

# 2025 Marketing Opportunities

Grinnell Chamber of Commerce

# Overview of Opportunities

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Sponsored Email Articles

Social Media Posts

This Weekend in Grinnell

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Bundle Options

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Grinnell Eats & Shopping Guides

# Email Newsletter

**Frequency:** Weekly on Fridays

**Audience:** 2,500+ local residents actively seeking information about what's happening in the community.

**Overview:** The Chamber's weekly newsletter shares a message from our President/CEO, a recap of that week's Ambassador Visit, a list of upcoming member events and announcements along with a list of current job openings at our member businesses.

## 2024 Newsletter Stats:

- Number of newsletters sent annually: 50
- Avg Open Rate: 45%
  - Target open rate: 43%
  - Industry standard: 38%

## Examples of Chamber Ads in the Newsletter:



### Grinnell Farmers Market Survey

Grinnell Farmers Market is seeking customer feedback about the 2024 season. Please take a few minutes to complete [this survey](#) to help plan 2025.

Grinnell Farmers Market is sponsored by Grinnell Mutual, UnityPoint Health - Grinnell, Grinnell College, UScellular - Premier Wireless, and Total Choice Shipping & Printing.

SAVE THE DATE



### Jingle Bell Holiday - Save the Date!

Grinnell's official kick-off to the holiday shopping season will take place on Friday, November 22 from 5-8PM! Community members and visitors alike are encouraged to head downtown to explore small businesses and participate in holiday activities. More details to follow!

Jingle Bell Holiday is sponsored by UnityPoint Health Grinnell, Dari Barn, Grinnell College, Total Choice Shipping & Printing, Community 1st Credit

Union, Grinnell Firestone and DJ Cox Entertainment.

# Sponsored Email Articles

While many of our sponsorship packages include some email newsletter advertising, additional opportunities are available for purchase to promote your business or organization.

Sponsored Articles include 1 image, a short summary or description of 75 words max and a link to the website of your choice. Requests should be submitted 2 weeks in advance. Content must be submitted by Tuesday at 5 PM of the running week to be included.

Space is limited. The Chamber retains the right to refuse a specific request based on availability and the right to edit content to fit appropriately. Graphic design services can be added for \$60 per ad. Price includes one revision with additional revisions available for purchase.

## **Unlimited - \$1,995**

- 3 opportunities available
- Up to 50 articles a year, subject to availability
- Price-per-view: \$0.01 (based on 45% open rate for 50 newsletters per year)

## **One Month - \$309 (save 10%)**

- Inclusion in 4 newsletters over the course of a month, subject to availability
- Price-per-view: \$0.07

## **One Sponsored Article - \$85**

- Inclusion in 1 newsletter, subject to availability
- Price-per-view: \$0.08

# Social Media Post

Work with the Chamber to advertise a specific event, activity or promotion through our social channels. Our active audience is looking for ways to engage with the local community through events, promotions and more.

A Social Media Post includes up to 4 images, a short summary or description and a link to the website of your choice (optional). Requests should be submitted a minimum 2 weeks in advance.

Space is limited. The Chamber retains the right to edit content to fit channel appropriately. Graphic design services can be added for \$60 per post. Price includes one revision with additional revisions available for purchase.

## **Audience** as of 10/28/2024

- Facebook followers: 4,989
  - Follower Demographics: majority women age 25-45
  - 2024 Avg Monthly Reach: 24,000+
- Instagram followers: 1,562
  - 2024 Avg Monthly Reach: 1,600+
  - Engaged follower demographics: age 18-34

## **2 Post Package - \$46**

- 20 opportunities available
- Submit 2 specific posts to be shared on Facebook or Instagram over a two week period, subject to availability.

## **1 Post Package - \$26**

- 20 opportunities available
- Submit 1 specific post to be shared on Facebook or Instagram

# This Weekend in Grinnell

Each Friday, the Chamber shares a list of upcoming member events on Facebook and Instagram. These posts get shared throughout the community and provide a great opportunity to share more about your business or organization with Grinnellians who are looking to get involved.

## **Audience** as of 10/28/2024

- Facebook followers: 4,989
  - Follower Demographics: majority women age 25-45
  - 2024 Avg Monthly Reach of Posts: 24,000+
- Instagram followers: 1,562
  - 2024 Avg Monthly Reach of Posts: 1,600+
  - Engaged follower demographics: age 18-34

## **2024 This Weekend Analytics (Jan-Oct):**

- |                     |                    |
|---------------------|--------------------|
| • Facebook:         | • Instagram:       |
| ◦ Avg Likes: 10     | ◦ Avg Likes: 18    |
| ◦ Total Shares: 105 | ◦ Total Shares: 41 |
| ◦ Avg Reach: 1,804  | ◦ Avg Reach: 282   |

## **Monthly Partner - \$150 per month**

- 12 opportunities available
- Name mentioned in each post and business page(s) tagged in each post with opportunity to do a one sentence promotion each week highlighting the business or organization
  - "Save the date, Organization A is hosting an open house in 3 weeks"
  - "Business B has their fall sale happening now with 30% off select items"
- Minimum 4 posts per month

# Website Advertising

The Chamber's website is the only comprehensive digital presence to find out what's happening in and around Grinnell. From community events, visitor information, relocation assistance and local business information, our website sees daily use from community members and visitors alike.

## Website Statistics

- **Homepage:** average 12,000 page views per month
- **Job Board:** average 6,000 visits per month
- **Community Calendar:** average 24,000 visits per month

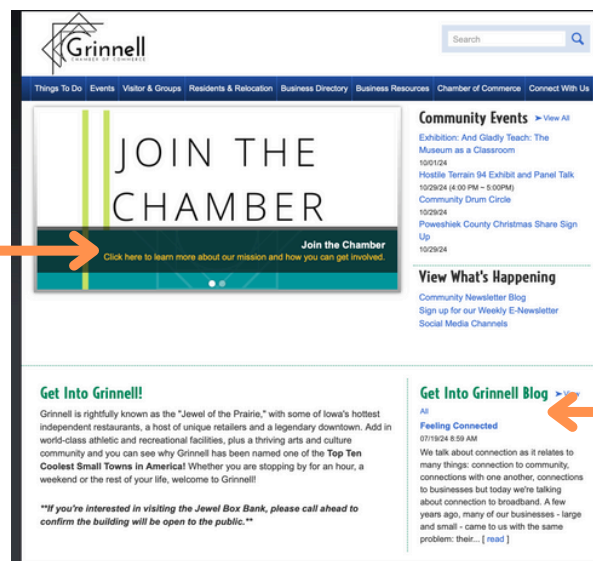
## Website Home Page Static Ad - \$333 per month

- 12 opportunities available (January, February, March, etc.)
- Graphic ad to be included in the content box on the main homepage. Includes ability to link directly to your website.
- Exclusive opportunity for chosen month

## Website Home Page Rotator Feature - \$169 per month

- 24 opportunities available
- Photo or graphic to be included in the rotator along side Chamber events. Includes ability to link directly to your website.

**Rotator Feature is located here**



**Static Ad replaces the Blog square**


# Website Advertising

## 6-Month Job Board or Community Event Calendar - \$474 each

- 2 opportunities available per page per year (4 opportunities total)
  - January-June & July-August
- Static image to be included at the top of our Job Board or Community Calendar page. Does not include link or description.

The Chamber retains the right to edit content to fit channel appropriately. Graphic design services can be added for \$60 per post. Price includes one revision, additional revisions available for purchase.

Home | Residents & Relocation | Job Opportunities



**BREAST HEALTH CARE  
CLOSE TO HOME**

Call (515) 241-6111 to schedule a mammogram in Grinnell.

UnityPoint Health  
Grinnell

## Job Opportunities

Grinnell is home to some of the world's most respected companies and best employers. Manufacturing, insurance, education, health care and a wealth of entrepreneurial endeavors offer job-seekers plenty of opportunity. Visit this site often as businesses update their job openings.

Do you have a job opening you'd like listed here? Email the job description or a link to an online job posting to [marissa@getintogrinnell.com](mailto:marissa@getintogrinnell.com). Listings are free for Chamber of Commerce members. Non-members may post jobs for a fee.

[Click here to sign up for our weekly newsletter and get the latest job opportunities direct to your inbox!](#)

**BakerStarrett LLP**  
Administrative Assistant  
Posted on 10/22/2024 | Grinnell, IA


**Job Board ad goes here**

**Community Calendar ad goes here**

Home | Events | Community Calendar

## Community Calendar

[Submit New Event](#)

Category:  Show:  As:  [Search](#) 

Event	Date	Type	Categories
<a href="#">Exhibition: And Gladly Teach: The Museum as a Classroom</a>	Oct 1 - Dec 14	Announcement	Arts & Culture
<a href="#">Recital: Royce Wolf</a>	Oct 1	Announcement	Arts & Culture
<a href="#">Yoga in the Museum with Joy Jones</a>	Oct 1	Announcement	Arts & Culture Sports & Recreation
<a href="#">GC Men's Soccer Home Game</a>	Oct 1	Announcement	Sports & Recreation - Grinnell College Athletics
<a href="#">GHS Volleyball Home Game</a>	Oct 1	Announcement	Sports & Recreation - Grinnell-Newburg Athletics



# Advertising Bundles

Capitalize on your reach by advertising your business or organization on our community newsletter and our social channels in one cohesive message.

Sponsored Articles include 1 image, a short summary or description of 75 words max and a link to the website of your choice. Requests should be submitted 2 weeks in advance. Content must be submitted by Tuesday at 5 PM of the running week to be included.

A Social Media Post includes up to 4 images, a short summary or description, and a link to the website of your choice (optional). Requests should be submitted a minimum of 2 weeks in advance.

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## **Option 1 - \$111**

- 1 Sponsored Email Article + 1 Social Media Post

## **Option 2 - \$137**

- 1 Sponsored Email Article + 2 Social Media Posts

## **Option 3 - \$280**

- 1 Sponsored Email Article + 1 Social Media Post + 1 Website Rotator Ad

# Shop Grinnell Digital Promotion

Help support our member retailers with digital shopping promotions during the holiday season. The Grinnell Chamber will make holiday shopping themed videos to target customers across Central & Eastern Iowa, encouraging them to visit Grinnell during the holiday season.

**Timeline:** Video 1 runs November 24-30, Video 2 runs December 1-7.

**Placement:** Instagram, Facebook, Chamber website, Travel Iowa content pool

**2024 Paid Target Areas:** Grinnell, Newton, Marshalltown, Ankeny, Altoona, Bondurant. 2025 locations TBA pending data research.

**Features:** Member retailers, general downtown activities, holiday decorations

## **Benefits:**

- Logo use at the end of video
- Business name mentioned in voice over
- Business social page tagged in social post
- Business name listed on Chamber website with video
- 1 community newsletter content ad (must be used by Dec 31, 2025)

## **Chamber Social Stats** as of 10/28/2024

- Facebook followers: 4,989
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**Number of opportunities: 3**

**Price: \$350**

# Grinnell Eats & Shopping Guide

Grinnell hosts hundreds of visitors throughout the year. Whether they're just stopping by on a solo trip or in town for an event, our Grinnell Eats & Grinnell Shopping Guide have become popular handouts for visitors looking to venture through the community. These guides are also located on our website at [getintogrinnell.com](http://getintogrinnell.com), shared with event organizers to pass along to attendees and frequently shared on the Chamber's social channels. Opportunities are for all 2025 renditions/printings of the guide.

## Guide Partner - \$556

- 4 opportunities
- Chamber can provide 50 printed copies at \$36 by request, additional copies may be ordered through the Chamber or Total Choice Shipping & Printing
- PDF of each guide will include logo recognition with logo linked to your website in digital copies
- Business name mentioned on website where guides are linked
- Business name mentioned on Facebook page when guides are shared to social media

## Shop Grinnell

Visit Grinnell's unique, independently owned retailers. From clothing to home goods, pet supplies to electronics, there's something for everyone on your shopping list!

### Home Goods & Gifts

**Bates Flowers by Design\***  
*Florist, plants, balloons, chocolates, & decor items*  
813 4th Ave or [batesflowersbydzyne.com](http://batesflowersbydzyne.com)  
Mon-Fri 9AM-5PM, Sat 9AM-12PM

**Beckman Gallery & Gifts\***  
*Home decor & gifts*  
912 Main Street  
Mon-Fri 10AM-5PM, Sat 10AM-4PM

**Pioneer Bookshop\***  
*Bookstore, Grinnell Co.*  
933 Main Street or [gr](http://grinnellchamber.com)  
Mon-Fri 8:30AM-5PM

**Stepping Stones Ch**  
*Bookstore & home de*  
1009 Main Street or [g](http://grinnellchamber.com)  
Mon-Fri 10AM-5:30PM

**Total Choice Shippi**

## Grinnell Eats

ENJOY A TASTE OF GRINNELL BY VISITING ONE OF OUR EATERIES! CARRY OUT OPTIONS AVAILABLE MOST PLACES, CALL AHEAD FOR MORE INFO.  
Hours subject to change without notice. Please call ahead or visit their Facebook (FB) page to confirm availability. Produced by the Grinnell Area Chamber of Commerce | \*denotes Grinnell Chamber Member | Updated September 2024

**Canary Underground**  
*Speakeasy\**  
924 Main Street  
Temporarily Closed

**Casa Margaritas**  
707 West St #500 | 641-236-5069  
FB [ecasomargaritasrestaurant](http://ecasomargaritasrestaurant)  
Open daily 7AM-10PM

**Chung Garden\***  
915 Broad St | 641-236-9900  
Tues 4-9PM, Wed-Sun 11AM-9PM  
Closed Mon

**Hometown Heroes\***  
908 Main St | 641-236-4000  
FB [grinnellheroes](http://grinnellheroes)  
Tues-Sat 11AM-9PM Sun 11AM-8:50PM

**Hy-Vee Grinnell\***  
641-236-6584  
FB [GrinnellHV](http://GrinnellHV)  
7AM-5PM daily

**I.80 Dhaba**  
2110 W St S | 641-659-9029  
FB [i80dhaba](http://i80dhaba)  
Tues-Sat 11AM-9PM, Closed Mon

**Paglia's Pizzeria\***  
810 5th Ave | 641-236-5331  
FB [epagliaspizzagrinnell](http://epagliaspizzagrinnell)  
Sun-Thurs 5-9PM, Fri & Sat 5-10PM

**Periodic Table at Hotel Grinnell\***  
925 Park St | 641-236-9250  
FB [hotelgrinnell](http://hotelgrinnell)  
Sun-Thurs 12-10PM, Fri-Sat 12PM-12AM

**Pizza Ranch\***  
615 West St S | 641-260-8020  
Open daily 9AM-10PM