

Project Scope

The Client:

Dubbo Business Chamber

The Concern:

A need to effectively communicate with members about upcoming events and what's happening with local business issues and the Chamber.

The Approach:

- A monthly newsletter to all members along with a monthly introduction newsletter for new members
- Social media posts across a range of platforms - Facebook, Instagram & LinkedIn
- Promotion of the annual "Rhino Awards" aimed at showcasing local businesses
- Regular email communications about upcoming events (eblasts)

The Outcome:

- Members remain informed about local events and business news
- Members are introduced to recently joined members and are encouraged to network together
- Successful Rhino Awards event each year
- Potential members are encouraged to join