



Marshfield Area Chamber of Commerce & Industry
700 S Central Avenue
Marshfield, WI 54449
(715) 384-3454 | macci@marshfieldchamber.com
www.marshfieldchamber.com

Within 30 days, commit to:

- Become Familiar with our website, especially our member Business Directory, Chamber events & sponsorships, and Trending News. We have several opportunities and resources just for you!
- Get Social! Go MACCI's Facebook page and become a fan, then leave a post telling why you joined the Chamber. You should also check out our Twitter, LinkedIn, and YouTube pages, too.
- Join our Marshfield Area Human Resources Association, Marshfield Area Technology Council, Marshfield Young Professionals, or any Chamber committees that are of interest.
- Add the Chamber Member logo to your business website.
- Update your business information in our online directory: make sure all of the information is accurate, including a link to your website, custom keywords to increase search results, any promotional media you have, and list your social media networks. Statistics show that more than 85% of all purchases start from an online search, and the Chamber's online directory receives thousands of searches every month.
- Add your representatives to our database! Many times, businesses only have a primary contact or one or two representatives receiving emails and information from the Chamber. By allowing all your employees to sign up to receive Chamber communications, it will allow your business the opportunity to take advantage of training and leadership development opportunities you may have not thought of for your employees. Email us their contact information.
- Attend the next Maximize Your Membership meeting to meet the Chamber staff, learn more about your Chamber, its mission, benefits, and involvement opportunities.
- Contact us to discuss a ribbon cutting for your business. Ribbon cuttings are open to new members *or* members with a new location, new renovation project, grand opening or re-grand opening.



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Within 60 days, commit to:

- Display your membership plaque or sticker openly. Studies show that people view Chamber membership as a sign of credibility for a business. The best way to show you are a member is to put those items in full view.
- Register to come to AT LEAST ONE Chamber networking or development event (e.g., Business After Five, Firm of the Year dinner, Annual Meeting dinner, Small Business of the Year breakfast, Chamber Caper, etc.).
- Stopping by the Chamber meet your Chamber staff and drop off any literature (ex: menus, event flyers, business cards, rack cards, etc.) that you would like displayed in our in-office Visitor's Center.
- Share an event your business has for our weekly, monthly or online communications (e.g., Monday Morning Message, *Perspectives* Newsletter, Facebook, Twitter, LinkedIn).
- Share career opportunities on MACCI's Job Board that you have at your company or submit a News Release with your latest company announcement.
- Get more social: Follow MACCI on Facebook, Twitter, LinkedIn, and YouTube. Tag MACCI on posts that you'd like us to share about your business.
- Remember a Member when fulfilling business and personal needs for goods and services. Check out our Business Directory to see who's available for you. Don't forget to ask about Affinity Programs or Member2Member discounts and coupons!
- Set SMART goals you'd like to achieve by becoming a Chamber member. Are you looking for a specific number of business referrals in the next three months? Are you focused on a set number of new-client meetings before the end of the year? Are you looking for a new business partnership that will expand your product base in the next 3 years? What about all three! Decide exactly what goals you'd like to achieve, and then talk with the Chamber staff to see how we can help.



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Within 90 days, commit to:

- Reviewing your business account in the online Business Directory (update as needed). Double check to ensure that your listing contact is correct, listed in up to 3 categories for free, or listing description is up to date.
- Submit a Member-to-Member Discount or Coupon on our website to promote your service or product to other Chamber Members and online visitors.
- Looking for potential business connections in the online Membership Directory. To whom can you potentially refer business?
- Get engaged. Support a fellow Member business with a visit, follow up with someone you met at a chamber function, or reach out on our online networking groups.
- Drop off promotional items to the Chamber office to be distributed on your behalf in our relocation packets, display racks, or bulletin board.
- Take advantage of one of our sponsored benefits. Enjoy a free membership to the US Chamber and discount offers from CellCom, NRG Media, Seehafer Broadcasting, and ConstantContact.
- Advertising in new ways. Now that you are familiar with our social media, check out the different ways you advertise through our social platforms and reach a new group of potential customers.
- Encourage your staff to attend a chamber event (i.e., Business After Five, workshop, Business Bowl, Chamber Caper golf outing, or professional development program)
- Contacting a Chamber Staff, Board Member, or Ambassador with any questions you might have about your membership.



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Within 120 days, commit to:

- Sharing your Chamber experience with someone that would benefit from membership.
- Looking for additional engagement opportunities with your Chamber (e.g., additional marketing and available targeted sponsorships).
- Review additional advertising opportunities with the Chamber for brand and name exposure.
- Getting involved in an event. Host Business After Five, contribute to our raffle (ex: gift basket, gift certificate, free tickets, etc), sponsor, exhibit, or volunteer for one of our programs, festival, or donate items for Dairyfest, Business Bowl, Working Women's Wednesday, or Chamber Caper golf outing giveaways.
- Review the Chamber calendar of events for Ribbon Cuttings and Business After Five hosted by businesses that could be a good referral source and commit to attending that event.
- Communicate any special accomplishments (like a growing staff, new award, or milestone) so we can promote your success!
- Remember you are also a member of our community. Attend an event hosted by another chamber member, take advantage of a member discount offer (or M2M discount or coupon), or volunteer for an event.
- Considering joining the Ambassadors' Club.
- Consider purchasing MACCI Gift Certificates to support buying local efforts in the community. MACCI sells over \$500,000 in gift certificates each year to support the Marshfield area businesses.



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Within 180 days, commit to:

- Explore ways you can extend your business brand through Chamber advertising opportunities.
- Submit a Member Testimonial.
- Review your membership ROI. Are we meeting the goals you set for joining? If not call, call us!
- Make the Chamber an extension of your business. Are you looking for information about new businesses entering the community? Legislation that may affect your business? The Chamber should be the first call you make when you have a question or you need help. The Chamber may be able to answer your question on the spot or refer you to someone that has the advice you're looking for.
- Give us some feedback. Complete any surveys we send out. We are looking to understand how we can better serve, and your answers can make a difference.
- The Chamber has customized reports on referrals to your business directory listing, Member2Member discounts and coupons, sponsorships, or any banner ads you purchased. All of these add up to online exposure.
- Attend more Chamber events. Repetition at events creates an atmosphere of trust among other members. People like to do business with others 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.
- Invite a potential member to join you at a chamber event.