



## **Maximize Your Chamber Membership**

### **Display Membership Decal**

Prominently display Chamber decal on the front door of your business. Studies show that people view Chamber membership as a sign of credibility for a business. The best way to show you're a member is to put the decal in full view. Additional decals are available if more than one is needed and membership plaques are available upon request.

### **Review Your Business Listing**

The online Business Directory brings attention to member businesses 24/7/365 through searches by members, the public, surrounding communities and visitors looking for products and services. Review your listing to make sure it is accurate. Obtain your members only login to add information such as search keywords, business description, hours of operation and driving directions. Upgrade to the Advantage Membership Package to enhance your listing with more visibility and information about your business.

### **Follow The Chamber on Social Media**

If you're using Facebook, LinkedIn or Twitter, follow/like The Chamber so you can interact and remain up-to-date with current happenings. New members can go to The Chamber's Facebook page to look for and like/share the post about their business joining The Chamber.

### **Read the eUpdate Email**

Each week, The Chamber sends an email blast that contains a business tip, information on business or legislative issues, event details and Member News. Regularly reading the email each week will help you stay connected and engaged.

### **Provide Input by Answering Surveys**

Members are surveyed throughout the year via the eUpdate to obtain suggestions on member programs, opinions and feedback on legislative issues. Take a moment to complete any survey. Your answers can make a difference.

### **Get Your Employees Connected**

As a member, your employees are also eligible to participate and take advantage of Chamber events and leadership development opportunities. Sign up most or all of your employees to receive chamber email so they can stay informed of programs and events.

### **Explore The Chamber's Website**

Become familiar with sections of the website ([www.gsc.org](http://www.gsc.org)) such as the Event Calendar, Business Directory, Member Services and Business Resources.

### **Boost Your Visibility**

Take advantage of free exposure by submitting a Member News press release or by posting a Hot Deal, a Job Posting or Community Calendar event. Take advantage of sponsorships, direct mail, cost effective targeted advertising through Chamber publications, email and website, and assistance with special events such as grand openings and ribbon cuttings.

### **Always Buy Chamber**

Members are strongly encouraged to purchase their products and services from other like-minded businesses that have made a statement with their Chamber membership that they care about and support their community! Membership is an investment in your business and a commitment to the success of our area's future growth and progress.

### **Attend Events**

Chamber membership offers a focused approach to building relationships, gaining leads, gathering referrals and making connections. Repetition at events creates an atmosphere of trust among members. People like to do business with people they know and see. Also, remember it is not the size of the event but the relationship building opportunity. Some small events have enormous value.