

ONLINE MARKETING SERVICES



Whether you want to raise your profile, market an event or publicise a service, Sheffield Chamber has a range of online tools to help you connect to the wider business community.



OVER 19,000* SOCIAL MEDIA FOLLOWERS ACROSS TWITTER, LINKEDIN AND FACEBOOK



AN EMAIL DATABASE OF OVER 6,000* KEY DECISION MAKERS ACROSS THE CITY



OVER 100,000* SOCIAL MEDIA IMPRESSIONS PER MONTH ACROSS TWITTER, LINKEDIN AND FACEBOOK



OVER 60,000* INDIVIDUAL PAGE VIEWS ON SHEFFIELD CHAMBER WEBSITE PER MONTH



*Number subject to change. Please contact us for up to date amount.

EMAIL MARKETING



As a membership organisation we have a definitive database of companies within the Sheffield City Region. Use our email marketing service to directly approach the Sheffield business community and get your message heard.

The HTML email will be completely bespoke and tailored to your business and does not need to reference Sheffield Chamber. You will receive a post email report of the open and click rate, that includes subscribers name and company. This can provide a great opportunity to follow up and generate more leads.

Maximising the response rate of your email involves making sure your email looks fantastic. Sheffield Chamber is on hand to offer advice and support to ensure your email performs as well as possible.

TIPS FOR AN EFFECTIVE EMAIL

- **Include a clear call to action** - Most subscribers will scan the email, so ensure it includes a clear message to catch their attention and a click button to find out more.
- **Plan for no images** - The vast majority of email clients block images in messages unless the user opts to see them - that means your images will never get seen unless the rest of the content is descriptive enough to persuade recipients to allow images to be shown. Avoid embedding critical content in images and instead make use of headlines and body content to explain the email.
- **Keep it simple** - Avoid using overly complex layouts and long copy paragraphs. The aim of the email is to spark interest and get the recipient to click for more information. Use clean simple messages and get straight to the point.
- **Personalise the email** - Our database includes the name and company of the recipient. Instead of receiving a campaign with generic, one-size-fits-all message, use this data to target the recipient personally to increase the emails open and click rate.

ARTWORK SPECIFICATION

- Please provide full email in HTML format. Alternatively, please provide jpg images and all text content in a word file. Please ensure to include any url links you wish the email to link to. Sheffield Chamber will then construct your email into a HTML format for you.
- Please supply the subject line to your email (no more than 8 words long).
- Artwork must be supplied to the Sheffield Chamber design team no later than 7 days before the scheduled sending date.
- Payment must be made 7 days before the scheduled sending date. If the Chamber has not received payment, the email will not be sent and the full amount will remain due.
- The Chamber only sends out one member email per week, therefore pre-booking is essential.
- Sheffield Chamber reserve the right to decline an email if it is deemed unsuitable, or if it conflicts with our products and services.

MEMBER PRICE

- Membership database of approximately 2,600 emails - £295 +VAT
- Membership & non-membership database of approximately 6,000 emails - £350 +VAT
- This service is included free in **PREMIUM PARTNER** and **PATRONAGE** membership

FOR MORE INFORMATION AND TO BOOK

Contact your Sheffield Chamber Account Manager or call 0114 201 8888.



ONLINE ADVERTISING



Online advertising is one of the most effective ways for businesses of all sizes to expand their reach, find new customers, and diversify their revenue streams. Members can use the Chambers display advertising service to reach the many business people from in and outside the region visiting our website.

Your advert banner on the Sheffield Chamber website is linked directly to your website, or a specific destination url. Adverts can be static or animated and are full colour. Sheffield Chamber is regularly promoted and marketed through our social media channels, therefore your adverts will reach many more potential clients via Twitter, Facebook and LinkedIn.

TECHNICAL SPECIFICATION

- Advert size - 257x257 pixels to be supplied in gif, jpg or png file format (max file size 35k).
- An active URL must be supplied for your advert.
- Advertisements cannot include audio.
- The costs shown below are based upon the client supplying complete and final artwork. Sheffield Chamber can provide a bespoke design service, however an additional cost will apply.
- The costs shown below are based upon the artwork being live for two weeks.
- All advertisements should be sent, as attachments no later than 5 working days prior to publication date.
- Payment must be made before the scheduled advertising date. If the Chamber has not received payment, the advert will not be uploaded and the amount will remain due.
- Sheffield Chamber reserve the right to decline an advert if it is deemed unsuitable, or if it conflicts with our products and services.

MEMBER PRICE

- Front Page advert - £195 +VAT (average page views per month of 10,000)
- News Page advert - £125 +VAT (average page views per month of 7,000)
- Event Page advert - £125 +VAT (average page views per month of 6,000)
- Advertisements on either news or events pages are included free in **PREMIUM PARTNER** and **PATRONAGE** membership

FOR MORE INFORMATION AND TO BOOK

Contact your Sheffield Chamber Account Manager or call 0114 201 8888.



NEWS AND EVENTS



Chamber members have the opportunity to feature their news and events on the www.scci.org.uk website. This acts as another distribution channel for your business to get in front and showcase your company to the Sheffield business community.

NEWS UPLOAD

- Send your pre-written press release to news@scci.org.uk along with any accompanying web ready images (image over 1 mb will not be uploaded).
- Please note your press release will take up to 5 business days to be uploaded.
- All press releases will be tweeted via @sheffchamber with company twitter handle and image included where possible.
- Sheffield Chamber reserve the right to decline a news story if it is deemed unsuitable, if it is in the incorrect format or if it conflicts with our products and services.
- This service is not available in **PRIMARY** or **ESSENTIAL** membership.
- This service is included free in **CHARITY**, **GROWTH**, **PREMIUM PARTNER** and **PATRONAGE** membership.

EVENT UPLOAD

- Chamber members can upload their events via the member centre of the Sheffield Chamber website. To do this login to the member centre, navigate to your profile page and click on the events tab. Click on 'My Events' and 'Add New'. A feature image can be also uploaded for the event, please ensure this is minimum 700px wide.
- Please note that Sheffield Chamber will not manage the registrations for member events, so please ensure to include how to book instructions clearly in the body copy of the event description.
- Once your event is submitted it will remain pending until a member of Sheffield Chamber approves it. This can take up to 5 business days.
- No more than ten member events will be published per month.
- Event submissions are limited to one event per month from any one member organisation.
- Sheffield Chamber reserve the right to decline an event if it is deemed unsuitable, if it is in the incorrect format or if it conflicts with other member or Chamber events.
- This service is not available in **PRIMARY** or **ESSENTIAL** membership.
- This service is included free in **CHARITY**, **GROWTH**, **PREMIUM PARTNER** and **PATRONAGE** membership.

FOR MORE INFORMATION

Contact your Sheffield Chamber Account Manager or call 0114 201 8888.