

Organization:	San Jose Silicon Valley Chamber of Commerce
Contract Period:	July 2009 – June 2010 and March 2010 – February 2011
Date:	September 28, 2009
Marketing Objective:	To market, educate, support and provide assistance to the business community of San Jose/Silicon Valley.

Marketing Plan Overview

Overarching Marketing Strategy:

By connecting and uniting businesses, regardless of size or category, we will continue to act as the “Voice of Business” in San Jose. We help fight battles, build a sense of community, save money, and market business.

Target Audiences:

- The business community of San Jose and Silicon Valley

How Will You Reach Your Target Audiences?

The Chamber has many communication channels that include: email marketing, website (including social media), internal print media (*The Chamber Advocate*, Street Maps, Business Directories), external print media (Community Newspapers, *Silicon Valley/San Jose Business Journal*, *Mercury News*) as well as partnerships with other groups such as the BOS Network.

Overall Goals of Your Marketing Efforts:

1. To attract a diversity of new businesses while retaining and expanding existing businesses throughout the city of San Jose and Silicon Valley as a whole. This is accomplished through our four Chamber standards of helping business to save money, help businesses market themselves better, advocate on behalf of business and build a better business community. Our goal is to increase the Chamber membership by 350 businesses in 2010.

2. Increase the productivity and success of our members, and the business community as a whole. The Chamber will serve as a resource for local business and provide training classes, seminars and workshops, host quality networking and “community building” events and promote business via marketing and communication channel. As people join the Chamber for different reasons, success is measured by each businesses desired outcome as a result of joining the Chamber. For some, the reason they join is business advocacy, for others it is making connections and increasing their client base.

3. Create an environment where it gets increasingly easier to do business in San Jose. This can be done by educating the business community on local, regional and state legislative issues. Engage the business community in providing feedback and input on proposed legislative issues.

4. Help local non-profit organizations become more successful. Provide educational & networking opportunities for the business Community with our governmental, arts & culture, non-profit and other community based organizations and communities that require business support and commitment. Our goal is to educate other non-profits to join the Chamber so that they may benefit from membership the way other businesses do. In 2010 we hope to expand our non-profit reach and add 24-48 new non-profits to our membership.

Core Strategies, Target Audiences, Tactics & Performance Measures

Core Strategy #1: To continue to make San Jose/Silicon Valley a city & region that attracts a diversity of new businesses while retaining and expanding existing businesses throughout the city of San Jose.

Specific Target Audience(s):	Small, Medium and Large size businesses located in Santa Clara County, with a concentration on businesses located in San Jose.
Key Tactics & Deliverables:	<ul style="list-style-type: none"> • Advocating for, and on behalf of business. The Public Policy department has never been as strong as it is now and businesses can count on the Chambers support when they need it most. • Saving businesses money. Partnerships with Office Depot, Constant Contact as well as an extensive Shop Local/Member 2 Member Discount program will save businesses money in 2010 while keeping important tax dollars in the local community. In late 2009 we also launched a partnership with BEN-E-LECT that could save companies thousands of dollars on healthcare costs. • Marketing businesses. The Chamber continues to provide many communication channels for businesses to expand their business including email programs, newspaper advertisements and advertorials, website exposure through business listings and advertising, and sponsorship of Chamber events. • Building a successful business community. Traditional Chamber, “community building” events as well as new programs in 2010 will add to the success of business. Events include The Power Report, Women in Leadership, The Spirit of Santa Clara Valley, Legends & Leaders, Chamber Golf Tournament (New for 2010), Access Forums and more.
Performance Measures:	<ul style="list-style-type: none"> • The more we grow and retain businesses as Chamber Members the more we will be able to make our region a better place for business. It is our goal in 2010 to increase our membership by an additional 350 business members while retaining our current membership at a rate of 80%.

Core Strategy #2: Provide the business community access via training classes, seminars and workshops to current marketing strategies, up-to-date business technologies and other relevant business related operational guides on an on-going basis. Provide quality networking events and large scale “community building” events. Promote business via marketing and communication channels.

Specific Target Audience(s):	Small and medium size businesses in Santa Clara County with a concentration on businesses located in San Jose.
Key Tactics & Deliverables:	<ul style="list-style-type: none"> • The Chamber will continue to offer monthly educational events in 2010 through it’s Chamber 101 Lunch and Learn program. In addition several non-Chamber 101 events are also planned, including marketing, job fair, procurement and green initiative programs. • Our partnerships with the Silicon Valley/San Jose Business Journal and Mercury News have been renewed. These relationships provide expanded outreach to the business community for Chamber members, city news and critical advocacy issues. • In 2010 The Chamber will continue to provide a business directory (hard copy and online) for Chamber and Redevelopment Agency businesses (over 550 RDA businesses received listings) as well as to publish an important economic focused magazine. • The Chamber Advocate continues to be a strong voice for business, reaching audiences both in print and online. • Although effective now, the Chamber website and email marketing platforms are being updated in 2010 to produce even more possibilities for relaying important information relevant to business. • We will continue to operate 10 Business Referral Networks and help lead 2 Business Associations in 2010.
Performance Measures:	<ul style="list-style-type: none"> • In 2009 the Chamber held 27 seminars that ranged from “How to Love Cold-Calling” to “Evaluating Social Networking Platforms for Business”. Over 1350 people attended these events in 2009. • 7500 people attended over 65 Chamber events in 2009 including our monthly membership briefings and business after business mixers. • 90,000 visits resulted in over 9,000,000 hits on the Chamber website • Email communication reached 70,000 people in 2009 • Printed news, ads and articles reached over 2,000,000 in 2009

Core Strategy #3: Educate the business community on local, regional and state legislative issues. Engage the business community in providing feedback and input on proposed legislative issues.

Specific Target Audience(s):	<ul style="list-style-type: none"> • Coalition of Chambers: (Chambers of Commerce throughout Santa Clara County) • SJSV ChamberPAC Trustees • SJSV Chamber Board • SJSV Chamber Members
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	<ul style="list-style-type: none"> • Greater San Jose/Silicon Valley Business Community • Jobs First Coalition • Neighborhood Business Organization/Groups • Organized Neighborhood Communities
Key Tactics & Deliverables:	<ul style="list-style-type: none"> • Proactively research legislative concepts for potential public policy adoption • Research and develop core pro-business Policy Papers • Submit pro-active business legislation for consideration/adoption @ local/regional level • Thoroughly brief candidates regarding pro-business legislation, Economic Development strategies and pro-business public policy reforms. • Advise local/regional businesses re-candidate and ballot measure research results • Advocate for businesses at the local and regional level • Educate & network local/regional businesses with local arts, non-profits and other business resource dependent organizations • The Chambers Access, City to City and Healthcare Summit programs continue to provide “access” for businesses to important people, city infrastructure programs as well as the latest advancements in healthcare.
Performance Measures:	<ul style="list-style-type: none"> • Over 800 business people attended our Access programs in 2009 • The Chamber successfully advocated for local businesses in 2009 by presenting on a local and national level. For example: Locally Barry Swenson Builder received a city contract, that if not for actions on behalf of the Chamber, would have been put out for re-bid. Nationally, Chamber President and CEP Pat Dando represented Chamber across the country in Washington DC as she presented on the “Card Check” issue.

Core Strategy #4: Provide educational & networking opportunities for the business Community with our governmental, arts & culture, non-profit and other community based organizations and communities that require business support and commitment.

Specific Target Audience(s):	Non-Profit groups, companies and organizations and other businesses in Santa Clara County with a concentration on those located in San Jose.
Key Tactics & Deliverables:	<ul style="list-style-type: none"> • The Chamber continues to offer a 60% saving to non-profit companies. • Chamber events and programs have associated themselves with various arts and non-profit groups in 2009 – from mixers to Today’s Young Professionals. • Support for the Norman Y Mineta San Jose International Airport will also be seen from the Chamber as our goal is to expand travel by businesses who currently might fly out of other Bay Area airports. Through an extensive online, print and email marketing campaign, businesses will see that our local facility is truly a gem.
Performance Measures:	<ul style="list-style-type: none"> • Over 100 non-profit companies ranging from The Tabard Theatre to the American Cancer Society belong to the Chamber. • The Chamber will continue to support businesses in this category by hosting events at or by participating in events for these type of businesses. Opera San Jose, The Rep, Tech Museum, Habitat for Humanity, Second Harvest Food Bank and others have benefitted from being active members of the Chamber.