

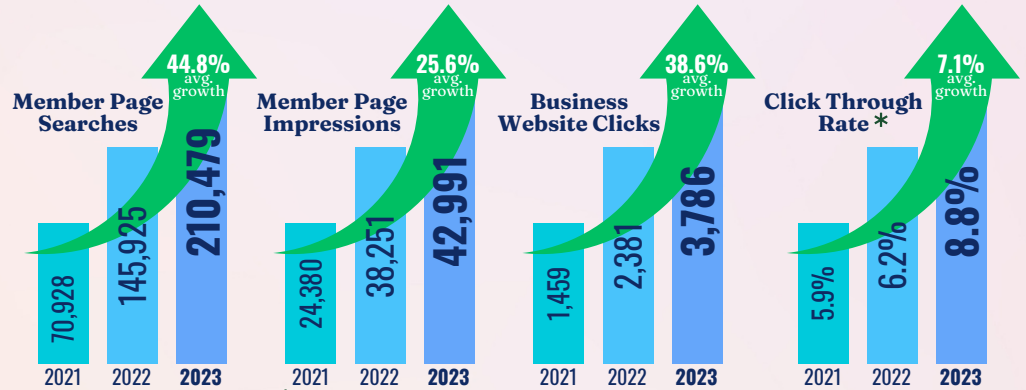
2023 FAUQUIER CHAMBER OF COMMERCE

All Membership Impact Report



MEMBER BUSINESS DIRECTORY STATS

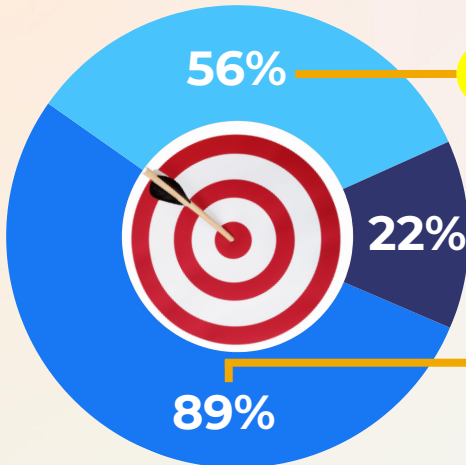
The performance of our member's directory pages continues to show significant gains in awareness & engagement. We remind members to ensure their pages represent their desired brand identity.



*displays as a percentage the number of clicks to website divided by the total number of page views.



MEMBER DIRECTORY PAGE OPPORTUNITIES



PAGES WITH KEYWORDS

Keywords drive SEO. Easy to add and critical for top placement in consumer web search results.



PAGES WITH LOGO

Your logo is your business's visual identity. Adding your logo to the search page will help you to stand out.



PAGES WITH LINK TO WEBSITE

Unless your business doesn't have a website, why would you not include it on your online directory page?

DON'T MISS THIS OPPORTUNITY!

For the small fee of

25\$

and for an additional

25\$

Give us a call or visit the members only page on our website to order your review.

you can get a comprehensive analysis of your directory page as well as recommendations on how to improve it to gain more awareness and engagement.

Chamber staff will implement any and all changes including those that were recommended.

2023 FAUQUIER CHAMBER OF COMMERCE

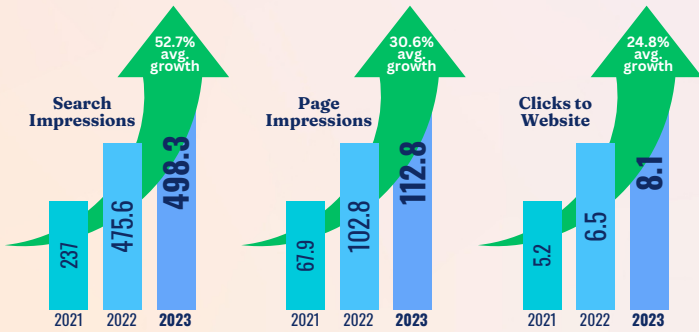
All Membership Impact Report continued



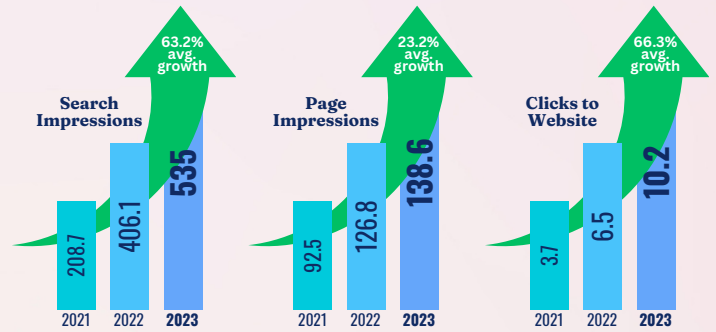
MEMBER DIRECTORY PAGE ACTIVITY

Data represents the average number of searches, impressions and web clicks per active member during each year of the six top categories by active membership counts.

NON PROFIT ORGANIZATIONS



FINANCIAL & INVESTMENT SERVICES



REAL ESTATE & REAL ESTATE SERVICES



ACCOUNTING & BUSINESS MANAGEMENT SERVICES



HEALTHCARE & SERVICES



CONTRACTORS & CONSTRUCTION



Want to see how your business page has performed?
Let us know and we'd be happy to show you.

All Membership Impact Report continued



SOCIAL MEDIA PERFORMANCE

Our social media strategy continues to drive awareness and engagement of our members and their businesses. Below showcases the growth of all outlets over the previous 12 months.

	Reach		Visits		Reactions	
	90,878	↑ 148.8%	12,596	↑ 405.1%	363	↑ 205.1%
	1,632	↑ 43.7%	452	↑ 34.2%	102	---
	---	---	319	↑ 1.9%	325	↑ 2.2%



MEMBER BUSINESS REFERRALS

The Chamber records two types of referrals. Those that staff provides to a member and those that are generated when a visitor requests to be contacted by a member. Visitor generated requests are screened by staff for appropriateness prior to being released to the member.

		Staff Generated	Visitor Generated	TOTAL
All Active Members	2022	47	115	162
	2023	61	148	209



EVENTS - AWARENESS & ENGAGEMENT

If your business has an upcoming event, there is value in posting it to the Chamber calendar to increase awareness and engagement. With each event receiving an average of 71 views in 2023, you can be sure events posted will be seen!

