

WELCOME!



CANTON
REGIONAL
CHAMBER SM

A MODERN PLAYBOOK FOR MEMBERSHIP GROWTH

**DIGITAL STRATEGY, HUMAN CONNECTION
AND WHAT'S ACTUALLY WORKING**

Presented by Darla Brown, VP of Marketing and Membership Strategy
at the Canton Regional Chamber of Commerce

FROM MY PERSPECTIVE

A LITTLE ABOUT ME AND THE CRCC

- Current total membership is just shy of 1900
- Current team consists of a marketing specialist, membership specialist, membership development manager and creative director



WHY THIS LENS MATTERS

DIGITAL STRUCTURE & HUMAN CONNECTION

- Chambers bring something digital alone can't do: trust & relationships
- Cultivate the journey!

THEN THERE'S REALITY

AND LET'S BE HONEST ...

- Small teams
- Not enough resources
- Competing priorities
- High expectations
- Small budgets

YOUR MEMBERSHIP JOURNEY

ARE YOU CULTIVATING YOUR FUNNEL?

Awareness →

Inquiry →

Conversion →

Onboarding →

Engagement →

Retention

What area feels weakest for you right now?

M&M ALIGNMENT

ONE TEAM, SAME FUNNEL, SAME GOALS

- Clear, integrated strategy for reaching prospects
- Shared ownership among team and a renewed focus on growth
- Team connection allowed for an updated brand voice, serendipitously with an updated mission, vision and values



ENTER DIGITAL MARKETING

CLARITY BEFORE COMMITMENT

- Clear value messaging
- Trust signals
- Start with WHY

FIND YOUR WHY

IT'S EASY TO DEFINE WHAT AND HOW ...

WHAT:

We provide the connections, advocacy and visibility that help businesses grow ...

HOW:

... through events that bring people together, educational opportunities, strategic partnerships and a powerful network of members, we equip our members with the resources they need to thrive ...

DO YOU KNOW YOUR WHY?

PURPOSE, CAUSE OR BELIEF

WHY:

We believe that your business success, as part of a thriving business community, builds a stronger region for everyone.

LET'S GET SPECIFIC

SHOW YOUR WHY, BUT MAKE IT PERSONAL

- Intentional onboarding
 - New member orientation
 - Relationship-building
 - Clear guidance
 - Personal touches

SOCIAL MEDIA

BE YOU ON SOCIAL MEDIA

- Create a social media calendar for the month
- Use as much photo/video content as possible
- Highlight members, even (and especially) when marketing yourself
- Use contests to increase page following and engagement

OUR STATS

MAJOR MOVEMENT, FAST!

- **PFHOFEF TOTAL IMPRESSIONS:** 3,004,529 (up 9,300% from 31,810)
- **PFHOFEF TOTAL SHARES:** 3,414 (up 26,000% from 13)
- **PFHOFEF REACTIONS & LIKES:** 19,687 (up 6,200 % from 315)
- **CRCC Facebook followers:** 21% increase over the previous year
- **CRCC Instagram followers:** 43% increase over the previous year
- **CRCC LinkedIn followers:** 20% increase over the previous year
- **PFHOFEF Facebook followers:** 26% increase over the previous year
- **PFHOFEF Instagram followers:** 42% increase since July 7, 2025

SOCIAL IDEAS

(I KNOW, WE DON'T NEED MORE IDEAS BUT...)

- Show, don't tell
 - QuickConnect luncheon
 - Business After Hours
 - PFHOFEF storytelling
 - Business Expo event recap
 - Our why
 - POV trend
 - Directory explainer video

KEY TAKEAWAYS

MARRY YOUR MARKETING & MEMBERSHIP

1. Start with why and design the journey

Be intentional about how someone finds you, joins and gets connected

2. Use digital for clarity

Digital tools should remove confusion and set expectations — not replace relationships

3. Lead with people

The first 100 days matter most. Personal touches drive long-term retention.

QUESTIONS & CONNECTING

KEEP THE CONVERSATION GOING

- Connect with me on LinkedIn: darlabrown1
- Follow us and we'll give you a follow back!
 - FB: @CantonOhioChamber
 - Insta: @CantonChamber
 - LI: @Canton Regional Chamber of Commerce



THANK YOU



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