

## SOME NEWS FROM THE CHAMBER ...



### Metuchen Area Chamber of Commerce

**This e-blast is all About You  
and Your Business.**

About 3 ways to get your advertising message to more people via:

- Chamber Newsletter Ads
- Your Own Online Marketing
- A Special Videomercial

About ways to get People Talking About You.

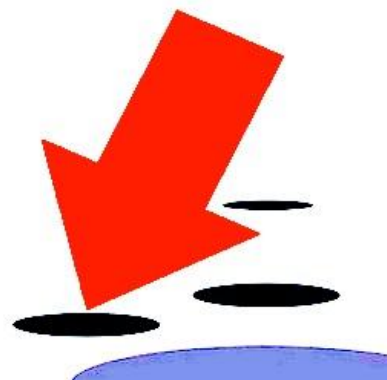
#### **NEWSLETTER Ad Opportunities**

***The Chamber Connection*** is our quarterly newsletter -- it's published hard copy AND online. See the February 2016 issue [here](#).

This is the 2016 pricing for your business card size ad:

- \$300 for 4 issues and 1 year inclusion on Chamber website
- \$240 for 3 issues and 9 months inclusion on Chamber website
- \$170 for 2 issues and 6 months inclusion on Chamber website

## Advertise Here



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

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

**Call (732) 548-2964** or email [metchenchamber@optimum.net](mailto:metchenchamber@optimum.net) to book your ad for Issue #2 in April, 2016.

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Okay, you KNOW this "**online marketing**" stuff is a powerful advertising vehicle with unlimited potential to bring new customers to your business.



But how do you get it work for **you** -- efficiently and at reasonable cost?

**Step One:** sign up 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.

**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 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.

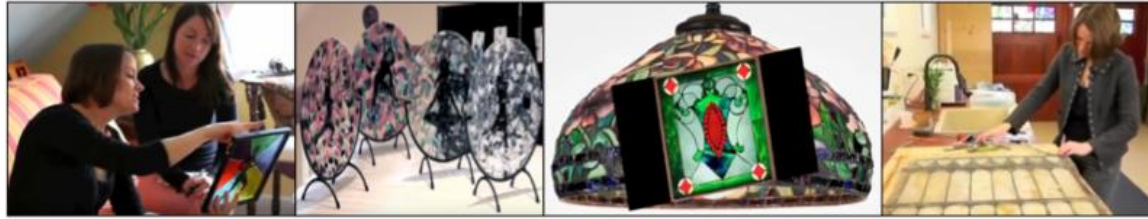
\* **Your Editorial Calendar**

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 by calling (732) 548-2964 or [metuchenchamber@optimum.net](mailto:metuchenchamber@optimum.net).

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**AN ESSENTIAL PART** of your **Online Marketing campaign** is going to be a concise, professionally edited video clip that tells potential customers why they should pay attention to you.

**From now through Mar. 1, 2016**, any new or renewing memberships to the Metuchen Area Chamber of Commerce can schedule a professionally-produced 1-minute video spot highlighting your business.

The video will be produced by Metuchen's [Image Up Studios](#) -- master photographer/videographer [David Glasofer](#) has been creating high-quality visual product for advertising, industrial and commercial clients for 35+ years.

This offer applies to all member classes: General (\$300), Home-Based Business (\$150), Individual Sponsor (\$150), Nonprofit (\$120), Family (\$75).

**INTERESTED?** Email the Chamber office at [metuchenchamber@optimum.net](mailto:metuchenchamber@optimum.net) or call (732) 548-2964. DEADLINE is March 1, 2016. [Details here.](#)

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**THE CHAMBER is rolling into high gear the next few weeks:**

**MAR. 1** Tri-Chamber Networking Dinner - **MAR. 15** "How to Open a Business in Metuchen" seminar - **MAR. 21** Restaurant Business Owners mixer - **APR. 26** "Your Business Needs an Emergency Ready Plan" seminar ... **registration opens** for Townwide Garage Sale, Golf Outing, Car Cruise Nights, Junebug ArtFest, Spring Street Fair, Memorial Day Parade ...



SO MUCH GOING ON: [check our main website for endless information.](#)

**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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STAY CONNECTED:



