

LOCAL MARKETING WITH THE CRANBROOK CHAMBER



ADVOCACY, PARTNERSHIPS & NETWORKING. LET YOUR CHAMBER WORK FOR YOU!

The Cranbrook Chamber of Commerce is here to support the growth, evolution, and sustainability of businesses & non-profit organizations in beautiful Cranbrook BC. Our marketing options are here to support the growth and awareness of new and existing business within our great community and surrounding region.

WHY CHOOSE US?

MARKETING BUILT FOR SUCCESS

We offer a variety of affordable and targeted digital advertising options to provide your business with an increased online presence through our reputable communication channels. Maximize your company's exposure and reach new customers through Social Media, Newsletter Campaigns and more.



OPTIONS TO SUIT YOUR BUDGET

All our options can be mixed, matched and integrated together for a combined rate. Long term marketing partnerships can also be discussed on a case-by-case basis, give us a shout to start the conversation!

To assist charitable organizations in spreading the word of their goodwill, The Cranbrook Chamber of Commerce offers our nonprofit members a 50% discount on *all advertising opportunities.
**please note this discount does not apply to the paid social media post.*

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1

EMAIL NEWSLETTER

Being included in our E-Newsletter offers an affordable way for members to advertise their special offers, share fundraising activities or provide other information to the Cranbrook business community.

OFFER DETAILS:

Membership email list of approximately 600. Emails are sent at the end of each month. Deadline for submission is the 23rd day of the relevant month.

PRICE: \$50.00

EMAIL REQUIREMENTS:

- Your organization's logo (minimum 800px wide)
- A photo that best represents your organization
- A business description, offer, or event that you'd like us to share (max 200 words or 1,100 characters)
- A call-to-action: Phone number, Email, Website URL, Social media accounts...

CONTACT:

marketing@cranbrookchamber.com

VIEW EXAMPLE

2

SOCIAL MEDIA SHARING

Our network is engaged! Businesses, local operators and non-profits have their eyes on our feed, trusting us as the leader of business communications in Cranbrook. Our reach spans regionally between Invermere, Fernie, and Creston.

OFFER DETAILS:

1. ORGANIC POSTS: To be scheduled Wednesday + Thursday of one week. Deadline for submission is the Friday prior.

PRICE: \$60.00 Including design
+\$20.00 add on: Story with link

2. PAID POSTS: To be scheduled once per month. Post duration is 5 days. Deadline for submission is the 1st day of the relevant month.

PRICE: \$200.00 Including design + story

POST REQUIREMENTS:

- Your organization's logo (minimum 800px wide)
- A photo that best represents your organization
- A business description, offer, or event that you'd like us to share (max 150 words or 1,000 characters)
- A call-to-action: Phone number, Email, Website URL, Social media accounts...

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VIEW EXAMPLE

CURRENT ONLINE PRESENCE



- **2,040+** FACEBOOK FOLLOWERS
- **750+** INSTAGRAM FOLLOWERS
- **600+** EMAIL LIST
- **1,500/MONTH*** WEBSITE VISITORS
*AVERAGE BASED ON 6 MONTH DATA

cranbrook
chamber
of commerce

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3

WEBSITE: NEWS ARTICLE

Publicise your business news with us! Topics can range from: Business relocations and expansions, awards, local or virtual events, new websites, year-end accomplishments, etc. are all welcome.

OFFER DETAILS:

Blogs or news articles are visible directly on our homepage. These are updated weekly. Each article is SEO optimized, meaning any relevant Google search can drive readers directly to your news. Deadline for submission is flexible to your schedule, we can post any time!

Please Note: Articles are subject to review & approval before being published.

PRICE: \$100.00 Including Social media share

ARTICLE REQUIREMENTS:

- Your organization's logo (minimum 800px wide)
- A photo that best represents your organization
- A business description, offer, or event that you'd like us to share (max 500 words or 2,800 characters)
- A call-to-action: Phone number, Email, Website URL, Social media accounts...

CONTACT:

marketing@cranbrookchamber.com

VIEW EXAMPLE

4

WEBSITE: MEMBER FEATURE

Have your business or organization featured on our homepage action centre.

OFFER DETAILS:

Visible directly below the home-slider, the action centre is 5 image cards that lead to individual landing pages with more information. A Member Feature will be specific to your business or organization. Feature duration is 30 days.

Please Note: Page content is subject to review & approval before being published.

PRICE: \$399.00 Including landing page

POST REQUIREMENTS:

- Your organization's logo (minimum 800px wide)
- A photo that best represents your organization
- A business description, offer, or event that you'd like us to share (between 500-1000 words)
- A call-to-action: Phone number, Email, Website URL, Social media accounts...

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VIEW EXAMPLE

OTHER LOCAL MARKETING

- THE CRANBROOK TOWNSMAN
- GO CRANBERLEY MAGAZINE
- E-KNOW (ONLINE NEWS)
- KOOTENAY BUSINESS (ONLINE NEWS)
- PATTISON MEDIA (RADIO & ONLINE NEWS)
- 2DAY FM (RADIO & ONLINE NEWS)