



Measuring your ROI!

✓ Your Progress!

In 30 days commit to:

- Go to the Chamber's website www.mobilechamber.com, and familiarize yourself with the Calendar of Events, Member Directory, the chamber's departments and benefits available to you.
- Check your 'member login' and view your company's information. Add Keywords and Business Description.
- Add the Chamber logo (Eplaque) to your website.
- Display the Chamber decal in your window.
- Come to a networking event. Details for next three months are posted on Chamber's event calendar.
- Like the Chamber's Facebook page and watch for the post that mentions you joined the Chamber.
- Take advantage of member discounts available at www.mobilechamber.com/memberdiscounts.asp.
- Digitally market your business for free with Save Local Now – www.mobilechamber.com/save-local-now/

In 60 days commit to:

- Make sure you have business cards for networking events.
- Attend the next Membership 101 to learn how to maximize your membership.
- Submit your business News & Events to the e-newsletter, *Business View Weekly*, at www.mobilechamber.com/calendar/submit-news-events.
- Request your complimentary logo ad in *The Business View Weekly*: call Ashley Horn, 431-8623.
- Read the Chamber's monthly magazine, *The Business View*, for the latest in Mobile's business-related news, and be sure to check the Calendar of Events for upcoming Chamber activities.
- Attend Business After Hours. Find location details on the Chamber's event calendar.

In 90 days commit to:

- Review the online Member Directory. With whom can you potentially do business?
- Attend the next networking event. Details for next three months posted on Chamber's event calendar.
- Look at the variety of ways to Get Involved to see where you have an interest in a Committee, Taskforce, or activity: www.mobilechamber.com/committees.

In 120 days commit to:

- Review advertising opportunities with the Chamber for brand and name exposure.
- Identify an event you'd like to sponsor for additional exposure.
- Review the calendar in the *Business View Weekly* for upcoming Member Events that may be a good referral source and commit to attend. Watch for announcements of Grand Openings and Ribbon Cuttings.
- Participate in the next Valuable Member Offers direct mailer, sent in January, June and October.

In 180 days commit to:

- Review your membership ROI. Are we helping you meet the goals you set for joining? Call the Membership Department to let us know how we are doing:

Carolyn Golson, Vice President 431-8622

Emily Hatcher, Account Executive 431-8619

Dawn Rencher, Member Relations 431-8649

Jackie Livingston, Account Executive 431-8642

Alison Unger, Administrative Assistant 431-8617