

# Onaway Community Chamber of Commerce

## **\*DRAFT\* Marketing Committee**

**Purpose:** The purpose of the Marketing Committee is to develop and maintain a comprehensive communications program to market and promote the Chamber brand, membership benefits, events and the community of Onaway.

**Type of Committee:** Standing Committee

### **Goals:**

- Promotion for the Chamber's brand, mission, vision and programs offered
- Present a consistent image for the Chamber through its collateral marketing materials, the web site, events promotion and participation, responds to travel/tourism related inquiries and distribution of relocation information.

### **Objectives:**

- Design and implement a marketing plan which compliments/enhances current tourism marketing efforts.
- Key tasks: Press releases, media inquiries, website management, social media networking, PR and advertising (print, TV, radio, outdoor, etc.), newsletters/eNewsletters and brand management.
- Creates venues to promote Chamber businesses to the general public.
- Populate Community Calendar.
- Produce an annual Membership Directory.
- Produce a city and regional tourism map.

**Chairperson's Name:**

**Committee Members:**

**Meeting Schedule: Date/time/location:**

**Reporting:** Monthly

**Annual Budget:**

**Coordination with other committees:** Board of Directors, Membership and Events committees, City of Onaway and Onaway DDA