

Communications & Marketing

Enhance the visibility of the Chamber of Commerce through various means of marketing & communication



Bridget Foster, Vice President

Bridget holds a B.B.A. in marketing from University of Kentucky and an M.B.A. from Eastern Kentucky University.

She grew up on a farm in Western Kentucky and currently resides in Scott County with her husband Jake.

Bridget is the Director of Marketing, Provider Relations & Industry and Community Outreach for Georgetown Community Hospital.

She is involved and active within the community including the Salvation Army Advisory Council Board, Elkhorn Crossing School Advisory Council, Scott County Relay for Life Committee (Marketing Chair), Georgetown Rotary Club, Georgetown Kiwanis Club, Georgetown Women's Club, Georgetown/Scott County Chamber of Commerce Board and Vice President of Communications & Marketing, Quest Farm Board, Philanthropic Educational Organization (PEO) and Georgetown Healthcare Professionals.

Objective: Determine what members want from their membership

Action: Send out survey with 2 questions from the Community Affairs, Membership, and Communications and Marketing committees

Action: Offer a prize for participation

Objective: Website Upgrade

Action: Go live 1st quarter 2017; Purchase template and hosting

Action: Slog functionality; Spotlight Member of the month

Action: One stop post: Facebook, Twitter, Instagram, Linked In

Action: Google Analytics

Action: Determine what pictures to use on pages

Action: Membership Directory

Action: Work with Nevvs Graphic and Tourism on master community calendar

Objective: Plan quarterly workshops

Action: Ensure workshops are of interest to Chamber members

Objective: Market new and existing awards for Annual Banquet

Action: Promote sponsorship opportunities on social media and website

Objective: Newsletter Enhancement

- Action: Condense information, include website links to drive traffic
- Action: Change call to action subject line every time sent to entice members to open, highlight upcoming events
- Action: Brand newsletter with template of website and make available on social media

Objective: Strengthen brand through digital presence

- Action: Partner with News Graphic to increase traffic on both websites
- Action: Highlight Member of the Day/Week on social media
- Action: Create private Facebook group for member to member communication and referrals
- Action: Encourage members to use social media to check in and use hashtags (#) for all Chamber events
- Action: Educate members to like and follow the Chamber page on Facebook/Twitter/Instagram
- Action: Evaluate use of Facebook ads to attract members
- Action: Incorporate community video into website and social media
- Action: Create Chamber Linked In page

Objective: Highlight Marketing Benefits in New Member Package

- Action: Include info sheet with marketing benefits and opportunities
- Action: Create electronic membership package and include Chamber logos for members to use on their website
- Action: Request social media info on membership application so Chamber can follow



Marketing, Marketing, Marketing!!

This is how you get your businesses name out to the community.

FREE advertising is available through the Chamber Newsletter, Facebook & Twitter

Paid advertising is available on the newly designed website, monthly ads in the newsletter with a yearly contract.

Sponsorships available for the Annual Awards Banquet and Golf Outing.