 6-8 p.m. the Chamber presents a seminar designed to help owners find novel ways to identify and connect with customers who will be loyal and spread word about their great culinary experience.



Mar. 21: Restaurant Business Mixer. 6:00-8:00 p.m.

Location: [2 Chicks with Chocolate](#), 387 Main Street, Metuchen.

Hospitality expert **Lisa Todaro** of [R3 Ventures](#) offers marketing tips for food-service businesses. Admission-free, open to all area food businesses.



PASS THIS ON to anyone you know involved in a local restaurant ... or (especially) anyone planning on opening a food-service enterprise in the near future.

RSVP: (732) 548-2964 or
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.

Upcoming Chamber Seminars:

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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