

Great expectations fulfilled

Have you read Kathleen's article on page 3? If you would like to view a copy of the study I'd be pleased to email it to you. The study results are clear – when a business is a member in its local chamber, it does better in business.

One of the expectations people have when they join the Chamber is that they believe that from the moment they sign up, their business is going to automatically benefit without their participation. They write a cheque for their membership fee and feel the rest will take care of itself. I compare it to joining a fitness center. You can join a gym, pay the annual membership fee, but if you don't actually go to the gym, it's pretty much money wasted. You not only have to invest in a membership fee, you have to invest time into attending events or joining committees. If people never meet you, joining the Chamber isn't enough. That's one of the main advantages in joining a Chamber is the opportunities it offers to raise your profile in the business community.

Have you received your 2011 Buyers Guide? Halton Hills residents prefer our

**From the
President's
Desk**

**Sue
Walker**



phonebook as it contains local businesses. Did you know that the only businesses listed in the yellow pages are those that are Chamber members? This is the consumer's assurance that they are dealing with a reputable business located in their community. If you want to be listed in the Chamber directory contact our office. Your listing is complimentary with your paid membership.

With summer holiday time fast approaching, don't forget to save this copy of BusinessLink to pack in your suitcase. Send us a picture of you reading this on your holiday and we'll feature you on the cover. Email your pictures to sue@haltonhillschamber.on.ca

Get the Most from your Marketing

By Peter and Tizi
www.studiofourteen.ca

So you've found a marketing design company that helps you with strategies, concepts or maybe just execution of advertising materials. Here are some tips to ensure you foster a working relationship that gives you the best and most cost-effective results.

Demand honest communication.

- Explain your expectations clearly and make sure they're understood.
- Encourage your marketing/design professional to ask questions.
- Be realistic about target dates and ask the same from your supplier to avoid missed deadlines.

Let the professionals do their work.

- Once you've made yourself clear, step back and let your marketing pro do their work. You wouldn't tell your plumber what to do – just what you want as an end result. Remember, these trained, skilled professionals have knowledge and experience in their field – which you are paying for!

Communication part two:

- Once you've been presented with solutions by your design professional, discuss honestly whether or not they have hit the mark. If your needs have not been met, be clear about why. Miscommunication happens, especially in new working relationships. Don't be afraid to let them go back to the drawing board and see what happens.
- Listen carefully to your supplier's rationale before you dismiss ideas that may be unexpected – they may be the ones that get your business noticed. Be objective; try not to use too much 'personal taste'.

One stop shopping:

- Good communication = a good working relationship = pretty smooth sailing.
- If you suddenly need to include a marketing component that is not on the shopping list, ask your marketing/design pro first – they now know what you need, and often have reliable sources that can make sure your branding/quality requirements are met.



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