



Bridgewater Area Chamber of Commerce

186 North St Bridgewater NS B4V 2V6

CHAMBER MARKETING FORMAT

Chamber Web Presence POLICY #2

In an effort to stem the flow of emails to our membership the office is proposing a new way to continue to help promote our members by offering them an additional portal for promotion and networking.

Currently on our website we have on the front page Latest BACC News. The recommendation is that this be changed to Chamber Members News and allow our membership to send us information on newsworthy things happening in their business. This could include:

1. Special events,
2. Promotions or Offers. These have been in the past circulated to our membership through emails.
3. Announcing new Chamber members

This would still allow them to use us to assist them in the promotion and growth of their businesses. By the members sending us information the time to post that is minimal and still shows them that we want to help out in a more effective way.

Approved by: The Board of Directors: Sept. 8 2017