

# TOP 10 STEPS TO MAXIMIZE YOUR MEMBERSHIP

Growing Business ♦ Building Community

The Charleston Area Chamber of Commerce is thrilled to be your partner in success and we are confident that you will be impressed by the services and opportunities we offer to enhance and grow your business. Here is your guide to getting the most bang for your Chamber membership investment buck.

- 1**

Every Wednesday morning the Chamber sends out an electronic update about upcoming CACC events, info on member events & happenings, timely business news, and more. Submit your news release or flyer and we will send it out to over 400 CACC members.

**GET IN THE LOOP**
- 2**

Visit the Chamber website where you can update your profile information, submit events to the Calendar, list job postings and register and pay for events. Your Traffic Catching Website can be personalized and used to drive more customers to your business.

**VISIT THE WEBSITE**
- 3**

Pick a networking or educational event to attend. The CACC offers a wide variety of events and we are confident that you and other members of your team will find at least one that will be beneficial and enjoyable.

**JOIN US**
- 4**

CACC events offer great opportunities to help you engage potential customers and gain visibility. Building relationships of all kinds is the foundation for any successful business. Call the Chamber today for a schedule and start practicing your networking skills.

**REACH OUT & ENGAGE**
- 5**

Your Chamber staff has a wealth of resources and knowledge that we'll happily share. Give us a call, send an email or stop in to talk about a business challenge you are facing. We'll be sure to have an idea, connection or resource to help you find a solution.

**USE US AS A RESOURCE**
- 6**

Sponsoring a Chamber event provides exceptional promotional and branding value for your business. Whether your business is large or small, the Chamber offers ways you can increase your visibility among potential clients and customers.

**LEAD THE WAY**
- 7**

Be part of the change you wish to see in our community! Volunteering with the Chamber is a great way to get involved and maximize your membership investment at the same time. Connect with your peers, share your strengths and pass on your knowledge.

**VOLUNTEER**
- 8**

Word-of-mouth is a powerful tool that helps us help more businesses succeed. So don't be shy about sharing how membership in the Charleston Chamber has benefitted your business. Send us a testimonial and we will use it in our marketing materials.

**SHARE THE WEALTH**
- 9**

The Chamber specializes in low cost, high impact advertising and marketing opportunities for our members. The weekly e-blast is a great resource for getting your message out to fellow members. Gold members get the extra perk of a display ad in the monthly e-newsletter.

**ADVERTISE**
- 10**

Social media marketing is king of the hill in terms of information sharing, customer interaction, increasing awareness of your brand and attracting new customers. Be sure to "Like" the Chamber's page on Facebook and follow us on Twitter and Instagram.

**SOCIAL MEDIA**