



MARKETING OPPORTUNITIES FOR CHAMBER MEMBERS

Free and paid opportunities to raise your visibility and promote your brand
Visit morrischamber.org/member-marketing-opportunities.html for all the details.

MARKETING OPPORTUNITIES INCLUDED IN YOUR MEMBERSHIP (FREE!):

Volunteering

An overlooked, no-cost approach to raising your profile is to become a volunteer leader. You can attain a level of visibility that sets you apart and leverage that visibility to build new, rewarding relationships. Opportunities include forum and committee involvement, community outreach through our nonprofit members, helping to run a Chamber program and more.

Member Business Directory

Your member profile should include a robust description of your products and/or services, keywords and links to your website and social media channels so potential clients can find you on our searchable **Member Business Directory** which is accessible to the public as well as Chamber members. Log in to our **Member Portal** and choose "Profile Update" to update your information.

Forum & Committee Participation

Participating in one or more Chamber **Forums or Committees** is a great way to build relationships and share information about your organization and events. If you are looking for an introduction, have a specific need or want to promote an event, you can mention it during the **Needs & Leads Structured Networking** segment of the meeting. In addition, many forums offer speaking opportunities which you can coordinate through the committee's Chair.

Member to Member Deals

Offer a **Member to Member Deals** to promote your organization or event and encourage members to do business with you. To submit your offer, log in to our **Member Portal** and choose the "Add a Coupon" option and complete the form.

Member Events Calendar

Our **Member Events Calendar** lets your fellow members know what's happening in your organization. To submit your event, log in to our **Member Portal** and choose the "Submit an Event" option and complete the form.

Blog Articles & Press Releases

Contribute to our **Blog** to highlight your thought leadership or submit a **Press Release** if you have something newsworthy to share. To submit your article, go to News & Information > News Around the Chamber > Submit a Press Release or Neighbors Helping Neighbors story or go to News & Information > Blog Space > Contribute to our Blog and complete the form.

Around the Chamber Section of Business Edge Magazine

Send your business news (milestones, awards, community involvement, media appearances, etc.) and hi-res photos to our editor, Chris Reardon, at chris@reardoncommunications.com and we will consider including it in our quarterly Business Edge magazine.

Members-Only Facebook & LinkedIn Groups

Stay connected to your fellow Chamber members and promote your organization through our member group social media channels. Join the **"MCCC - Morris County Chamber of Commerce"** LinkedIn group and the **"Morris County Chamber Members"** Facebook Group and share ideas and information, ask questions or post event information. (To join, you'll need to click on the links above and then the 'request to join' button. You will be accepted and then will be able to post in that group.) We also have public **Morris County Take Out & Delivery** and **Morris County Nonprofits in Need** Facebook pages where anyone in these sectors can post their information.

— SEE PAGE 2 FOR PAID OPPORTUNITIES & CONTACT INFORMATION —

PAID MARKETING PROGRAMS FOR CHAMBER MEMBERS:

Visit morrishamber.org/member-marketing-opportunities.html for all the details.

NEW! Website Banner Ads

Raise your visibility with a banner ad that showcases your brand, a new product or service or an upcoming event that links to a video or landing page of your choice. Banner ad placements are available on our most trafficked pages: Events Calendars, Member Business Directory and Member Portal.

Investment: 3, 6 and 12-month programs range from \$375 to \$1250.

Sponsored Social Media Post

Place a sponsored post on the Chamber's social media channels. Promote your event, brand, thought leadership or promotion on the Chamber's Facebook, LinkedIn and/or Twitter pages. Includes a link to your website or landing page of choice.

Investment: \$65 per post on one platform or \$150 to post on all three platforms (1 time post)

Sponsored Content in Chamber Newsletter

Promote your event, brand, accomplishment or thought leadership with a paid placement in our Around the Chamber newsletter emailed the third Thursday of every month to our list of 5000. Includes a link to your website or landing page of choice and inclusion in our blog, if applicable.

Investment: Featured (first article) placement: \$95, Guaranteed Placement: \$75

Co-Branded Email

Email your content - Event, Ad, Thought Leadership - to the Chamber's list of 5000! We will send an email message on your behalf using our email template with your content. You will receive campaign results one week after delivery

Investment: \$500 per email

Sponsored "Actionable Advice" Seminar / Webinar

Speaking at a Chamber event or seminar is a great way to raise your visibility! If you have expertise on a topic that will captivate an audience, please complete our Event Idea / Speaker Submission form here: <https://www.morrishamber.org/ideaform.html>.

Investment: \$250 for your 60-minute presentation includes promotion by the Chamber, copy of the attendee list and the unedited recording.

Virtual Event Sponsorships

Sponsor a **Chamber event** to promote your organization's brand. For example, a Business Connections sponsorship includes a presentation, your organization name and logo on all event marketing collateral (webpage, social media, email), link to your website or landing page and more. Chamber events are promoted to our full membership and beyond and attendance ranges from 25 to 500+. Event sponsorship opportunities range from \$145 to \$5000+. *Learn more at <https://www.morrishamber.org/member-marketing-opportunities.html>*

Morris Chamber TV Interview or Sponsorship

A production of the Morris County Chamber + Economic Development Corp, Morris Chamber TV features stories to inform, educate and inspire the greater Morris County community. Promotional opportunities include a Member Spotlight interview or sponsorship of a "Let's Talk..." episode. Contact Ed Ramirez, MCEDC Director of Business Resources for availability and details.

Investment: \$250 for Member Spotlight interview or "Let's Talk..." episode sponsorship. Sponsorship includes your company name and logo on the episode credits and two mentions by the program host. Each episode is posted on the Chamber's website, YouTube channel and social media platforms.

Business Edge Magazine

Business Edge, our quarterly feature magazine, is emailed to active members and area businesses and **posted on our website** and social media. *To discuss opportunities, contact: DeDe Harmel at 973.969.3393 x111 or dede@morrishamber.org or **download the rate card.***

Mailing Labels

Purchase mailing labels to direct-mail your invitations or marketing material to your fellow members. *Investment: \$95 (for labels only)*

We can also work with you to create a customized marketing campaign. Please reach out if you would like to discuss any of our marketing and sponsorship options.

Colette Moran, Director of Marketing & Communication
colette@morrishamber.org | MorrisChamber.org

MCCC Media Reach

Website: average 2000+ visitors per month

Email: list of 5000+ 26% open rate (8% over industry average)

Facebook: 4800+ followers & 30,000+ impressions per month

LinkedIn: 1500+ followers & 10,000+ impressions per month

Twitter: 2200+ followers & 9000+ impressions per month