

Marketing Tips for the California Chamber's Resale Program



The products featured in this program are important to your members, plus the resale program has the potential to make your chamber additional revenue. Key to success is implementing a total marketing effort toward the program.

Fear, doom and panic are great motivators—inform your businesses that it is mandatory that all employers have a current employment poster displayed at their place of business or they will incur fines and penalties by the State of California.

- Have a banner ad on your website featuring the resale program with a link that takes them directly to the pre-order form and descriptions of the various products available.
- Set up a display in your conference room and take the display to events to market these HR products.
- Contact last year's customers to purchase again this year.
- Send individual flyers promoting each product so they will definitely capture your member's attention and not get lost with 10 other flyers.
- Send out a broadcast e-mail to your membership using the promotional flyer/pre-order form that we have provided to you.
- At one of your membership breakfasts or Good Morning/Wake Up programs, take a few minutes to talk about these products as a solution to your members' HR headaches, and be prepared to take orders at that time.
- Make the publications an optional purchase item on your membership dues invoices. Order only those products that your members want so you will not have an inventory of the products.
- Have a Labor Law Update seminar/workshop. Invite your members to hear the latest news on California labor laws and have a pre-order form ready for them to order product from you.
- Run an ad in the local "business journal" newspaper in your community.
- Write an article in your e-newsletter or regular newsletter about the importance of companies complying with California laws and then have information about how to get compliance products from your office.
- If you have a trade show/expo, make sure that your chamber has a booth that features all the resources you have available for businesses including human resource compliance products.
- Start an HR Roundtable at your chamber where company human resource professionals can meet monthly to discuss current issues facing them. At these roundtable meetings highlight the products available and take pre-orders.
- Insert Labor Law order forms into your membership billing for a couple of months.
- Encourage your member labor law attorneys to promote the Labor Law Digest and the importance of compliance with California labor laws.
- Use social media (Facebook, Twitter, LinkedIn, etc.) to let your members know you are selling HR Compliance products.

Get started today. The peak marketing period for these products is October, November and early December. If you don't capture your buying audience by then, you'll miss out on capturing some significant dollars for your chamber in a big way. Communicate with your membership at least three times via email, fax and U.S. Postal mail. Everyone processes information differently so you want to hit them with every method available.