

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: Offer new advertising opportunities to our members on website

- Action: Banner Ad on Homepage- Frequency and cost
- Action: Banner Ad on Events Calendar-Frequency and cost
- Action: Small Ads on Homepage-Number allowed to rotate, frequency and cost

Objective: Increase value to our membership by offering additional advertising/marketing opportunities

- Action: Red Alert sponsor
- Action: Luncheon sponsors
- Action: Event sponsorship opportunities
- Action: Lexington Legends sponsorship and two group outings

Objective: Continuation of upgrade of new website

- Action: Obtain Google analytics to provide to membership
- Action: Ensure all members know how to access their account on website

Objective: Plan quarterly Lunch & Learns and workshops

- Action: Survey membership to ensure workshop topics are of value
- Action: Benefits of the Chamber (including advertising)
- Action: Leadership Engaging Employees
- Action: Digital Marketing
- Action: Graphic Design for Small Businesses

**Like and follow us
on Facebook for
upcoming events
and news!**

@GTSCCHAMBER



Marketing, Marketing, Marketing!!

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

FREE advertising 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.

Many more advertising opportunities available!

Sponsorships available for the Annual Awards Banquet, Summer Event and Annual Golf Outing.