

Upward Niagara Chamber of Commerce: Growing Business & Community

Email lists help inform, retain customers

Is your business capturing customer information? Specifically email addresses? If not, consider starting to gather this data to build a new marketing tool for your business or organization. When the customer gives you their contact information, they often expect to receive interaction with your business or organization and will most likely purchase again when communicated with the right messaging.

According to Mailchimp (an email automated program), you will see the highest return on investment (ROI) when you build and maintain an engaged subscriber list, made up of people who want to receive your

messages (and who opted in on purpose).

Building your email database can be as simple as placing a pen and paper sign up on your counter for customers to opt in to receive notifications. Most point-of-sale software has the capability of entering the information at the time of purchase. Online sales generally capture email information automatically. Think about all of the ways customers currently interact with your business, then decide what strategies will work best.

One of our members, Sara Morreale, owner of The Rose Hanger and Alpha Align Agency, has experience building and

CHAMBER OF COMMERCE



Jennifer Pauly
President

working around an email list. She recently posted on social media a great reminder. We don't own our social media followers. If any of the social media platforms shut down tomorrow, followers go with it - and any type of community you have built up in that platform, as well. Email lists can be curated, segmented and strategically marketed to. You can control what you do with that list.

Most of the Chamber of Com-

merce correspondence with our member businesses and organizations is through email. We send out a members-only newsletter once a week with important information on meetings, business updates, workshops and programs. Over time, we have also gathered email addresses from tourists looking to visit the region. Targeted emails featuring events, attractions and dining opportunities are sent approximately four times throughout the year, with specific messaging geared toward tourism.

Hubspot, a customer relationship management system (CRMS), has some great ways to grow your email list. Here are a

few:

1. Create unique email content (there are several email automation programs that contain drop in templates).
2. Create a new lead generation offer, or create a free online tool or resource that requires sign-up.
3. Add an opt-in link to your employees' e-signatures.
4. Encourage subscribers to share and forward your emails. Include social sharing buttons and an "Email to a Friend" button on your marketing emails.

If you need assistance in starting up this new marketing endeavor for your business, contact the Chamber office and we will be happy to guide you!



Runway Bay opens in Town of Porter

On Saturday morning, officials of the new Runway Bay in the Town of Porter held a ribbon-cutting for the River Region's latest housing offering. Located just off of Lower River Road at Dockside Drive, the subdivision includes

23 lots with a small, private access marina located across on the lower river.

"I started this adventure in 2015 when I first approached the owners to buy it," said Tom Deal of

Deal Realty. "Honestly, I've never done a development before. I learned a lot along the way.

"It's a dream of ours, my partners and I, to get this up and running," said co-owner Chris Guard

of Guard Construction and Contracting. "It's just amazing down there, what they're going to do."

Pictured, Guard cuts the ribbon at the lower river marina during Runway Bay's open house.

Joining him were First District Niagara County Legislator Irene Myers, officials from the Town of Porter, area banking representatives and Deal Realty officials. (Photo by Terry Duffy)

Just For The FUN of It!

Join **BARRY LILLIS** Every Weekend on **The BARRY-Go-Round!**

Tune in for Terrific Stories, Laughs, Music, and Barry!

SATURDAYS 6am - 11am
SUNDAYS 6am - 10am

AM 1440 FM 105.3

WEBR
WEBRADIO.COM

LEWISTON-PORTER CHURCH DIRECTORY

Lutheran Church of the Messiah
Pastor Timothy Anas
915 Oneida Street, Lewiston • 716-754-4944
www.messiahlewiston.org
Now Live Streaming

Come worship with us at 8:15am and 10:00am
Sunday School Hour at 9:00am

SHARE YOUR MESSAGE CALL US AT 716-773-7676

GRANDMA D'S PIZZERIA

CATERING MENU FOR YOUR EVENTS
DINE IN • PATIO DINING • DELIVERY

LARGE PIZZA \$14.50 includes Cheese & 1 Item

3909 Creek Rd. Youngstown
716-219-4100

Hours: Sun. 4-9, Mon - Closed, Tues - Thurs 11-9, Fri 11-10, Sat 3-10
Exp 6-30-23

NOW SERVING Pasta Salad

ONLINE AUCTION
By Order of Oswego County, NY

TAX FORECLOSED PROPERTIES
Waterfront, Camps, Single Family Homes, Multi-Family Homes, Vacant Land and Commercial Properties.

518-895-8150 x 3003
CollarCityAuctionsOnline.com

THE MARKET IN THE SQUARE

535 Division St. Twin City Highway
North Tonawanda • 693-2802
OPEN DAILY: **MON - SAT: 7AM - 8:30PM**
SUN 7AM - 7PM

VISIT US ON THE WEB FOR OUR WEEKLY SPECIALS
themarketinthesquare.com

LOCAL FAMILY OWNED & INDEPENDENTLY OPERATED