



# Cen-Tex Hispanic Chamber of Commerce 2015-2016 Marketing Plan

The Cen-Tex Hispanic Chamber of Commerce employs a variety of marketing tools in a comprehensive marketing plan designed to reach a broad consumer outreach split between three identified markets.

- **CENTRAL TEXAS CONSUMERS**
  - Citizens living within McLennan County, Bell County, and Hill County desiring to improve their households or businesses with the purchase of local consumer goods or services, the benefit of local charitable or community services, or the attainment of government services or civil rights.
- **HISPANIC CONSUMERS**
  - Spanish speaking or bilingual citizens who seek businesses, employers, and services that are respectful and accommodating to the unique cultural and communication needs of the Hispanic community within McLennan County, Bell County, and Hill County.
- **SMALL BUSINESS OWNERS**
  - Individual proprietors or partnerships operating businesses with less than 50 employees, seeking affordable marketing assistance, productive networking opportunities, and essential business referrals to maintain economic sustainability and expansive growth.

The Chamber relies on traditional and grass roots marketing programs while embracing modern social media technology. Using multiple marketing tools allows the Chamber to tailor messages to unique demographic audiences within each identified market. This communication approach increases consumer engagement and membership investment return.

## **TRADITIONAL MARKETING**

### **Newsletters**

*The Cinco Express* is an electronic newsletter published on a weekly basis, with special editions created to highlight chamber events and press releases. Each weekly publication highlights community stories, chamber members, local jobs, Chamber events, and communication tools.

Goal: Provide resources encouraging immediate conversation and engagement.

Objectives: Research local news, job boards, and databases for five topics per category

1. What's New & Who's Who – five top local community stories or announcements
2. Member Showcase – five member referrals with summary, logo, and website link
3. Who's Hiring – top five current F/T job openings; emphasizing member vacancies

### **Newspapers**

The Chamber prudently utilizes local newspapers to promote special events or announcements. Each newspaper reaches a unique target market, with specific goals and objectives.

Newspaper	Publication Dates	Coverage Area	Target Audience	Goal	Objective	Examples
El Tiempo	Every Wednesday	South Waco	Waco Hispanic residents Spanish preferred readers	Inform and engage Hispanic residents	Press Releases Bilingual Job Fairs Cultural Social Events Resource Events	TAMACC Announcements JumpStart Roundup Nex-Gen College Night Focus Group Studies
Hometown News	Every Friday	McLennan County	Suburban/rural residents Small business owners English dominate readers	Engage local small businesses and area consumers	Press Releases Job Fairs/Trade Shows Business Networking Events	Chamber Achievements Monthly Luncheon Fiesta on the Fairways Family Expo
Waco Tribune Herald	Daily	McLennan County	Greater Waco residents English dominate readers	Inform area residents and engage local influencers	Press Releases Special Event PSA Business Networking Events	TAMACC Announcements Chamber Achievements JumpStart Roundup Annual Banquet

## Live Radio

The Chamber consciously employs radio commercial advertising to promote major community events and local job fairs requiring mass attendance. Radio commercials provide immediate, tactical access to people increasing engagement with late decision makers and social influencers.

Station	Target Audience	Goal	Objective	Examples
La Ley	Hispanic Listeners (18-45 yrs) Acculturated Families Education & Knowledge Based Workforce Affluent Consumers Trend Influencers	Engage young Hispanics in premier social events and futuristic minded opportunities	Increase Hispanic consumer sales, higher level education, and sustainable full-time employment	Family Expo JumpStart Roundup Nex-Gen College Night
La Mejor	Hispanic Listeners (30-55 yrs) Traditional Families Skill & Technical Based Workforce Conscious Consumers Community Influencers	Engage older Hispanics in community social events and family resource opportunities	Increase Hispanic presence in local community, political, and social service efforts	All About Bellmead Focus Group Studies
Power 108	Anglo Listeners (25-35 yrs) Young Adults and Families Education & Knowledge Based Workers Affluent Consumers Trend Influencers	Engage Anglos in cultural awareness events and community job resources	Increase social exchanges across the community and enable sustainable employment for everyone	Family Expo JumpStart Roundup Nex-Gen College Night

## Television

The Chamber selectively uses television advertising to promote events benefited by wide spread publicity and targeted attendances. The Chamber receives a limited number of courtesy PSA's.

Station	Target Audience	Goal	Objective	Examples
City Channel 10	City of Waco Residents English and Spanish Speaking Viewers	Increase public awareness of Chamber activities and small business services	Promote monthly networking opportunities, special events, chamber membership	Noticias Luncheon Advertisement Event Advertisement Sponsorship Recognition
KXXV Channel 25	McLennan County Residents English Speaking Viewers	Increase public awareness of Chamber activities and small business services	Promote major annual events to area residents and business leaders	Annual Banquet Fiesta on the Fairways
Telemundo Channel 7	McLennan County Residents Spanish Speaking Viewers	Increase public awareness of Chamber activities and small business services	Promote major annual events to area residents and business leaders	Sports Tournament Annual Banquet

[Noticias](#) is a monthly broadcast show that is taped live in studio. Up to three Chamber members are interviewed in a relaxed, casual setting. Viewers learn about each guest, the organization history, community ties, products, services, and special events. *Noticias* reaches nearly 70,000 viewers. It is aired once per week both prime time and day time, with a link stored and shared via the world wide web. Each segment is stored and accessible for one calendar year.

## **Website**

The Chamber Board of Directors contracted and sponsored a new website design May 2016. The Chamber [website](#) has enhanced features allowing guests to quickly access content and social media programs too. Guests are provided an unrestricted, comprehensive view of Chamber operations, communications, contributions, and activities to help people feel connected and knowledgeable. Chamber members are listed in a traditional directory, but enjoy exclusive interactive features such as live studio interviews and live on-site commercials.

## **SOCIAL MEDIA MARKETING**

### Facebook

The Chamber vigorously uses its [Facebook page](#) to promote member businesses and special events. A strategic monthly campaign is created linking national, cultural, or creative holidays to chamber businesses and highlighting those connections every Monday – Friday. A Member Photo Album provides an online logo directory with website links. Chamber members and community partners are welcome to submit special sales or events for publication free of charge. Chamber special events such as the [Family Expo](#) are exclusively promoted and successfully produced through a low-cost social media campaign. All Chamber special events include a designated event page to showcase sponsors and share event updates. Monthly luncheons include designated event pages for members to have easy access to event information for invites and reminders.

### Instagram

The Chamber Instagram account shares stories captured in pictures. It's the perfect opportunity for people to actually see the engagement and fun members enjoy at various events. It provides Board Directors and Ambassadors a quick tool to share community projects and service. It's a fun, highly visible way to showcase member activities as they pop up around town.

### Twitter

The Chamber is a newcomer to the Twitter scene, but we're gaining ground fast. Twitter gives staff and leadership the fastest vehicle to deliver cutting edge news, member highlights, and Chamber commentary on leading topics.

## **GRASS ROOTS MARKETING**

### Churches

The Chamber lies in the heart of McLennan County and the heart of Texas, making it the buckle of the Bible Belt. A 2013 [Live Science](#) poll ranked Texans 11<sup>th</sup> in national religious devotion. A 2010 [ARDA](#) Religious Traditions Report found McLennan County to be home to nearly 83,000 Evangelical Protestants and 28,000 Catholics divided among 200 or so congregations. The

Chamber realizes that the most effective way to truly reach community residents is to collaborate with the church leaders they trust. These relationships allow the Chamber to promote special family events and resource opportunities to up to 100,000 residents on a weekly basis for little to no cost. Likewise, the Chamber promotes and sometimes hosts church activities free of charge.

#### Community Groups/Community Centers

The Chamber partners with the City of Waco and City of Bellmead to help lift local families out of economic poverty through successful job recruiting events and community resource referrals. The Chamber directly works with non-profit organizations to promote local job fairs, free community events, and public assistance contacts. Non-profit groups are routinely invited to discuss programs at monthly luncheons and Noticias interviews.

#### Community Referrals/Calendars

The Chamber sends routine event updates to several community and civic groups for complementary public posting and sharing.

1. City of Waco (Calendar of Events & Water Utilities Newsletter)
2. City of Bellmead (Calendar of Events & Water Utilities Newsletter)
3. Waco & the Heart of Texas (Calendar of Events)
4. Act Locally Waco
5. McLennan County Human Resources Department