



**Frisco Chamber
of Commerce**

**MARKETING
AND
COMMUNICATIONS
PLAN**

ADVOCACY · RESOURCES · CONNECTIONS

FriscoChamber.com

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BUSINESS SUMMARY

Our Company

The Frisco Chamber of Commerce, a 501(c)(6) non-profit organization located in Frisco, Texas, serves one of the fastest growing cities and business communities, representing over 1,300 member businesses, and more than 75,000 employees.

Mission Statement

The mission of the Frisco Chamber of Commerce is to protect and promote commerce through advocacy, resources, and connections.

Key Messages

There are several specific key messages that the Frisco Chamber of Commerce consistently uses to communicate our advocacy efforts and value to the community.

- The Frisco Chamber of Commerce is the “Voice of Business” in Frisco and surrounding communities.
- The Frisco Chamber of Commerce is a problem-solver, often asking our members what’s keeping them up at night.
- The Frisco Chamber of Commerce is proactive. While once a “thermometer” in the community, telling everyone about the business climate and what is going on in the area, the Frisco Chamber has now become a “thermostat” for the business community, actively engaging and being a strong driver and catalyst for change in the business community.
- The Frisco Chamber of Commerce advocates for our business community at a local, state, and federal level to keep Frisco the surrounding communities pro-business.
- The Frisco Chamber of Commerce works regionally, with other chambers of commerce and associations, to keep the entire region pro-business.
- The Frisco Chamber of Commerce is a connector of people.
- Frisco as a whole is successful because of the many partnerships and the Frisco Chamber of Commerce works closely with its community partners – City of Frisco, Collin College, Frisco Economic Development Corporation, Frisco Independent School District, and Visit Frisco.
- The Frisco Chamber of Commerce is a leader in workforce development by working with today’s students and making valuable connections between the school districts, private education, colleges, universities, and the business community.

TARGET AUDIENCES

Prospective/Non-members (Small to Large Businesses)

The Frisco Chamber of Commerce communicates with businesses of all sizes, including members, prospective members, non-members, and relocating corporations on a variety of platforms. These lists can be segmented by company size, industry, or interest for the appropriate message.

Frisco Chamber of Commerce Members (Small-Large Member Businesses)

The Frisco Chamber of Commerce sends exclusive communications to businesses of all sizes that are current members of the Chamber. These lists can be segmented by company size, industry, or interest for the appropriate message.

Local, Regional, and Federal Elected Officials

The Frisco Chamber of Commerce communicates directly with elected officials in person and in writing to keep the lines of communication open.

Community at Large

The community at large needs to see the importance and necessity of the Chamber as it exists to support the business community, and also how it can enhance the quality of life by welcoming, uniting, and promoting those businesses in the surrounding area.

Relocating Businesses/Employees/Visitors

The community at large needs to see the importance and necessity of the Chamber as it exists to support the business community, and also how it can enhance the quality of life by welcoming, uniting, and promoting those businesses in the surrounding area.

MARKETING, COMMUNICATIONS, AND PUBLIC RELATIONS OBJECTIVES

To effectively and consistently market and communicate our advocacy efforts, initiatives, programs, events, and services and to build the Frisco Chamber of Commerce brand thus attracting and retaining business partners to strengthen our efforts.

Overall Objectives:

- To manage and strengthen the Frisco Chamber of Commerce brand to improve perception and perceived value of membership, thus leading to increased membership, retention, sponsorships, as well as community partnerships.
- To increase awareness of the advocacy efforts of the Frisco Chamber of Commerce by educating and informing the business community on potential issues, opportunities, and legislation.
- To effectively market and create awareness of Frisco Chamber of Commerce events to assist in obtaining sponsorships, attendees, and achieving budgeted goals.
- To establish the Frisco Chamber of Commerce as a reliable and valued source of information to the business community, residents, and future workforce, as well as to the chamber industry.

Objective #1 - Branding

To manage and strengthen the Frisco Chamber of Commerce brand to improve perception and perceived value of membership, thus leading to increased membership, retention, sponsorships, as well as community partnerships.

Tactic – We Will Achieve This By:

- Utilizing consistent/key messaging across a wide variety of platforms.
- Communicating advocacy efforts and outcomes, establishing the Frisco Chamber as the “Voice of Business” and problem-solvers within the community.
- Communicating connections being made and outcomes, establishing the Frisco Chamber as the “connector of people” within the community.
- Effectively communicating the value of the Frisco Chamber of Commerce to the business community by segmenting business needs.
- Maintaining consistency in collateral and communication.
- Strengthening relationships with media and establishing the Frisco Chamber of Commerce as an expert and reliable source for quotes, comments, and interviews.

Goals/Initiatives:

- Utilize testimonials, both written and video, to share outcomes. Obtain at least one per event.
- Re-brand with an updated logo, mission statement, and tag line. To be completed by end of 2020.

Measuring Results:

- New members sales
- Member retention
- Media mentions
- Media interview/quote requests
- Measuring analytics on various platforms (email, website, social media)

Objective #2 – Advocacy Awareness

To increase awareness of the advocacy efforts of the Frisco Chamber of Commerce by educating and informing the community and business community on potential issues, opportunities, and legislation.

Tactic – We Will Achieve This By:

- Developing, marketing, and communicating new and conducting existing programs to educate our members and the general public on our advocacy efforts.
- Breaking down and communicating advocacy efforts and legislative information in easy to understand terms.
- Marketing and communicating information about events as we bring together elected officials with community and business leaders at events such as, but not limited to, Roundtable Discussions, Town Halls, Collin/Denton County Days, and DC Fly-ins.
- Promoting voter education and encouraging voting through educational opportunities, corporate initiatives, “Get Out the Vote” campaigns, and local candidate forums.

Objective #2 – Advocacy Awareness (continued)

Goals/Initiatives:

- To create a weekly Advocacy Update emailed to targeted list and on website as a blog post.
- To create Advocacy Alerts when relevant news breaks emailed to target list and/or shared via blog post or social media.
- To create engaging educational drip-marketing articles and/or infographics on subjects relevant to the business community, to create awareness of our advocacy efforts. At least one per month.
- To provide Advocacy Action Alerts on a platform (such as Phone2Action) in which members, when prompted, can directly communicate with elected officials on issues that the Frisco Chamber of Commerce has taken a position.

Measuring Results:

- Attendance numbers at advocacy related events
- Measuring member contact with legislators
- Measuring analytics on various platforms (email, website, social media)

Objective #3 – Event Marketing

To effectively market and create awareness of Frisco Chamber of Commerce events to assist in obtaining sponsorships, attendees, and achieving budgeted goals.

Tactic – We Will Achieve This By:

- Creating email marketing campaigns with a specific, targeted goal or goal(s) and call to action.
- Utilizing marketing planning calendar to consistently promote events.
- Creating social media marketing/advertising on a variety of platforms to reach targeted audience.
- Providing social media coverage during events to create awareness and promotion of events and sponsors.
- Providing re-cap videos and emails to be used as an educational piece and/or sales opportunities for annual events.

Goals/Initiatives:

- To create an “Opportunities Guide” to display sponsorship opportunities for the entire year, allowing a business to budget for these opportunities. The guide should be completed by September of each year for the upcoming year.
- To obtain video or written testimonials from sponsors and attendees to promote each event to future sponsors. At least one per event.

Measuring Results:

- Sponsorship revenue
- Measuring analytics on various platforms (email, website, social media)

Objective #4 – Branded as Valued Resource

Through branding, marketing, and communication, establish the Frisco Chamber of Commerce as a reliable and valued source of information to the business community, residents, and future workforce, as well as to the chamber industry.

Tactic – We Will Achieve This By:

- Remaining informed on news, developments, issues, and opportunities in Frisco and the surrounding region.
- Being forward-thinking and proactive with community issues/opportunities before they arise.
- Maintaining involvement with key industries such as, but not limited to, education, technology, financial, and medical.
- Remaining involved with regional organizations that impact legislation, economic development, and workforce development.
- Providing timely and relevant information to the business community and residents across a variety of platforms.

Goals/Initiatives:

- Create routine surveys and publish results. At least six per year.
- Utilize technology to build relevant databases to share and provide factual and statistical information to the business community.
- To create branded collateral that can be used by the business community when speaking about the demographics of Frisco and surrounding communities. To be completed by December 2019.
- To be the leader in workforce development through various initiatives such as Internship Database, which connects high school and college students with the business community. To be completed by September 2019.

Measuring Results:

- New members sales
- Member retention
- Media mentions
- Media interview/quote requests
- Measuring analytics on various platforms (email, website, social media)

Objective #5 – Media Relations

To build strong relationships with media and establish the Frisco Chamber of Commerce as a reliable and “go to” source of quotes, comments, and interviews.

Tactic – We Will Achieve This By:

- Maintaining regular communication with appropriate members of the media.
- Adding to and updating the media list, by segmenting media types, beats, and areas of interest.
- Drafting strong press releases and media alerts and providing appropriate quotes.
- Establishing a regular presence on all available media outlets.
- Sharing media mentions on appropriate channels such as website, blog posts, social media.

Goals/Initiatives:

- To have Director of Governmental Affairs establish more relationships within the media, particularly those that report on legislative issues/efforts.
- To have Director of Governmental Affairs write press releases regarding advocacy/legislation and seek out editorial opportunities. At least six additional press releases per year.

Measuring Results:

- Media mentions
- Measuring analytics on various platforms (email, website, social media)

MARKETING AND COMMUNICATION TOOLS

Tool	Target Audience	Strategy	Benefits
Billboard Updated monthly.	Members Prospective members Community	✓ Provide an opportunity to brand and market the Frisco Chamber. ✓ Provide a resource to promote upper-level Chamber partners. ✓ Provide a resource to promote key events.	✓ Branding ✓ Community Resource ✓ Member Marketing ✓ Sales Tool
Chamber 101 Monthly	New members Prospective Chamber Ambassadors Prospective members New staff members	✓ Provide an overview of the Frisco Chamber of Commerce including programs, services, marketing, and events.	✓ Branding ✓ Communication ✓ Sales Tool
Community Map (Approximately 10,000 copies printed and distributed) Distribute annually.	All members Prospective members Community Relocating businesses/employees Visitors	✓ Provide an opportunity for members to market business through business listings. ✓ Provide an opportunity for members to market business though paid advertising. ✓ Provide a resource for visitors and new residents.	✓ Branding ✓ Community Resource ✓ Member Benefit ✓ Member Marketing Opportunity ✓ Non-Dues Revenue ✓ Sales Tool
Referral and Relocation Guide (Approximately 10,000 copies printed and distributed) Distributed annually.	All members Prospective members Community Prospective residents Relocating businesses/employees Visitors	✓ Provide an opportunity for members to market business. ✓ Provide a resource for visitors, new residents, and relocating companies.	✓ Branding ✓ Communication ✓ Community Resource ✓ Member Benefit ✓ Member Marketing Opportunity ✓ Non-Dues Revenue ✓ Sales Tool

Tool	Target Audience	Strategy	Benefits
Annual Report (Print and digital versions) Distributed annually.	All members Prospective members	<ul style="list-style-type: none"> ✓ Provide an overview of previous year to all members. ✓ Use as a sales tool for prospective members. 	<ul style="list-style-type: none"> ✓ Branding ✓ Communication ✓ Community Resource ✓ Member Benefit ✓ Sales Tool
Blog Posts (Delivered to approximately 300 subscribers and repurposed to approximately 20,000 social media followers) Distributed weekly.	All subscribers Visitors to website All Social Media followers when shared	<ul style="list-style-type: none"> ✓ Provide additional opportunity to communicate on various platforms. ✓ Opportunity to target content. ✓ Keep website fresh and relevant. ✓ Can be repurposed on social media. 	<ul style="list-style-type: none"> ✓ Branding ✓ Communication ✓ Community Resource ✓ Marketing ✓ Member Resource
Individual Event Emails (Distributed to over 9,000 subscribers on Constant Contact and approximately 4,000 on WebLink) Distributed at least once per event or as needed.	All members Prospective members All on subscribed email list All Social Media followers when shared	<ul style="list-style-type: none"> ✓ Resource to advertise particular Frisco Chamber event to obtain sponsorships, table, and ticket sales. ✓ Resource to promote sponsors. 	<ul style="list-style-type: none"> ✓ Branding ✓ Communication ✓ Community Resource ✓ Marketing ✓ Member Resource
Event PowerPoints and Presentations	Event attendees Social Media followers	<ul style="list-style-type: none"> ✓ PowerPoint Presentation for event. ✓ Include Sponsor videos and advertisements. ✓ Advertise upcoming events. ✓ Display upper-level partners. 	<ul style="list-style-type: none"> ✓ Branding ✓ Communication ✓ Marketing ✓ Member Benefit (upper-level) ✓ Member Marketing Opportunity (Sponsorships)
Advocacy Updates - Legislative and Governmental Affairs (Distributed daily, weekly, monthly, as needed via email, blog subscribers and social media followers.)	All members Prospective members All on subscribed targeted email list Social Media followers	<ul style="list-style-type: none"> ✓ Resource to keep business owners, leaders, employees updated on key issues. ✓ Resource to establish the Frisco Chamber as the “Voice of Business.” 	<ul style="list-style-type: none"> ✓ Branding ✓ Communication ✓ Community Resource ✓ Member Resource
“Chamber Update” in Frisco Enterprise Newspaper (Distributed to 30,000 homes and available online) Distributed monthly and shared on social media.	Business community Community All members Prospective members Social Media followers	<ul style="list-style-type: none"> ✓ Provide additional opportunity to tell chamber story. ✓ Provide additional avenue to advertise events. ✓ Allow members to align themselves with the Frisco Chamber. 	<ul style="list-style-type: none"> ✓ Branding ✓ Communication ✓ Community Resource ✓ Marketing

Tool	Target Audience	Strategy	Benefits
<p>Upcoming Event Email (distributed to over 8,000 subscribers and shared with over 16,000 followers on two social media platforms)</p> <p>Distributed monthly and shared on social media.</p>	<p>All members Prospective members All on subscribed email list Social Media followers</p>	<p>✓ Resource to advertise Frisco Chamber of Commerce events, including committee events, in one place. ✓ Resource to promote Frisco Chamber committees/events.</p>	<p>✓ Branding ✓ Communication ✓ Community Resource ✓ Marketing</p>
<p>Press Releases and Media Alerts (distributed to over 100 local, state, and national media outlets) Distributed as needed.</p>	<p>News outlets Business community Members/prospective Members</p>	<p>✓ Keeps the Frisco Chamber of Commerce in the news on local, state, and national levels. ✓ Establishes the Frisco Chamber of Commerce as an expert/resource for content.</p>	<p>✓ Branding ✓ Communication ✓ Community Resource ✓ Marketing ✓ Media Relations</p>
<p>Social Media (distributed to approximately 20,000 followers across four major media platforms) Daily</p>	<p>All Followers Business community Community Members/Prospective members News outlets</p>	<p>✓ Provide additional opportunity to tell chamber story. ✓ Provide additional avenue to advertise events. ✓ Inform media ✓ Create engagement with business and community ✓ Establish the Frisco Chamber as a leader or “go-to” for information.</p>	<p>✓ Branding ✓ Communication ✓ Community Resource ✓ Marketing ✓ Media Relations</p>
<p>Speaking Engagements</p>	<p>Audience Members Prospective members Social Media followers</p>	<p>✓ Provide opportunity for staff members to be perceived as leaders in community/experts in their field.</p>	<p>✓ Branding ✓ Communication ✓ Marketing</p>
<p>Style Guide Updated annually and as needed.</p>	<p>All staff Committee members communicating on behalf of the Frisco Chamber of Commerce.</p>	<p>✓ Provide consistent branding and messaging across every department.</p>	<p>✓ Branding ✓ Communication</p>
<p>Surveys and Polls As needed.</p>	<p>All members Specific industries</p>	<p>✓ Provide an opportunity to get member feedback (on a variety of topics) and publish results. ✓ Establish the Frisco Chamber of Commerce as a resource.</p>	<p>✓ Branding ✓ Marketing ✓ Communication ✓ Community Resource</p>

Tool	Target Audience	Strategy	Benefits
Website	All members Community Prospective members Prospective residents Visitors	<ul style="list-style-type: none"> ✓ Provide information about the Frisco Chamber of Commerce. ✓ Provide business resources. ✓ Provide information to prospective new business owners and/or residents. ✓ Provide current news and information. 	<ul style="list-style-type: none"> ✓ Branding ✓ Marketing ✓ Communication ✓ Community Resource

COLLABORATION

Team Member	Responsibility
Director of Governmental Affairs	<p>Communicates in person, video, and writing on a regular basis – daily, weekly, monthly, quarterly, as required – to keep the community informed of advocacy efforts of the Frisco Chamber of Commerce, establishing ourselves as the “Voice of Business.”</p> <p>Speaks on behalf of the Frisco Chamber of Commerce at public meetings.</p>
Director of Membership	Provides input for advertisement and promotional materials, design and creation of marketing, membership, advertisement, and sponsorship collateral.
Events Manager	<p>Analyzes event schedule and develops short and long term strategies for resources and communication.</p> <p>Collects data for the events calendar and provides to Senior Director of Marketing & Communication.</p>
Office Manager and/or Administrative Assistant	Orders business cards, name tags, and other collateral following branding guidelines.
Partner Relations Manager	<p>Conducts Chamber 101 to inform new and prospective members of chamber features and benefits.</p> <p>Creates weekly networking slideshow, featuring sponsors and upcoming events/announcements consistent with branding and style guidelines.</p> <p>Informs Senior Director of Marketing and Communications of new upper-level partnerships, to ensure prompt placement of member logos on plaques, website, and billboard (dependent upon partnership level.)</p>

Team Member	Responsibility
Student Interns	<p>Graphic Design intern(s) create(s) event and sales collateral consistent with the Frisco Chamber of Commerce branding.</p> <p>Sports & Event Marketing intern(s) provides assistance in the collection of advertisements, commercials, and logos for Frisco Chamber of Commerce events.</p> <p>Marketing intern provides consistent social media content.</p>

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