

Ways to Raise *Your Business Profile* via Your BG Chamber of Commerce

- **Continue to attend Networking Venues**
 - Any BGCC event is a **Networking Opportunity!**
 - Build relationships that will impact the success of your business.
 - Develops long-term relationships for mutual gain and creates a lasting impression with people so they think of you positively when an opportunity arises.

- **Host a BAH/Ribbon Cutting/BB&b (filled for 2014)**
 - An ideal opportunity to showcase & highlight what you have to offer as a business.
 - As a Host, you have a captured audience to introduce your products, goods & services.
 - Increase your visibility, gain new customers & clients, and reinforce your business presence in BG.

- **Guest speaker for Lunch & Learn**
 - Share your expertise.
 - Host an event to showcase your location.
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- **Purchase Low-Cost Advertising**
 - Chamber Website, Newsletter, The Morning Show on WBGU 88.1; --Significant savings to your annual marketing and advertising budget.
 - Your placed Ads reach local businesses more effectively.

- **Be an Event Sponsor - Low cost opportunities**

- **Conduct a Direct Mailing campaign to all 450 Chamber members. Purchase formatted mail labels \$45**

- **E-Blast Communications – Download Calendars, Invites, Sponsorships, Registration Forms**
Monday Reminders
 - Reminders of Events/Services/Programs.
 - ODOT & City/County Updates
 - Investor News
 - Share with us your good news; Your promotions, accreditations, awards. Share how you support and give back to the community through your partnerships with non-profits.**Thursday Chatter**
 - Reminders of Events/Services/Programs
 - Photos of our Investors in Action
 - Business Improvement

- **Social Media**

We keep in touch with Investors and our community through social media outlets: [Facebook](#) & [Twitter](#)
Like us!
We will **Like** you
Share your stories, pictures with us!

- **The Morning Show**
 - Low cost advertising
 - Opportunities to be a guest
 - Partnership with BGSU

- **Chamber E-Newsletter**
 - Quarterly Edition
 - Be in the know; stay informed on Chamber Events, New Investor Listings, Community Insight, Investor Highlights, and general information geared toward your business.

- **Member 2 Member Discounts**

Receive discounts and special offers from other area businesses through our Member 2 Member Discount program, and provide a special offer of your own to help build your business.

Other Benefits Available through Your BG Chamber of Commerce

- You can establish credibility by incorporating the BGCC logo into your marketing collateral, business card, etc.

- Proudly display your Chamber membership plaque. Consumers and fellow Investors look for this plaque.

- You can participate in Project Teams that relate to your business (e.g. Marketing, Governmental Affairs, and Golf Scramble) and meet a cross section of fellow Investors.

REFERRALS - The Chamber office receives numerous inquiries and requests for information about businesses in Bowling Green. Requests for referrals are received via phone calls, online requests and by people simply stopping by the office. Many people contact the Chamber for referrals because they feel the best companies and businesses in the community are members.

The Bowling Green Chamber of Commerce is committed to market & promote its Investors
 - The Chamber refers its Investors!

