



## Share N Learn Overview Notes

### How to Market Your Organisation

Facilitated by Simone de Been

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#### Marketing Strategies

Key Takeaway: Utilise your board/executive committee – they are your strongest advocates in your community and are talking with fellow business owners every day.

Simone de Been from KBCCI shared what works for them:

- Word of mouth is our best membership seller – we deliver excellent events; prompt follow up with any member queries and are proactive in contacting our members regularly. Our current members are always recommending us to non-members.
- We visit our members at their place of business at least once per year. We also visit prospective members. We have KPI's to visit a certain number of members each week and a certain number of non-members.
- Listen to members feedback about what they want from their Chamber and act on it wherever possible.
- Utilising local media and some paid advertising – regular Chamber updates on local radio, providing regular content (CEO's update) for the local paper, TV advertising,
- Other advertising and promotion – all social media channels, utilising newsletter of other groups and local schools, banners around town, flyers, keeping our website updated and current, utilizing stakeholder networks to promote benefits and activities.
- Tangible deliverables that attract new members – our Directory, the Kal Dollars Vouchers, Calendar of events on our website, all of our events
- Keeping your profile high – tell everyone what you are doing all the time utilizing all channels and all events to give an update. We have a 5-minute timeslot at every event we deliver to give a quick KBCCI update.
- We also invest in quality branding to ensure KBCCI is always promoted:
  - ▶▶ Kitty the KBCCI Kangaroo mascot – she makes an appearance at all community events!
  - ▶▶ Stubby holders, KBCCI labels on wine at BAH's,
  - ▶▶ Branded gazebo for events, pull up banners, tear drop banners, KBCCI jackets, caps, polos that staff wear at all events, KBCCI branded USB's, Staff and board member badges that they must wear at all events
  - ▶▶ Membership kits, KBCCI window sticker for our members, business cards
- Personal invitations to prospective members to attend BAH.
- First time attendees or prospective members at BAH have a special sticker on their name badge and then our Executive Committee know who they are. The Exec Committee are all tasked with ensuring any new attendees are looked after and introduced to fellow members.
- Utilizing our Board – we provide a weekly CEO's report to them, so they know what we are doing and what we have been up to. This way they can promote KBCCI at every opportunity. Ensuring your board is informed and engaged.

## Attracting More Members

Key Takeaway: Do what you say you are going to do and tell everyone about it!

Simone de Been shared what works for the KBCCI:

- Always deliver high quality events – a lot of non-members attend these (like the awards), so it is a great opportunity to show what you can do
- Our members wanted a flyer, which they keep in their businesses to give to other businesses they know
- Word of mouth
- Promotions – Facebook share (like the page and wine), utilising all avenues to promote what you are doing
- Visiting/emailing/phoning businesses
- Referrals from other businesses
- Stakeholder referrals

## Value Proposition

Key Takeaway: Businesses join their local Chamber for a wide variety of reasons, so do what you do well and there will be a reason that suits them. Having said that – be realistic in what you can deliver with the resources you have.

Simone de Been from KBCCI shared what their members find most valuable and why they join the KBCCI (based on surveys and direct feedback)

- Business After Hours and networking opportunities
- 15% discount on directory advertising
- Exclusive invites to functions and events
- Business connections and referrals
- KBCCI use members first for all procurement
- Opportunity to be involved in subcommittees
- Function and boardroom hire (they get a discounted rate)
- Free business advisory service
- Workshops and training
- One on one advisory
- Information, advice and connection
- Free post on Facebook, free ad in newsletter
- Being part of the business voice, getting their issues or concerns heard

## Other useful Suggestions from attendees:

- The MWCCI have really upped the ante for their BAH's. They average 140 people each month and ensure it is professional, tightly run. They actively connect businesses with each other at the BAH. Jo Fabling (their CEO) gives a MWCCI update at the beginning and then names and welcomes all new members in attendance. Utilise these regular events to attract new members.
- Kitty suggested giving your board/committee homework each month. They have to bring the names of three prospective members to the meeting, for the Chamber to follow up.
- Kitty also suggested sending your board/committee a monthly email with say, three things you have been up to, so they can talk about it in the community. You could even print a little business sized card for them to have with them.
- Several send out information exclusively to their members – a very valued member benefit



- BGCCI are now doing Business Before Hours, and recently held one at the high school. This saw members and non-members attend for the very first time (as the time suited them better) and also connected businesses with students. It was very well received.
- EKCCI encourage board members to bring a guest to each BAH.
- Most members have a membership pack or prospectus that they leave with prospective members. You could also ask your committee or board members to do this as well.
- Create different events for different sectors of your membership. ie: an event just for sole traders