

CHAMBER MARKETING TOOLKIT



MARKETING PLAN BASICS

A practical guide for chambers



MEMBER SURVEYS

The 3-step process for gathering actionable data



HOW TO CONDUCT A SWOT ANALYSIS

*Strengths, weaknesses, opportunities,
and threats assessment*



Chamber Marketing Plan Basics

When creating a marketing plan, many chambers miss the opportunity to clearly differentiate between a strategy and the other necessary plan components.

“Strategy” refers to the long-term planning and implementation of methods to help an organization achieve its marketing goals. However, “strategy” is often misused to refer to a mission, goals, objectives, and tactics.

A well-defined marketing plan with a clear strategy is vital for an organization.

An excessively diverse, reactionary, and scattered strategy known as the “kitchen sink” approach is guaranteed to fail. It’s easy to get excited about new marketing opportunities; but with limited marketing resources, chambers risk spreading themselves (and their strategy) too thin.

Put your strategy into context and understand the role of each component of your marketing plan:



Mission: Where does the chamber want to go?

To become the (largest, best) + (nonprofit, networking group) + in the (market, geographical area).
Not a mission: To increase sales of membership by the year 2020.



Goals: Broad map defining the destination (a.k.a. The Big Picture).

To (improve, increase) + (events, programs, legislative action).
Not a goal: To email our members twice a month in order to increase event attendance.



Objectives: Measurable, concrete steps toward the goal, including a completion date.

To (grow, increase) + our (sales, membership) + by (number, percentage) + among (segment, demographics) + by (date).
Not an objective: To schedule weekly meetings with our membership committee.



Tactics: What methods are we using to get there?

Create a (promotion, game) on (social media channel) to educate (prospects, members) about (program, organization) and capture (engagement, followers).
Launch an (offer, event) to generate (interest, likes) among (new, existing) members to (test, return to, join) the chamber.
Create a new (service, program) with a (unique benefit) that will increase value.
Not a tactic: To increase sales of our event tickets.



Strategy: How are we getting there?

To (capture, generate) + (new, repeat) + (members, sponsors) + by offering (incentive, added value) + to (sample, promote) + our (product, organization).
Not a strategy: To grow our share of the market.



Clearly defining and writing your mission, goals, objectives, tactics, and strategy is an exercise that will help you to confirm that your chamber is on the right path.

Source: Isadora Badi, marketingprofs.com



It's Not Just Another Chamber Member Survey

Tips for when it's time to send your members "The Survey."

As you know, some members are loyal survey takers, some like the opportunity to vent or praise, and some will always ignore the invitation. However, there's a good chance you can increase member participation when you **help your chamber members understand why you're conducting the survey** and what you'll do with the results.

Here's a simple three-step process for conducting an effective member survey.



Create the Survey

- Ask interesting questions that are easy to answer.
- Add questions that will help you with blog topics you want to write.
- Include questions that will make it easy for members to benchmark their answers with survey results. (e.g., include ranges for size: Small = 1-50; Medium = 51-100; Large = 101+)
- Change up the order of the questions each year. Remove questions that are no longer relevant or for which you do not need annual data, and add timely questions.
- Don't avoid questions about satisfaction or cost of services. The feedback is helpful when evaluating (i.e. adding and eliminating) member programs.



Announce the Survey

- State the purpose of the survey:
 - To evaluate member value: Results will help the chamber plan for the future.
 - As a member benchmarking tool: Results will help members compare their answers with peers.
 - Or both of the above.
 - Refer to the results of your past survey, as well as any changes your chamber made in response to the results of the past survey.
 - Communicate the deadline for taking the survey.
 - Tell members that participants in your survey will be the first to see the results.



Share the Survey Results

- Compile results in a way that highlights the meaningful data that is easy to understand.
- Don't keep the results internal to staff and leadership:
 - Share the results with members.
 - Talk about the results with prospective members.

HOW TO CONDUCT A SWOT ANALYSIS FOR CHAMBER PLANNING

WHAT IS A SWOT ANALYSIS?

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Taking time to regularly analyze these factors is an important part of strategic planning and analysis.

Organizations often use SWOT to determine if a project or strategy can be successful and/or is worthwhile. There are two key components to SWOT – internal and external factors. Strengths and Weaknesses are considered internal, while Opportunities and Threats are external.



HOW TO CONDUCT A SWOT ANALYSIS

Begin by drawing a box divided into 4 sections. Each section represents one of the SWOT factors. At the top of the box, write down your objective (what you are trying to determine).

For a general analysis, keep it simple. Just start listing things. You'll probably be surprised by what you come up with.

