



Communicate with over 1,250 business decision makers throughout the Lakeshore! Whether you have a budget or not, we can help you GET YOUR MESSAGE out through free, affordable and targeted digital marketing campaigns.

FREE ADVERTISING



CHECK YOUR BUSINESS LISTING

Add keywords, your website, social networks, and a business description to your listing. In addition, your business will be personally referred by Chamber staff and other Chamber members!



SHARE YOUR NEWS

Send us news releases regarding announcements, new hires, a new location, expansions, awards, recognition or other news, and we will include it in the **News Room** on our website. Email news releases to marketing@muskegon.org.



SHARE AND ATTEND EVENTS

Post your upcoming events (virtual too!) free of charge on our online Community Calendar, one of the most utilized business and social calendars on the Muskegon Lakeshore! Visit muskegon.org/community-events. All member celebrations are free to attend and on our Chamber events page. This is a great opportunity to meet other members and network for your business!



GET SOCIAL

Like and Follow the Chamber's social media pages

Facebook: @MuskegonLakeshoreChamber

Join the **MLCC Member Connect Facebook Group**. This page was created specifically for members ONLY! Promote your business in a private, professional setting.

Twitter: @MuskegonChamber

Instagram: muskegon_lakeshore_chamber

LinkedIn: muskegon-lakeshore-chamber-of-commerce



DISPLAY YOUR MATERIALS

Bring your **brochures and business cards** to showcase in the Muskegon Lakeshore Chamber Welcome Center. Thousands of visitors come to the Chamber office each year, make sure to capitalize this business and tourist audience.



SHOWCASE YOUR SWAG

Promote your business by distributing your company's **promotional products**. These items will be included in new member bags, golfer goodie bags and other programs throughout the year.

AFFORDABLE ADVERTISING



WEBSITE ADVERTISING

Attract visitors to your website by placing a banner ad on muskegon.org. Over 5 million people turn to the Chamber website for business and community information, annually. There are several ad placements available.

Three Months: \$300 **Six Months:** \$500 **Twelve Months:** \$1,000



CHAMBER BLOG SPONSORSHIP

Get your services and expertise out to the business community by writing a sponsored article for our blog page. This sponsorship includes:

- Logo displayed on webpage for two weeks
- Social media post featuring blog post
- Blog post shared with chamber members in E-News

Two-week sponsorship: \$300



EMAIL NEWSLETTER ADVERTISING

Reach the Muskegon Lakeshore business community by placing a banner ad in one of our email publications: The Chamber Insider E-News, E-Vents Newsletter, Tourism Talk or Mighty Manufacturing News.

Header Ad:	Single Issue: \$250	Two Issues: \$450	Six Issues: \$1,350
Mid-publication Ad:	Single Issue: \$200	Two Issues: \$350	Six Issues: \$1,000
Footer Ad:	Single Issue: \$125	Two Issues: \$225	Six Issues: \$650



BOOSTED SOCIAL POSTS

We can boost a post on the Chamber Facebook and LinkedIn pages and target our followers and their friends, or whoever is your target market. This is a great way to get your message to the business community and beyond. The average boosted post reaches an estimated 7,000 - 10,000 people. Give us a graphic, video, or event and we will take care of the rest!

One post: \$100 **Three posts:** \$250



MEMBER CELEBRATIONS

Whether you've opened a new location, won an award, are celebrating a milestone, or would just like to throw a party - we can help you promote your business! Celebration kits are available to purchase through the chamber to maximize the publicity of your event. Contact Director of Events, Linden Peterson, lpeterson@muskegon.org to schedule your event!

Fast Track Package: \$125 **Grand Celebration Package:** \$250



MEDIA LIST

The Chamber keeps an up-to-date local and regional business media list that is available for purchase to help you promote your event, new hire, award, etc.

Media List (in Excel): \$60

