



Clarendon Hills Chamber of Commerce Meeting Minutes December 16, 2020

1. Meeting called to order at 9:06 am.

2. Village Report - Dan Ungerleider

- a. Spring and summer are looking really good for economic development. Many businesses are asking for permits to open in the spring and summer. Terra Distilling Company & Walkers Restaurant are opening this spring. The restaurant moving into the former Aguamiel space has requested a liquor license. The new owner of Ebenezer's is looking at doing a complete renovation.
- b. Village approved its budget for 2021.
- c. The Village is conducting a study on the need & costs for a traffic light at Western and 55th Street.
- d. Construction is going well on the new train station – crews are working on benches, heating, lighting, etc.
- e. **Kevin Barr, Village Manager** – Thanked community and Chamber for organizing the Holiday Tree Project saying the town looks great. He encouraged the Village and Chamber to continue the tradition in the future. He reported that the Village is continuing to support businesses, etc. and that the Village itself is in pretty good shape despite the Covid-19 challenges this year.

3. Treasurer's Report – Mark Rediehs

Mark Rediehs reported income coming from village sponsorships of Chamber events was \$10,257 since October 1st. Expenses were \$7,323. Net income this quarter \$2,933. Membership drive accounts for most of income.

4. Membership Discount Deadline – Mark Rediehs

The Chamber moved up the deadline for early bird membership pricing to December 31st this year instead of February 1st. Businesses can go to the website and sign up with Venmo or credit card. <https://www.clarendonhillschamber.com/membership-registration>

5. Mini Social Events

Chamber is discussing creating an activity such as holiday crafts to engage & connect with the community. The goal is to uplift the community and connect them with businesses. Meredith Lannert is spearheading this project.

6. Chamber Content Capturing Sessions

The Chamber is continuing to offer free content capturing sessions to members. It's a great way for businesses to get help creating content. For more information: <https://www.clarendonhillschamber.com/contentfaq>. To sign up for a session, email: marketing@clarendonhillschamber.com.

7. Business Troubleshooter Speaker, Maggie Swift, Partner of Unframed Digital, Denver www.unframeddigital.com

Bio: After spending the past 6 years in magazine publishing, Maggie became imbued with helping business owners visualize their growth opportunities. With a reverence for the power of marketing, Maggie was the Director of Advertising for Mountain Living magazine before starting Unframed Digital. She earned her BA in Writing & Rhetorical Studies at Syracuse University, essentially giving her a degree in the art of persuasive messaging.

We want to empower small business owners to be successful in digital marketing.

Look at your marketing to decide what you can keep internally and what to outsource.

a. **Write a Marketing Plan/Perform a Situational Analysis.**

Resource – Marketing Plan in 7 Steps. <https://www.unframeddigital.com/7-steps-to-create-a-marketing-plan/>

b. **Define your Target Audience.** Really important to understand and to continue to reevaluate every year. Look at your client's demographics - job titles, roles, parents/not parents, interests, etc.

c. **Segmenting your Audience.** – Sort audience by age group, parents, interests – create content targeted at your different target audiences. The buyer journey or funnel = all the stages a buyer goes through before they make a purchase. The goal for marketers is to make sure you are reaching buyers on all journey levels. Top of funnel, middle of funnel, bottom of funnel. Small businesses want to see return on investment so they try to convert customers right away – but you're missing a lot of opportunity. Buyers at Top of the Funnel – don't know they have a problem yet. Top of funnel is where they're doing their research. At this stage, you have to build your brand awareness – blog content, social media, sponsorships, etc. - with these buyers – not meant to convert to buyers right away. In the Middle of the Funnel – that's where you should spend a lot of time and money. Buyer is aware they have a problem and looking at the best possible solutions. You want to drive interest to your businesses show how you do things better, product works better and try to engage them and nurture them beyond a prospect or lead. Use retargeting, marketing, SEO, social media, event marketing – all to target middle funnel. Last is the Bottom of the Funnel – users understand their problem, have looked at competitors and researched. Now this is where brand gives them the nudge – an aggressive call to action is needed here. Stay in front of them - salespeople, email, social media. Social media is a full funnel media strategy. **Take away** – spend money to reach buyers on all levels of the spending funnel.

Using a CRM is a great way to help businesses segment their audience. You can use Facebook ads to push to specific funnels – to consistently move audiences through the funnel.

- d. **Budget**– you should budget 8% minimum of your revenue. Look at your industry and what others are spending. You may need a much larger budget than others.
- e. **When to Hire a Company** – when you can afford it. Make sure your cash flow is healthy and marketing budget is healthy to make sure it is effective. Don't waste time learning new things that are too complex and that others can take on and do in half the time.
- f. **What to Watch Out for When Hiring a Company** – there are many bad agencies that create a set it and forget it campaign monthly. They're not checking it regularly, making sure the key words are working and not consulting with you. Make sure the campaign has oversight management and is optimized. Talk to a few agencies and get a feel for what you need. Watch out if they don't have any creative experience – they're just selling and don't have a design background and offer design services. Also in sales process, make sure they're trying to learn about you – sales territory, how many salespeople, how do they work with your sales strategy, what happens in the buyer funnel?, what happens when a client contacts you?, etc. Don't be shy sharing your revenue streams – they need that to help you reach your growth and goals. They should ask for Google stats to give them insight on what you're doing and your potential for growth. You can send them an NDA to sign – that's a good sign they're trying to understand your business before giving you a proposal.
- g. **Ask for Case Study** - If they don't have one, that's a huge red flag. Your data is one of the most important points of your business. Ask them for a sample report. Ask what their reporting is like and ask them to walk you through it so you understand it.

For more terrific info: <https://www.unframeddigital.com/learn/>

8. Meeting adjourned at 10:00 am.

**Next Clarendon Hills Chamber of Commerce Meeting,
Wednesday, January 20th at 9:00 am on ZOOM.**

Submitted by Susan Charlier