

# TOP 10

## STEPS TO MAXIMIZE MEMBERSHIP

Welcome to the Cadillac Area Chamber of Commerce. We're thrilled to be part of your success and confident that you'll be impressed by the services and opportunities we offer to enhance and grow your business. Here is your guide to getting the most bang for your Chamber Membership investment buck.

1

Members and company representatives are encouraged to attend a member benefit orientation to learn all the benefits of your membership investment.



**MEMBER BENEFIT ORIENTATION**

2



Log in to the website and personalize your Chamber web page. Update login information, see what events you are registered for, on-line invoice payments and much more!

**WEBSITE**

3

Each week the Chamber provides an electronic update about upcoming CACC events, programs, timely business news and more.



**GET IN THE LOOP**

4



Choose a networking or educational event to attend! The CACC offers several networking and educational events each year. We are confident you or a member of your team will find at least one that will be beneficial and enjoyable.

**JOIN US**

5

Your Chamber staff has a wealth of resources and knowledge that we'll happily share! Give us a call, send us an email or stop in to talk about a business challenge you're facing. We'll almost certainly have an idea, connection or resource to help!



**USE US AS A RESOURCE**

6



Sponsoring a Chamber event provides exceptional promotional and branding value for your business. The specific benefits differ, but most offer website recognition before and after the event, e-news and event sign-age recognition.

**LEAD THE WAY**

7

A program for community awareness, networking and leadership skill development. This nine-month program is dedicated to the development of leadership skills through education, awareness and networking relationships.



**LEADERSHIP PROGRAM**

8



Word-of-mouth referral is a powerful tool that helps more businesses succeed. So don't be shy about sharing how membership in the Cadillac Area Chamber of Commerce has benefited your business. Check out our "I'm Here" and "Join Us" Cards.

**SHARE THE WEALTH**

9

We specialize in providing low-cost, high impact advertising and marketing opportunities for our members. The weekly e news is a great resource for sharing information, or reach thousands with a banner ad on the Chamber website, or advertise in our quarterly Business Magazine and annual Community Profile



**ADVERTISE**

10



Social Media is king of the hill in terms of information sharing, customer interactions and marketing. Be sure to "like" the Chamber's page on Facebook for all the latest at the Cadillac Area Chamber

**SOCIAL MEDIA**