

Marketing Tips: How to Make the Most of Your Chamber Membership



In the U.S., every chamber of commerce has the same purpose: to help protect and promote their local businesses.

Through networking events, fundraisers, workshops and other activities, chambers help people connect and grow. But, business owners can only benefit if they're fully participating.

Are you involved in your local chamber? And if so, are you making the most of it? Find out how you can get even more from your membership:

1. **Distribute a hand out.** If they don't already have it, give everyone in the group your business card.
2. **Start a conversation.** When you arrive for a chamber meeting or event, start chatting with someone within three seconds. When you do this, you're getting into the habit of proactively meeting new people, which could be a way to gain prospective customers.
3. **Find friends.** Does your chamber have a membership directory? Note when new businesses are added, because they may need new business insurance.
4. **Introduce people to other people.** Know two people who could benefit from knowing each other? Make it happen. One day down the road, they'll likely do the same for you.
5. **Stay in touch.** Don't wait until you need something from someone. Instead, keep in contact. Throughout the year, watch for articles or events that may interest the people you know. Then, in conjunction with major business milestones, send congratulatory messages. Ultimately, you want to show that you genuinely care about growing your relationships.
6. **Share your smarts.** Most chambers produce a monthly magazine or newsletter, but they count on chamber members to create their content. If you're interested in investing the time, offer to write a monthly article — always relating it to the commercial insurance industry. Not only will it keep your name top of mind, it will help position you as an expert.
7. **Advertise your agency.** Try to always be aware of opportunities. See if there are events you can sponsor or unique ways to promote what you do.

Not a member of your local chamber? Contact a local chamber representative to learn more about it.