

How to Get the Most From Your Sedona Chamber of Commerce Membership

With the many services the Sedona Chamber of Commerce provides its members, it can be difficult to remember and make use of them all. Print this checklist and check off each item to help you make the best use of your marketing investment with the Chamber.

General Membership – Included FREE Services **Marketing Services**

Stay Informed

Target: You!

Description: Read your weekly E-Flash (Mondays) and B-Flash (Tuesdays) electronic newsletters. The E-Flash contains general Chamber of Commerce information. The B-Flash (Business-to-Business) contains member updates.

Update your Listing on SedonaChamber.com

Target: Visitors to the Chamber's website

Description: Make sure your company description on the SedonaChamber.com site is accurate and up to date. There is no charge to make changes.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

Use your Member Discount

Target: You!

Description: Explore the Member Discounts page on our website to learn more about how you can receive discounts on workers compensation, medical and supplementary insurance, as well as discount purchasing opportunities – all because you are a member of the Chamber!

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

Use the Business Connect Module

Target: You!

Description: To seek RFP (Request for Proposal) from Chamber members for needed services like graphic art and printing work, website development, and more, just fill out and submit the simple form.

Contact: Check out the Business Connect page on www.SedonaChamber.com

Post your Deal or Discount on ShopInSedona.com

Target: Local shoppers

Description: The ShopInSedona.com website is free to post your offer. Fill in the simple form to attract local shoppers to your business.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

Network, Network, Network!

Target: Fellow Chamber members and locals

Description: The Chamber offers many ways to meet others in the business community

- Attend Chamber events like Monthly Mixers, Good Morning Sedona, Strategies for Success, and Speed Networking
- Explore opportunities for partnerships with other businesses.
- Check the Programs & Events page of the website to find out more about all the programs and events we offer.

Contact: David Keeber, Director of Membership, dkeeper@sedonachamber.com

Donate a Mixer raffle prize

Target: Mixer attendees

Description: Offer a raffle prize in the form of your product or service. This gets your name in front of a lot of people quickly.

Contact: Donna Retegan, Membership Coordinator, admin@sedonachamber.com

SuperPass Coupon Book

Target: Visitors to Sedona and locals

Description: Place a coupon in the annual booklet. This is a free marketing opportunity and gets your company's information into the hands of thousands of people who purchase these books each year. (Deadline for submissions – end of September)

Contact: Sachiko Sado, Tourism Development Manager, sado@sedonachamber.com

Public Relations Services

Inform Other Members

Target: More than 1,700 subscribers to our newsletters

Description: Submit an article to the B-Flash, the weekly business-to-business electronic newsletter with information about special events, staff changes, discounts and promotions. Submission guidelines include 100 word limit in .doc format. Other guidelines are on www.SedonaChamber.com.

Contact: Heather Hermen, Director of Public Relations, hhermen@sedonachamber.com

Calendar of Events Listing on SedonaChamber.com and VisitSedona.com

Target: Residents, visitors and potential visitors

Description: Websites reach 400,000 and 1 million unique users respectively. Go to www.SedonaChamber.com, click on Calendar of Events, Submit Event, and complete the form.

Contact: Heather Hermen, Director of Public Relations, hhermen@sedonachamber.com

Social Media through the Chamber

Target: Visitors, Residents, Media

Description: Updates made on social media outlets, such as Facebook, Twitter, blogs

Contact: Heather Hermen, Director of Public Relations, hhermen@sedonachamber.com

Visitor Services

❑ Display your Brochure at the official Visitor Center

Target: Visitors to the Visitor Center

Description: Make sure you have your brochures (4" X 9" max size, 6" stack or 100 cnt) available at the Visitor Center. Drop them off at the uptown Center. When we run low, we call you.

Contact: Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

❑ Open Houses

Target: Sedona Chamber of Commerce Visitor Center Volunteers and Staff

Description: Showcase your business to our more than 70 volunteers and staff members for referral purposes.

Date: Throughout the year

Contact: Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

❑ Event advertising on Visitor Center Bulletin Board

Target: Visitors

Description: Members provide flyers (8 ½ X 11) highlighting special events that are posted on the Current Events bulletin board at the Visitor Center in Uptown

Contact: Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

❑ Inclusion of Discount Coupons in Rack Cards

Target: Visitors

Description: Members prepare discount coupons or other specials that can be placed in the Rack Card holders at the Visitor Center along with your brochures

Contact: Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

Tourism Bureau – Included FREE Services Marketing Services

❑ Category Listings

Description: You receive two category listings with your Tourism Bureau membership. Make sure your two category listing descriptions are accurate and up-to-date. Don't forget you can purchase additional category listings too! Your categories are automatically displayed on:

- VisitSedona.com: Official Tourism website, which is listed on all advertising receives 1 million visitors and 5 million page views per year.
- Experience Sedona Guide: Distributed to 250,000 individuals, tour operators, Phoenix/Tucson airport visitor info centers, car rental agencies, AAA offices, travel agents, group planners, and the media.
- Internet Kiosk: At the Uptown Visitor Center and the Forest Service Center in Village of Oak Creek, seen by 400,000 visitors each year.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

Online Packages on VisitSedona.com

Target: Visitors

Description: List your deals and discounts on VisitSedona.com – the official Tourism website. Go to Deals & Discount Packages, click on link to submit at bottom of page, and complete the form. Please note: There is a limit of five packages allowed at any given time.

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Concierge Lure Program

Target: Concierge agents in Phoenix and Tucson

Description: Capture the concierge with your individual “lure” discount or offer.

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Concierge Electronic Newsletter

Target: Concierge agents in Phoenix and Tucson

Description: Get your information sent to over 450 concierge

Date: E-Newsletter sent the 15th of each month. Submissions must be received by the 15th of the month prior. Submission guidelines: 150 word limit in .doc format. Avoid using all caps. Photos or logos in .jpg or .gif files are accepted.

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Consumer Electronic Newsletter

Target: Chamber’s database of opted-in subscribers (over 60,000 contacts)

Description: Get your information sent to potential domestic & international visitors

Date: E-Newsletter sent the 1st of each month. Submissions must be received by the 1st of the month prior. Submission guidelines: 150 word limit in .doc format. Avoid using all caps. Photos or logos in .jpg or .gif files are accepted.

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Tour Operator Electronic Newsletter

Target: International and U.S. Domestic (Motorcoach) Tour Operators

Description: Get your information sent to over 1,250 tour operators. Submissions must be relevant to travel industry trade professionals

Date: Sent once per quarter. Submissions must be received 30 days in advance.

Submission guidelines: 150 word limit in .doc format. Avoid using all caps. Photos or logos in jpg or gif files are accepted.

Contact: Sachiko Sado, Tourism Development Manager, sado@sedonachamber.com

Visitor Services

Visitor Center Kiosk

Target: Visitors

Description: With two touch screen kiosks at the Visitor Center and another at the Forest Service Information Center, and at the Institute of Ecotourism, your listing can be enhanced with photographs, and descriptions of your amenities, availability, and special offers. Easily managed from your computer by going online and logging in.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com, or Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

General Membership - Paid Marketing Opportunities

The following are marketing opportunities for which there is a fee. For more information, contact David Keeber, Director of Membership, dkeeber@sedonachamber.com

Marketing Services

☐ Enhance your Listing (cost varies per service - \$25 - \$165)

Target: Visitors to the Chamber's website

Description: Strengthen your listing to attract more notice

- Make your company's name a link to your website and expand your description to 300 or 500 characters
- Add your photo or logo
- Add a video link with your 30 second message
- Post icons that describe the services you offer

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

☐ Add a Category (\$85)

Target: Visitors to the Chamber's website

Description: Purchase an additional category listing for your business to double your exposure on the Chamber's website and in the Directory. (If you are a Tourism Bureau member, the same listing will appear on VisitSedona.com and in the Experience Sedona Guide)

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

☐ Purchase a Banner (price varies based on placement)

Target: Visitors to the Chamber's two websites

Description: Advertisements on the SedonaChamber.com site offer real exposure. With nearly 400,000 unique visitors to SedonaChamber.com and 1.1 million to VisitSedona.com each year, it pays off.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

☐ Mailing Labels (\$60)

Target: Fellow Chamber members

Description: Send out marketing information to fellow members using mailing labels purchased from the Chamber.

Contact: Donna Retegan, Membership Coordinator, admin@sedonachamber.com

☐ Participate in a Tradeshow Mixer (\$100)

Target: Mixer attendees

Description: Purchase a table and get your product or service in front of all who attend. Presented twice each year, these are well attended and a fun way to network and promote your business.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com

Advertise in the Membership Directory (price varies based on size)

Target: Local residents

Description: Purchase an advertisement in the annual Membership Directory. 2,500 printed annually.

Contact: Sedona Publishing Company, sedpubco@sedonamagazine.com
Ph: (928) 282-9022

Attend Good Morning Sedona (\$20/\$25 pre-register/day of event; \$15 flyer distribution)

Target: Chamber members and many more

Description: This quarterly networking event held in the morning is well attended and fun. Distribute your brochure to all attendees, or even serve as a sponsor for that event.

Contact: Donna Retegan, Membership Coordinator, admin@sedonachamber.com

Visitor Services

Advertise on the Visitor Center Flat Screen TV

Target: Thousands of visitors

Description: Purchase display advertising at the Visitor Center.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com, or Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

Specialty Signs at Visitor Center

Target: Visitors

Description: Visitor Center can promote member special events via banners and A-frame boards on a weekly basis.

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com, or Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

Tourism Bureau - Paid Marketing Opportunities: The following are marketing opportunities for which there is a fee. There are often additional co-op marketing opportunities that are not on this list, so be sure to read each week's E-Flash. For more information, contact Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Marketing Services

Banner Advertising on VisitSedona.com (cost varies based on placement)

Target: Visitors and potential visitors

Description: Website reaches over 1 million unique users

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Enhanced Listings on VisitSedona.com (cost varies per service - \$25 - \$165)

Target: Visitors and potential visitors

Description: Strengthen your listing to attract more attention

- Make your company's name a link to your website and expand your description to 300 or 500 characters
- Add your photo or logo
- Add a video link with your 30 second message
- Post icons that describe the many services you offer

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Arizona Republic Wrap

Target: Potential visitors

Description: Monthly co-op newspaper wrap campaign that targets specific high-income zip codes in Phoenix.

Cost:

- 1/3 page front of wrap \$1,000 (can be split into two ads for \$500 each)
- 1/3 page on the back \$800
- 1/6 page on the back \$400
- 1/12 page on back \$200
- Cost of ads include layout and design.

Contact: Michelle Conway, Director of Tourism, mconway@sedonachamber.com

Info Sedona Cooperative Mailing Program

Target: Potential visitors

Description: Participate in this weekly mailing program by including inserts into the mailer. As many as 50,000 mailers sent each year.

Contact: Steve Hansen, Hansen LightWorks, mail@hansenlightworks.com

Advertising in the Experience Sedona Guide (price varies based on size)

Target: Mailed each year to 250,000 visitors, travel trade professionals, and media.

Description: Print ad within the Experience Sedona Guide

Contact: Sedona Publishing Company, sedpubco@sedonamagazine.com

Ph: (928) 282-9022

Visitor Services

Advertising on Internet Kiosk at Uptown Visitor Center (price varies based on placement)

Target: Visitors

Description: Post ads on the kiosk

Contact: David Keeber, Director of Membership, dkeeber@sedonachamber.com, or Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

Reference Innovative Marketing Opportunities brochure for pricing and details.

Advertising on the GPS Ranger

Description: Hand-held tour device available at the Visitor Center

Contact: Leslie Hunt, Director of Visitor Services, lhunt@sedonachamber.com

Additional Ideas for Your Business:

Sedona Film Office Production Resource Guide

Target: Filmmakers

Description: List your services/venues on the Production Directory on SedonaFilmOffice.com

Contact: Heather Hermen, Director of Public Relations, hhermen@sedonachamber.com

Post your comments on favorite travel blogs

Target: Internet Users

www.TripAdvisor.com

www.Expedia.com

www.SlowTravel.com

Create a profile on social media sites

Target: Internet Users

www.Facebook.com

www.Twitter.com

Upload your business videos

Target: Internet Users

www.YouTube.com

www.Flickr.com

Post online packages on www.ArizonaGuide.com

Target: Potential Visitors and AZ Residents

Description: Packages and deals on

www.ArizonaGuide.com