



GARNER CHAMBER
Get Connected.



THE 2023 ULTIMATE MARKETING TOOLKIT

*The Marketing Partnership Your
Business Needs.*

www.garnerchamber.com



THE GARNER CHAMBER: your marketing partner

**>>THE DISCOUNTS IN THIS
TOOLKIT ARE EXCLUSIVE
TO GARNER CHAMBER
MEMBERS**

At the Garner Chamber, one of our major goals is to help create economic opportunities for our member businesses. So, we've partnered with marketing experts in numerous areas to offer **EXCLUSIVE** discounts to help streamline your business and create business success. From printing, to social media, from email marketing to sms, we have you covered.

PRINTING



If you're in business, you most likely need printing, business supplies, tech and more. And what better way to save money than with our Garner Chamber + Staples partnership!

- 20% off all printing services for Garner Chamber Members. This includes:
 - Business Cards
 - Banners
 - Brochures & Flyers
 - Signage
 - Postcards, Mailers
- 10% off everything else at the store (Supplies, Chairs, Printers, Laptops & Tech & more!)

SCREEN PRINTING

Iron+Oak
PRINT COMPANY

Custom Printed Apparel,
Goods, and Design



Iron and Oak Print Co. specializes in printing high-quality designs on t-shirts, hoodies, and more for businesses in the community.

- 20% off all products and printing services for custom products

CALL 919-772-6440 FOR DETAILS



**THE
GARNER
CHAMBER:**
your marketing partner

EMAIL MARKETING, LANDING PAGES, EVENT MARKETING



Grow your business with Constant Contact's industry-leading online marketing tools including logos & websites, email templates, social media tools, reports and expert marketing advice. Discount applies even if you are an existing Constant Contact customer.

- 20% discount off email marketing plans if pre-paid for 6 months
- 25% discount off email marketing plans if pre-paid for 12 months



SMS/TEXT MARKETING*



If you are a customer of Constant Contact for email marketing, you can ALSO add on an SMS/Text Marketing plan and receive a discount.

- 10% discount off SMS plans if pre-paid for 6 months*
- 15% discount off SMS plans if pre-paid for 12 months*

*Only for ConstantContact Customers with a paid Email Marketing plan



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THE GARNER CHAMBER:

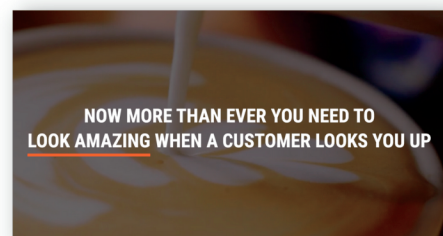
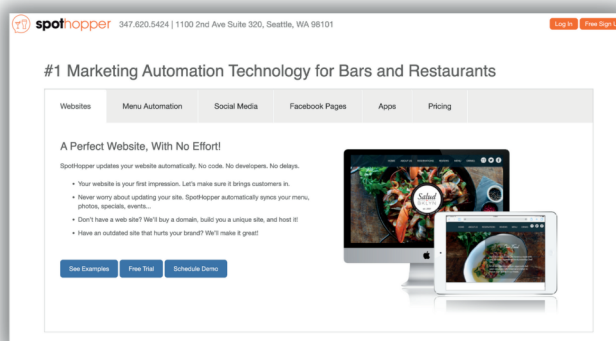
your marketing partner

FOR RESTAURANTS, BARS & CATERERS ONLY

SPOTHOPPER - FULL SERVICE MARKETING

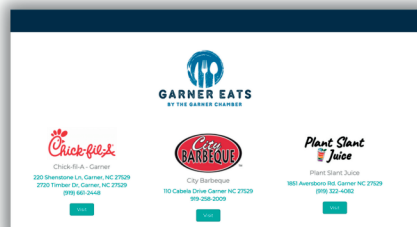
The Garner Chamber has partnered with Spothopper, an all-in-one marketing platform for locally owned restaurants, bars, breweries, and more! Their services cover websites, photography, videography, social media posting, catering/private party/group dining software, QR codes, job applications, SEO, and more, with an average revenue increase \$5,000-\$10,000/mo. for customers!

- 1 Free Month of Spothopper with a 12-month commitment to Spothopper (only available to new Spothopper customers and required 12-month commitment).



GarnerEats.com

Free listing on GarnerEats.com, the Garner Chamber's newest marketing initiative to market our Garner Chamber Restaurants and Food Destinations.



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THE GARNER CHAMBER:

your marketing partner

GRAPHIC DESIGN



If you're a do-it-yourselfer and have the time, Canva is a great tool to design business cards, flyers, social media posts and almost anything else you can think of! There is a free version that has most features, but to get the most out of Canva, we highly recommend the Pro Subscription which only costs \$119/year. The Garner Chamber **offers a 25% rebate on this purchase (1-time discount).***



SOCIAL MEDIA SCHEDULING & POSTING



Not only is Canva the easiest and most efficient graphic design option on the market today, you can also now utilize tools within Canva to automatically post and schedule posts to your social media accounts. The full range of features is included with the Pro Account.

- 25% off Canva Pro Subscription.* Regular Price: \$119/year

*Discount given directly by Chamber to Member after member purchases a Canva subscription and pays for the entire year. Member must provide receipt proof to the Garner Chamber and then will be provided a check for \$29.75 (25% of \$119). This is a 1-time discount offering per member.



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THE GARNER CHAMBER: your marketing partner

Don't want to bother with doing social media yourself? Well, we have the answer! We've partnered up with Más Marketing Digital & Triangle Social Media to get you the resources you need to elevate your business!

SOCIAL MEDIA MANAGEMENT PACKAGES



Get customers attention with customized & proven social media strategies. Also, receive a free social media consultation with Triangle Social Media.

- 20% discount on monthly social media management and ad packages + Free Social Media Consultation



BRANDING, LOGO DESIGN, GRAPHIC DESIGN PACKAGES



Full package branding, design and social media packages to showcase and market your business. Also, receive a free branding consultation with Más Marketing Digital.

- 20% discount on branding, logo & graphic design and social media implementation and management + Free Consultation

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MARKETING STRATEGY, PLANNING & STORYTELLING

Our team of experts here at the Chamber, along with our skilled partners, are able to sit down for individual sessions with you and your team to develop individualized plans of action, tailored marketing strategies and workshop sessions for your company.

As a Chamber member, you receive a 50% discount on any of these services offered.

50% OFF INDIVIDUAL CONSULTING & PLANNING SESSIONS

Social Media Strategy - A 90-minute review of social media channels with a focus on developing a strategy moving forward.

Takeaway: Strategy sheet with plan of action

Price: **\$1,000** Member Price: **\$500**

Developing Your Brand Story - A 2-hour deep dive of your company history and story, focused on generating a compelling and engaging customer pitch.

Takeaway: Brand story outline with plan of implementation

Price: **\$1,000** Member Price: **\$500**

Marketing Plan Strategy - Four 1-hours sessions over 2-months to develop a full marketing plan strategy for your company.

Takeaway: Marketing Plan document

Price: **\$5,000** Member Price: **\$2,500**

Vision Strategy Session - A 2-hour review of your company and goals to develop a vision of your company's future.

Takeaway: Vision Strategy statement and plan for implementation

Price: **\$2,000** Member Price: **\$1,000**

Communication Plan Development - A 90-minute review of current communications and strategic development to reach more customers.

Takeaway: Communication Plan with goals for 30, 60 and 90 days

Price: **\$2,000** Member Price: **\$1,000**

BRAINSTORM - A 90-minute sit-down with experts to address an issue or opportunity you are dealing with and brainstorm ideas and solutions.

Takeaway: Idea generation sheets & potential solutions

Price: **\$1,500** Member Price: **\$750**

Business Strategy Facilitation - A 90-minute review of your business plan to develop a strategy for moving forward.

Takeaway: Strategy sheet with plan of action

Price: **\$2,500** Member Price: **\$1,250**

Strategic Goal Development - A 1-hour sit-down and review of your company goals for a set period of time. Great for a start to the new year.

Takeaway: Goal sheet and strategy for reaching the goals

Price: **\$1,000** Member Price: **\$500**

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MARKETING STRATEGY, PLANNING & STORYTELLING

50% OFF INDIVIDUAL CONSULTING & PLANNING SESSIONS

Strategic Workplan Development - A 2-hour deep dive into the focus areas for your company to work on over a set period of time (Requires prior completion of Strategic Goal Development session).
Takeaway: Strategic work-plan document with plan of action
Price: **\$2,000** Member Price: **\$1,000**

SWOT Analysis Development - A 90-minute competitive identification and analysis of your current company and it's competitors.
Takeaway: SWOT Analysis sheet
Price: **\$1,500** Member Price: **\$750**

FOCUS Session - A 90-minute session to help streamline and develop focus in your business or new ideas you have.
Takeaway: Document with narrowed focus areas
Price: **\$1,000** Member Price: **\$500**

Event Planning Consultation - A 1-hour session to help develop a plan of action for your proposed or current event.
Takeaway: List of to-do items for your event
Price: **\$2,000** Member Price: **\$1,000**

Elevator Pitch Development - A 1-hour session to develop your 15-20 second Elevator Pitch for meeting customers or attending events.
Takeaway: Full and focused elevator pitch
Price: **\$2,000** Member Price: **\$1,000**

Speaking & Presentation Strategies - This session is designed to help you strategically deliver a presentation and sales pitch with ease.
Takeaway: Fully developed presentation and speaking strategy sheet
Price: **\$2,000** Member Price: **\$1,000**

TEAM VIP 1/2 Day - Individual Contributor to High Potential Employee – An employer-funded program to help turn your current team members into higher-performing employees and train and prepare them for leadership roles in your organization. (up to 5 employees)
Takeaway: Gives promoted employees the tools to lead teams
Price: **\$5,000** Member Price: **\$3,500** (up to 5 employees)

Entrepreneur VIP ½ Day – Employee to Entrepreneur Crash Course – Strategies to transition from an employee working for someone else into a successful Entrepreneur.
Takeaway: Leave with a plan of action and timeline for launching or growing your startup idea.
Price: **\$2000** Member Price: **\$1,000**

**Contact the Garner Chamber staff to receive these discounts
or to explore membership options. 919-772-6440**

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