

Quick Marketing Package 101



Step 1: NEWSLETTER. In our Southpointe /Marcellus Shale Newsletter, we interview, edit and print a one page article on your company with pictures.



Step 2: MAILOUTS. The Southpointe Chamber will mail the newsletter to more than **200** companies in Southpointe. May also be hand delivered or e-mailed.



Step 3: BREAKFAST. We plan and coordinate a breakfast (or brunch/lunch) for you to host a networking event with around 50 to 75 company executives in Southpointe. *Note: This step is shared with 3 other companies for cost-effectiveness.*



Step 4: VIDEO. We spotlight interview you (10-minute segment) in front of the group at the breakfast. The 10-minute interview is recorded in high definition and posted on our website for 6 months.



Step 5: YOUTUBE. We will also post the interview on Youtube, for your usage for an indefinite time.



Step 6: WEB LINK. SOUTHPOINTE.NET. We provide a link from Southpointe to your website for 6 months.

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Everyday, we receive phone calls asking for the 'list' of chamber companies and members. Many who are asking for the list usually don't have a plan for approaching companies in Southpointe. They are only reacting to their boss who simply stated, "Go down to Southpointe and make some contacts that will lead to sales."

After our surveys and census programs, we are now prepared to focus on the proper approach to sales leads, meetings, and ultimately, selling products and services to Southpointe (and surrounding area) businesses. Our market plan for our members is a hybrid program that includes 6 steps as outlined on the previous page. This comprehensive approach has been packaged by the Southpointe marketing committee as a cost-effective way to penetrate the Southpointe area market, especially the Marcellus oil and gas industries. Each step has an impact with the results being having a compounded or multiplier effect when combined together.

***Investment: \$2,000.** Includes the above-referenced 6 steps. **TERMS:** One half down upon placement of order, balance on the day of breakfast. Fill out the form below and fax back to **412-291-1773**, or mail to: 125 Technology Drive, Suite 103, Canonsburg, PA 15317

COMPANY _____

CONTACT _____ EMAIL _____

PHONE _____ BEST TIME TO CALL _____

Enclose check or pay by Credit/Debit:

Card no. _____ DATE __/__/__ CODE _____ ZIPE CODE _____

I AUTHORIZE A PAYMENT OF \$ _____ SIGNATURE _____

For questions and additional information, please call: **724-873-7777**. You may also e-mail: **ads@southpointe.net**. Additionally, you may wish to visit www.southpointechamber.com. Go to the video labeled "Don explains the 6 steps to marketing in Southpointe."