

Chamber of Commerce Case Study

Although the Lehi Chamber of Commerce was an established organization, there was very little awareness of the connections entrepreneurially minded individuals could make with other local business owners. Missed opportunities to network and conduct business presented the chamber with a unique challenge.

The Lehi Area Chamber of Commerce built **awareness** for the organization with local businesses through the introduction of a local business directory. The directory sparked **interest** in the chamber as members received a discount on display advertising. After seeing a sales presentation and understanding distribution of the directory (to local consumer households) the **decision** to place an ad was easier to make. **Action** was confirmed with a contract and sales of ads as membership dues were collected at the time of the sale for a discount on advertising in the directory.

Result: 30% increase in Chamber of Commerce membership as a direct result of advertisers signing up for a discount in the business directory