

**2010-2011 Marketing Plan**  
**Houston Northwest Chamber of Commerce**

**Goals:** Increase Chamber membership and improve retention to 80% over next 5 years  
 Increase awareness of Chamber accomplishments and opportunities within the community  
 Improve community awareness of current Chamber member businesses

**I Optimize Web site**

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|---|--|-----------------|
| 1. Explore options for redesigning and moving HoustonNWChamber.org to onsite maintenance, including creating a timeline for completion and exploring options for adding text communication to Chamber communication strategies.       | Chris Denny and Marketing Committee        |                 |
| a. Phase I: Rebuild/redesign analysis   |  | June, 2010      |
| b. Phase II: Implementation and Launch  |  | December, 2010  |
| 2. Develop Facebook and other social media strategies and plan for execution and resources. Includes repurposing current Facebook page to a Fan Page, adding Twitter account and utilizing Lone Star College interns to execute plan. | Christine Holloway and Marketing Committee | March, 2010     |
| 3. Develop standards of communication for HoustonNWChamber.org and expectations for improving design and usability  | Marketing Committee                        | September, 2010 |

**II Develop consistent Brand and style guidelines for all Houston Northwest Chamber publications**

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|--|-------------------------------------|--------------------------|
| 1. Develop Marketing Brand, Style and Design Guide                               | Chris Denny and Marketing Committee | June, 2010               |
| 2. Clean up look and feel of HoustonNWChamber.org                                | Chris Denny and Cece Sutphen        | June – December, 2010    |
| 3. Clean up The Edge format  | Marketing Committee                 | April, 2010              |
| 4. Apply brand standards to all Chamber publications, including Events materials | Marketing Committee                 | 1 <sup>st</sup> Qtr 2011 |
| 5. Apply brand standards for all print ads                                       | Marketing Committee                 | June, 2010               |

**III Develop content schedule for print ads**

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|---|--------------------------------------|-------------|
| 1. <i>The Sun</i> (monthly)   | Marketing Committee and Sandy Barton | April, 2010 |
| 2. <i>The Chronicle</i> (weekly)  | Marketing Committee and Sandy Barton | April, 2010 |
| 3. <i>ReviewIt</i> magazine (8 issues per year)   | Marketing Committee and Sandy Barton | April, 2010 |
| 4. Explore other opportunities for generating print messages and make recommendations for executing | Marketing Committee and Sandy Barton | Ongoing     |

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**IV Develop content schedule for Media Communication**

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|---|---------------------|-----------|
| 1. Develop schedule and structure for press releases  | Sandy Barton        | May, 2010 |
| 2. Develop stronger media contacts  | Marketing Committee | Ongoing   |
| 3. Increase awareness throughout committees for need to include media communication in project planning | Marketing Committee | Ongoing   |

**V Expand and evaluate current campaigns and major publication pieces, including Buy Nearby and other Chamber initiatives**

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|--|--------------------------------------|----------------|
| 1. Evaluate effectiveness of current Buy Nearby program. Create and implement new program to reflect the needs of chamber members and the community, including a community awareness plan. |                                      |                |
| a. Phase I: Develop Subcommittee to evaluate program requirements  | Tommy Ripley, Chris Denny            | April, 2010    |
| b. Phase II: Redesign and rebuild program  | Marketing Committee and Sandy Barton | July, 2010     |
| c. Phase III: Implement and Launch new program   | Marketing Committee and Sandy Barton | December, 2010 |
| 2. Evaluate and develop standard Marketing Communications plan for short-term Chamber Initiatives such as Green Medians **   | Marketing Committee and Sandy Barton | January, 2011  |
| 3. Evaluate and develop standard Marketing Communications plan for long-term Chamber Initiatives such as Community Visioning and Business Revitalization                                   | Marketing Committee and Sandy Barton | January, 2011  |
| 4. Develop Proposal for bringing chamber Directory in house to increase revenues.  | Marketing Committee and Sandy Barton | February, 2010 |

\*\* Committee will address specific recommendations to support Green Medians initiative in February/March 2010.