



EXPAND YOUR MARKETING REACH WITH  
THE AFFILIATED CHAMBERS

# SOCIAL MEDIA

FACEBOOK • INSTAGRAM • LINKEDIN





# THE AFFILIATED CHAMBERS OF THE GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

The Affiliated Chambers of the Greater Lehigh Valley Chamber of Commerce represent the municipal and regional Chambers within Lehigh & Northampton Counties, including Emmaus Main Street Partners, East Penn Chamber of Commerce, Greater Bath Chamber of Commerce, Greater Northern Lehigh Chamber of Commerce, Hellertown-Lower Saucon Chamber, Nazareth Area Chamber of Commerce, Northampton Chamber of Commerce, Southern Lehigh Chamber of Commerce, Whitehall Area Chamber and the Western Lehigh Chamber of Commerce.

The Affiliated Chambers represent the heart of the Lehigh Valley and the Main Streets that make our communities special. From Street Festivals to educational programming, from ribbon cuttings to Virtual Mixers, the Affiliated Chambers continue to grow and connect with our communities and businesses for economic strength in the towns we call home.

By working with the Affiliated Chambers, your business has exposure to hundreds of businesses and thousands of people within our business community, as well as additional audiences that our strategic advertising reaches. We can customize your social media plan to best suit your needs and budget, as well as hit target markets through our various chambers!

- Jessica O'Donnell • EVP, Affiliated Chambers
- Ashley Lorah • AVP, Affiliated Chambers (EPCC, WLCC, SLCC, EMSP)
- Kylie Adams • Manager of Affiliated Chambers (GNLCC, WACC)
- Lauren Bertucci • Manager of Affiliated Chambers (NACC, HLSC)



# OUR REACH

*"...A Chamber of Communities"*

It is often said that the Affiliated Chambers not only represent your local Chamber of Commerce, but that we are also a Chamber of Communities. Our reach is calculated by the number of Chamber Members within our geographic reach, as well as by the vastly diverse community members of the Lehigh Valley. Between our email lists, Facebook pages and other social media accounts, the Affiliated Chambers reaches over 55,000 people per week.

## FACEBOOK: 10 GEOGRAPHIC PAGES

### EMMAUS MAIN STREET PARTNERS

FOLLOWERS

**3,003**

PAGE LIKES

**2,712**

AVERAGE REACH

**26,414**

### EAST PENN CHAMBER

FOLLOWERS

**2,118**

PAGE LIKES

**1,969**

AVERAGE REACH

**5,780**

### GREATER BATH AREA CHAMBER

FOLLOWERS

**1,094**

PAGE LIKES

**942**

AVERAGE REACH

**1,256**

### GREATER NORTHERN LEHIGH CHAMBER

FOLLOWERS

**1,369**

PAGE LIKES

**1,256**

AVERAGE REACH

**2,363**

# OUR REACH

## HELLERTOWN-LOWER SAUCON CHAMBER

FOLLOWERS

1,446

PAGE LIKES

1,274

AVERAGE REACH

10,089

## NAZARETH AREA CHAMBER

FOLLOWERS

2,118

PAGE LIKES

1,969

AVERAGE REACH

5,780

## NORTHAMPTON AREA CHAMBER

FOLLOWERS

1,303

PAGE LIKES

1,045

AVERAGE REACH

1,044

## SOUTHERN LEHIGH CHAMBER

FOLLOWERS

518

PAGE LIKES

451

AVERAGE REACH

1,177

## WESTERN LEHIGH CHAMBER

FOLLOWERS

371

PAGE LIKES

338

AVERAGE REACH

1,064

## WHITEHALL AREA CHAMBER

FOLLOWERS

2,564

PAGE LIKES

1,256

AVERAGE REACH

2,363



# OUR REACH

## INSTAGRAM: @GLVCC\_AFFILIATEDCHAMBERS

FOLLOWERS  
**481**

AVERAGE POST LIKES  
**16**

AVERAGE POST REACH  
**147**

AVERAGE IMPRESSIONS  
**2,293**

AVERAGE PAGE REACH  
**316**

Initiated in January 2020, the Affiliated Chambers Instagram has quickly become one of our fastest growing social media resources! With a reach throughout the Lehigh Valley, we have quickly seen our page grow and use it as a tool to promote local initiatives, members and more.

## LINKEDIN: AFFILIATED CHAMBERS OF THE GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

FOLLOWERS  
**413**

ENGAGEMENT RATE  
**10.64%**

AVERAGE POST IMPRESSIONS  
**277**

Initiated in January 2020, the Affiliated Chambers LinkedIn page has become the landing page for Chamber Members, Board Members and event updates to the professional community throughout the Lehigh Valley.



# PACKAGES

## BOOSTED FACEBOOK POSTS

With ten geographic Facebook pages, the Affiliated Chambers offers boosted posts on all! Pick the Chambers of your choice (a la carte) based on your advertising region or needs, or package pages together for maximum impact and reach! Boosted posts will be boosted for one week (1) from the designated Chamber page(s).

1 CHAMBER\*  
**\$50**

3 CHAMBERS\*  
**\$125**

ALL 10 AFFILIATED CHAMBERS  
**\$375**

A LA CARTE PRICING  
AVAILABLE - SPEAK TO YOUR  
LIAISON TODAY FOR MORE  
INFORMATION!

\*Pick your choice of Chamber(s) with these options; pricing can be increased to cover reach or time frame posted. 50% of your cost will be applied to your boosted post; if spread over multiple pages, this amount will be divided evenly between posts.

## BOOSTED INSTAGRAM & LINKEDIN POSTS

Introduced in January 2020, the Affiliated Chambers Instagram and LinkedIn have proven to be great resources for getting the word to different communities and demographics. Add a boosted post on these pages to expand your reach! Boosted posts will be boosted for one week (1) from the designated platforms.

INSTAGRAM  
**\$50**

LINKEDIN  
**\$50**

INSTAGRAM & LINKEDIN  
**\$90**

A LA CARTE PRICING  
AVAILABLE - SPEAK TO YOUR  
LIAISON TODAY FOR MORE  
INFORMATION!

\*Please note: 50% of your cost will be applied to your boosted post; if spread over both pages, this amount will be divided evenly between posts.

# BOOSTED POST BUNDLE: \$450

Includes week-long boosts on all 10 Facebook Pages, Instagram and LinkedIn - Maximum exposure for the best bundled price! Interested in multiple weeks or different pages? Contact your Chamber Liaison today for a customized bundle that fits your needs!

# ADDITIONAL OFFERINGS

## MEMBER SPOTLIGHT POSTS

Put a face to the name! Introduce your business with a Q&A Spotlight on our Instagram + your geographic Facebook Page with a four-page carousel graphic! Pick from our list of questions to generate interest in your company, showcase your offerings and reach new audiences.

MEMBER SPOTLIGHT\*

**\$200**

ADDITIONAL SHARES\*

**\$25**

\*Based on your geographic Chamber + Instagram; additional shares would be shared on Facebook pages of your choice, price is per page. Please note: 50% of your cost will be applied to your boosted post; if spread over multiple pages, the total cost will be divided evenly.



WHAT KIND OF WORK DO YOU DO?

I OWN 7 DEADLY SPINS FASTPITCH, A SOFTBALL TRAINING FACILITY LOCATED IN WHITEHALL. WE ARE DEDICATED TO EMPOWERING GIRLS OF ALL AGES THROUGH SOFTBALL. WE ARE COMMITTED TO DEVELOPING CHARACTER, SPORTSMANSHIP AND CONFIDENCE IN EVERY PLAYER.

[HTTPS://7DSFP.COM/](https://7dsfp.com/)

WHAT IS SOMETHING THAT PEOPLE DON'T KNOW ABOUT YOUR BUSINESS AND WHAT ADVICE WOULD YOU GIVE A NEW BUSINESS?

I STARTED MY BUSINESS IN MY BACKYARD! WHEN I STARTED 7 DEADLY SPINS FASTPITCH, THE ADVICE THAT CHALLENGED ME THE MOST WAS "DO ONE THING EVERY DAY THAT SCARES YOU." PUSHING MYSELF AS AN ATHLETE AND BUSINESS OWNER IS NEVER EASY, BUT ITS WORTH IT.

WHAT VALUE HAVE YOU SEEN IN JOINING THE CHAMBER?

THE CHAMBER PROVIDES A GREAT OPPORTUNITY TO LEARN ABOUT WHAT IS GOING ON IN THE COMMUNITY, PLUS HOW TO GET INVOLVED AND MAKE AN IMPACT! THERE ARE A LOT OF NETWORKING OPPORTUNITIES AND I'VE MET A LOT OF BUSINESS OWNERS IN OUR AREA THROUGH THE CHAMBER.

 @7DEADLYSPINSFASTPITCH

# ADDITIONAL OFFERINGS

## BUSINESS OF THE WEEK POSTS

Let us shine a spotlight on YOU for an entire week! Send us 5 deals or facts about your business and we will post daily, Monday through Friday, about your business on your Local Chamber's page! Don't have a graphic designer on staff? No problem - your Affiliated Chambers team will design your posts for you!

**BUSINESS OF THE WEEK  
(YOU SEND THE CONTENT)\***

**\$500**

**BUSINESS OF THE WEEK (WE  
DESIGN IT FOR YOU)\***

**\$650**

**ADDITIONAL PAGES\***

**\$100**

\*Based on your geographic Chamber; additional pages would be added a la carte by your choice, price is per page. Instagram is not available for this option.

It's Trivia Night! Enter to win on our page and with Keystone Pub & Grill for a double chance to WIN BIG!

**KEYSTONE PUB & GRILL**  
6/10 TRIVIA QUESTION:

What is the top selling beer between both locations?

Must name a specific beer.  
We can't accept just the brewery name.  
See [www.keystonepub.com/termsconditions](http://www.keystonepub.com/termsconditions) for rules & details.

**BUSINESS OF THE WEEK:** **KEYSTONE PUB & GRILL**   
Keystone Pub Whitehall

Join us on the Patio! The Keystone Pub Patio offers great outdoor dining and our full menu!



**BUSINESS OF THE WEEK:** **KEYSTONE PUB & GRILL**   
Keystone Pub Whitehall

Check out our new Menu at Keystone Pub & Grill!



**BUSINESS OF THE WEEK:** **KEYSTONE PUB & GRILL**   
Keystone Pub Whitehall

Fun Fact:  
Every Wednesday is BOGO 1/2 OFF Burger Day at Keystone Pub Whitehall!



**BUSINESS OF THE WEEK:** **KEYSTONE PUB & GRILL**   
Keystone Pub Whitehall

Call us today for TO GO Cocktails!  
Don't forget to add them onto your order: 610-434-7600



**BUSINESS OF THE WEEK:** **KEYSTONE PUB & GRILL**   
Keystone Pub Whitehall



# ADDITIONAL OFFERINGS

## #TUTORIALTHURSDAY & OTHER VIDEOS

Highlight your business and skill set by being a featured business tutorial for #TutorialThursday or by sharing content, upcoming events or more on your geographic Facebook Page(s)! Record your video on Zoom, your phone or send us a fully designed video and we'll do the rest!

**VIDEO POSTS  
(#TUTORIALTHURSDAY OR OTHERS)**

**\$125**

**ADDITIONAL PAGES\***

**\$75**

\*Based on your geographic Chamber; additional pages would be added a la carte by your choice, price is per page. Instagram is not available for this option.



0:56

#TutorialThursday - DiMaio's Family Ristorante & Pizzeria

226 Views · 3 weeks ago



11:20

Local Mama Catering - 3 Easy Pasta Dishes

1K Views · 7 weeks ago



8:39

#TutorialThursday - Omega Protective Services, LLC

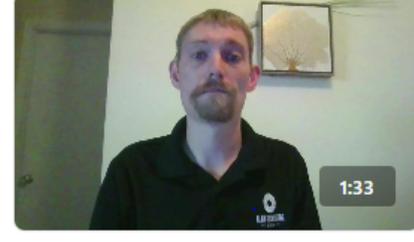
454 Views · a week ago



7:29

#TutorialThursday - Gary's Custom Cuts

1.2K Views · 5 weeks ago



1:33

An uplifting and encouraging message from member Alan Sylvestre Media! H...

158 Views · 10 weeks ago



5:39

#TutorialThursday - Black River Farms

901 Views · 4 weeks ago