



# DISCOVER IT ALL IN MADEIRA

 SHOP UNIQUE RETAIL  
DESTINATIONS

 ENJOY A VARIETY OF DINING  
& ENTERTAINMENT

 CONNECT WITH LOCAL  
SERVICE EXPERTS



## 2023 MADEIRA CHAMBER CO-OP MARKETING PROGRAM

Our amazing businesses make this great community a destination  
and we want even more people to DISCOVER IT ALL in Madeira in 2023!

### HELP YOUR BUSINESS GET DISCOVERED BY JOINING OUR 2023 CO-OP PROGRAM:

- Featured Promotion in MadeiraChamber.com & Printed Discovery Guide --
- Enhanced Listing in Annual Madeira Business Directory and on MadeiraChamber.com --
- Monthly Promotion of Special Events, Sales and Offers to our 2,000+ Email Database --
- Inclusion in Exclusive Events including Girls Night Out, DORA Events, Holiday Events & more --
- Unique Promotion via Increased Social Media Exposure, Content & Videos --
- Access to LPGA Tournament Promotions --

## THE 2023 MADEIRA CHAMBER DISCOVERY GUIDE

For 2023, we will continue to focus on our online Discovery Guide with a revamped print piece designed to maximize exposure for all of our co-op businesses. Print pieces will be available at all co-op locations to say "Thank you for shopping at this Madeira business, here are many more great places to discover!" We'll continue to use our website as the main landing page of our marketing in order to increase exposure for everyone.

LAST YEAR, NEARLY 25,000 PEOPLE VISITED MADEIRACHAMBER.COM GENERATING 87,000 PAGEVIEWS!

### OUR 2023 MARKETING PLAN WILL CONSIST OF THE FOLLOWING:

- 9 Targeted E-Blasts to High Income Homeowners in Madeira & Surrounding Communities --
- Two Full Page Spreads in Cincinnati Magazine in the Spring and Holiday Seasons --
- Additional Exposure in Neighboring Community Publications including Loveland & Mariemont --
- 2 Expanded Direct Mail Campaigns to Surrounding Communities --
- Targeted Ads Through Facebook, Instagram, Google Display Network and YouTube --
- Participation in Girls Night Out, DORA and Holiday Events --

THIS YEAR, WE'LL GENERATE 2+ MILLION IMPRESSIONS FOR THE MADEIRA BUSINESS COMMUNITY

**2023 MADEIRA CHAMBER CO-OP INVESTMENT: \$400\***  
**\*INCLUDES REGULAR CHAMBER MEMBERSHIP (\$100 VALUE)**

Thank you for your continued support of the Madeira Chamber of Commerce!