



# Measuring your ROI!

✓ Your Progress!

## In 30 days commit to:

- Go to the Chamber's website [www.mobilechamber.com](http://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.
- Attend 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: [mobilechamber.com/membership/memberdiscounts](http://mobilechamber.com/membership/memberdiscounts).

## 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*:  
[www.mobilechamber.com/calendar/submit-news-events](http://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, Task Force, or activity: [www.mobilechamber.com/committees](http://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.

## 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 251-431-8622

**Jackie Hecker**, Sr. Account Executive 251-431-8642