

TWIN CITY AREA CHAMBER OF COMMERCE BREAKFAST MEETING - 5/13/21

Marketing and Website Launch!



Presented by Stephen Lennartz
LENNARTZ Marketing & Communications

Stephen Lennartz – Marketing Consultant

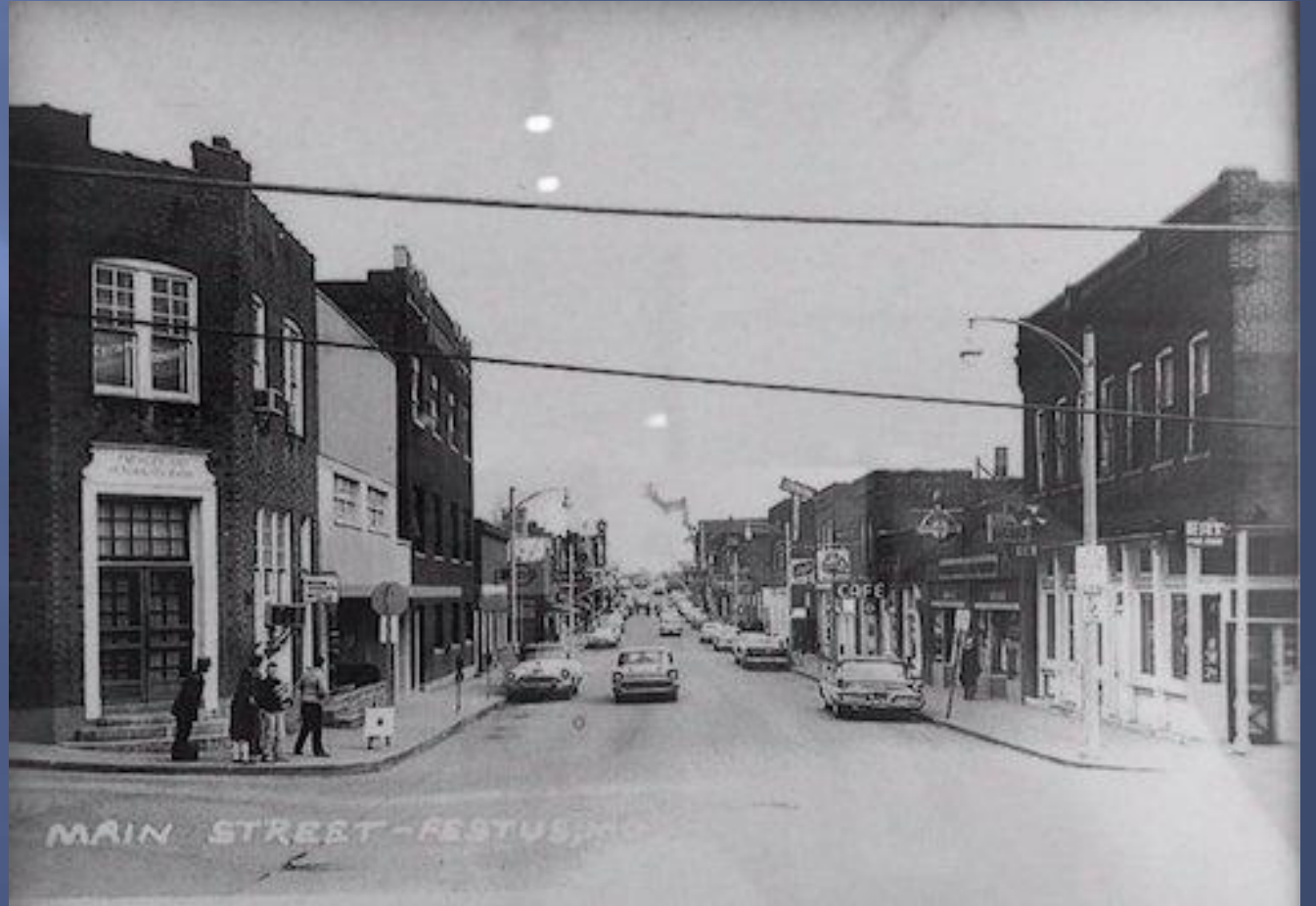
- ▣ 31 Years' Twin City Experience – Since 1990.
- ▣ Jefferson Memorial, Jefferson Regional, Crystal Oaks, The Oaks and others.



It's Been a Long Time Coming ...

427 days since
the last 'in person'
Chamber Meeting!

Welcome Back!



Main Street Festus – Late 1950s

Marketing and Website Launch!



2020 - A YEAR LIKE NO OTHER



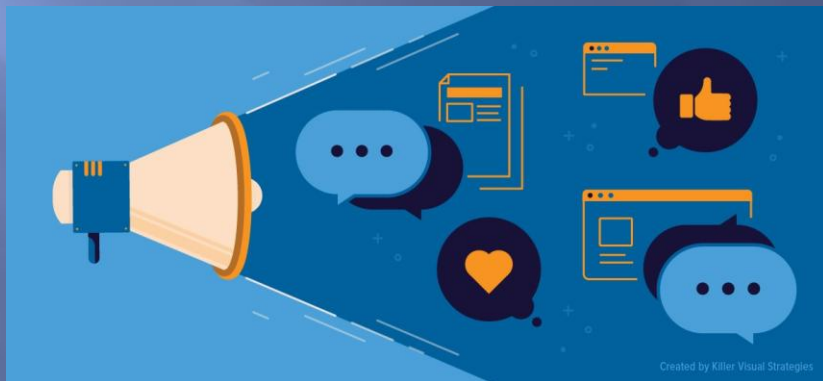
Chamber 2021 Priorities

- ▣ Commitment to **Chamber Member Communication**
- ▣ Position the Chamber as a **Valued Business Partner**
- ▣ Enhance/Reinforce Chamber **Member Recruitment and Retention**
- ▣ Create/Enhance and make available **content and resources** that help position Chamber members for success

Integrated Communications Plan (ICP)

Marketing/Communications Strategies and Tactics that help:

- ▣ **Build greater Chamber brand visibility**
- ▣ **Ensure consistent brand identity and messaging**
- ▣ **Help position Chamber members' businesses to succeed!**



Branding
Website ❤️
Social Media
e-NEWSletter

BRANDING

New Logo & Tagline

*“An effective **brand strategy** gives you a major edge in increasingly competitive markets.”*

- **NEW Chamber Logo and Tagline**

Where Business and Community Meet & Thrive!

- **New Visual ID and Messaging** incorporated across every Chamber marketing tool:

- Social media, business cards, email signature, e-newsletter, and ...
the NEW WEBSITE!



GOALS & Best Practices

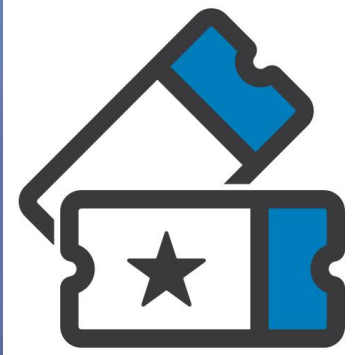
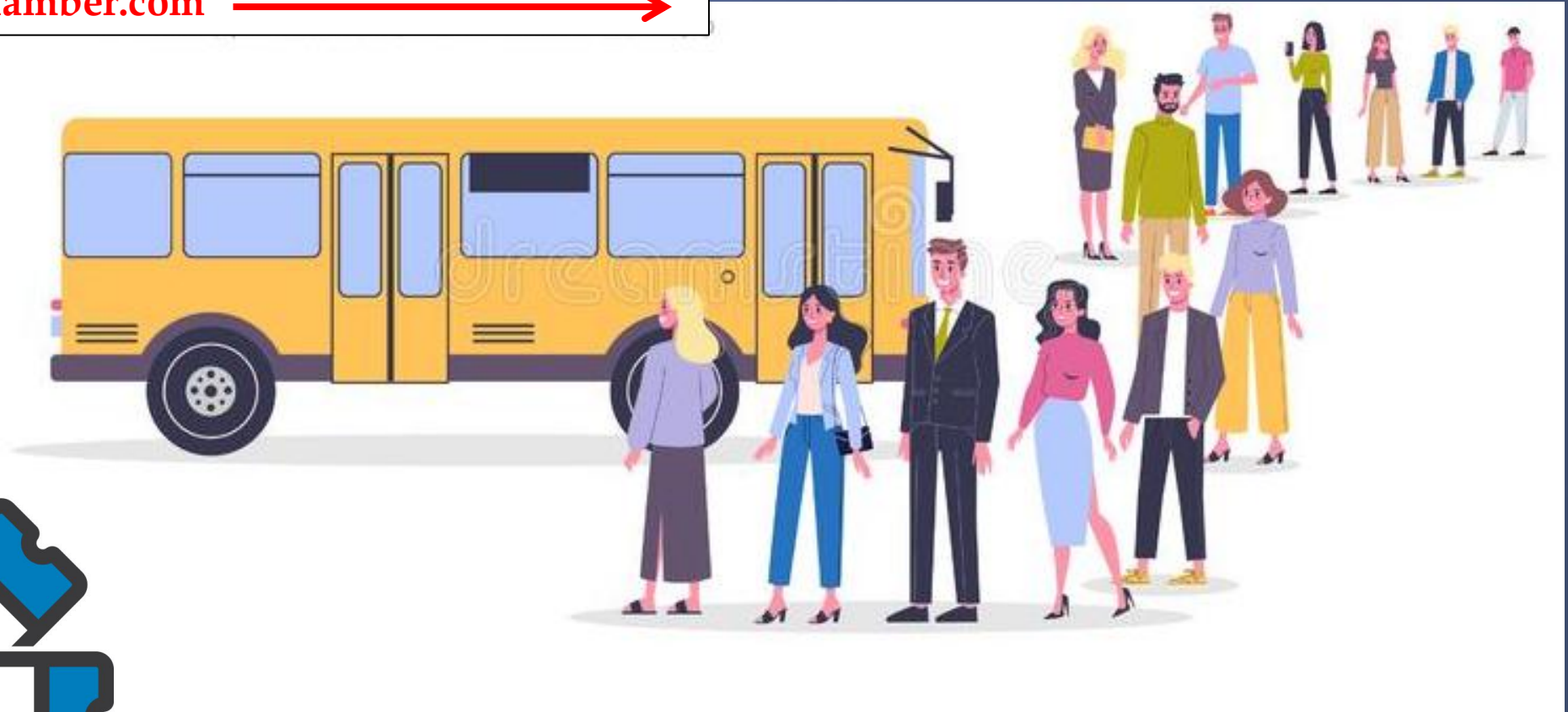
5 Key Goals/Best Practices for the New Website

- Chamber & Community Member-Focused
- News, Resources and Information for the Chamber Membership
- **Usability**
Find information quickly through user friendly navigation.
- **Scalable Platform**
Easy to update content management.
- Desktop, Mobile and Tablet Friendly



Your Website Tour Begins Now!

www.twincitychamber.com 



Next Steps

- ▣ **WEBSITE and SOCIAL MEDIA**
 - Continue with timely, Member-focused Content
- ▣ **NEW DIGITAL PLATFORMS!**
 - E-Newsletter
 - Video
- ▣ **IMPROVED PROCESSES!**
 - Online Applications & Payment Options
 - Relative and Timely Chamber News



YOU'RE INVITED to ...

1. Visit and Enjoy Your New Chamber Website!
2. Please check your listing and contact information on the **DIRECTORY PAGE** to ensure it has the info. you want to share.
 - Two places: 1. Under 'Category'. 2. In the Alpha list
 - Need a revision? Send your update to Tonda.

Twincitychamber.com

is

OPEN
FOR
BUSINESS!

TWIN CITY AREA

CHAMBER OF COMMERCE

 L E N N A R T Z
Marketing & Communications

