



*The* Fauquier  
CHAMBER

**Dedicated to the growth and prosperity of local businesses through building relationships, advocating for business, and providing resources and support.**

**2024 Business  
Growth Opportunities**

**E-Communications**



## **The Value of E-Communications**

Since October of 2021, The Fauquier Chamber of Commerce set forth a strategic approach to e-blast communications. We were very aware of the difference between quality and quantity and placed focus on the content of the message, not how many times we sent it.

We believe the value of e-marketing is determined by the reader, not the sender and it will remain our goal to build credibility with membership by staying in contact and keeping up to date with issues and resources that matter to business. We are pleased that our strategy has shown success based on feedback from membership as well as the mountains of collected data that all support a consensus that membership overall is finding value in our communications and we are not overwhelming inboxes.

We are now happy to announce that members have the opportunity to place their company name and logo on these weekly communication pieces at a very affordable cost compared to the value received as noted by the measurable increases in both impressions and click through rates.

**Our e-blasts have an average Open Rate of 43.4% which is 8% higher than industry average and an average Click Through Rate (CTR) of 3.4% which is 1.5% higher than industry average..**

**Monday Average Open Rate - 43.9%**  
**Wednesday Average Open Rate - 42.6%**  
**Friday Average Open Rate - 43.7%**

**Monday Average CTR - 3.5%**  
**Wednesday Average CTR - 3.3%**  
**Friday Average CTR - 3.3%**



## **Monday Business Brief**

We send to membership only, a newsletter that contains business information and resources providing readership with news their businesses can actually use.

[Click here to view a previous Monday Morning Business Brief](#)

### **Cost**

**The cost for each communication is \$75.00.** Members may purchase as many as they wish with a 10% discount applied to all purchases if more than 3 are committed to at a time. Release schedule is at the discretion of the member and based on availability. Member to provide digital assets.

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## **Wednesday Event E-Blast**

Although all of our communications exceed the industry norms with regards to open rate and click throughs, the Wednesday Event E-Blast consistency out performs all other communications.

[Click here to view a previous Wednesday E-Blast](#)

### **Cost**

**The cost for each communication is \$100.00.** Members may purchase as many as they wish with a 10% discount applied to all purchases if more than 3 are committed to at a time. Release schedule is at the discretion of the member and based on availability. Member to provide digital assets.

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## **Friday Member Spotlight**

Fridays are reserved to celebrate our members by highlighting their news, successes, growth, people or any other element of their business. A great way to get the “word” out on news you want the Fauquier community to know about

[Click here to view a previous Friday Member Spotlight](#)

### **Cost**

**The cost for each communication is \$150.00.** Members may purchase as many as they wish with a 10% discount applied to all purchases if more than 3 are committed to at a time. Release schedule is at the discretion of the member and based on availability. Chamber staff will design using provided imagery and text content with proof approval prior to distribution.



## **E-Communications Order Form**

**Monday Business Brief**                      **\$75 each    OR    \$67.50 each for 3+**

Preferred Date(s): \_\_\_\_\_  
\_\_\_\_\_

**Wednesday Event E-Blast**                      **\$100 each    OR    \$90.00 each for 3+**

Preferred Date(s): \_\_\_\_\_  
\_\_\_\_\_

**Friday Member Spotlight**                      **\$150 each    OR    \$135 each for 3+**

Preferred Date(s): \_\_\_\_\_  
\_\_\_\_\_

**If you would like to reserve multiple occurrences of any of the above,  
please contact Chamber staff for availability.**

**Business Name:** \_\_\_\_\_

**Authorized Representative:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**All orders will be invoiced to the member's account. Once invoice is  
paid, Staff will contact the authorized representative or designee to  
discuss details.**