

# IZZY WEST LLC

DIGITAL MARKETING FOR CHAMBERS OF COMMERCE



*Services & Pricing Guide*



Hi there! I'm Izzy

I was previously at the Little River (SC) Chamber of Commerce & Visitor's Center for 7 years. After noticing a service gap for marketing agencies that *really get chambers*, I left in 2021 to start this business.

I focus on digital marketing activities that I think will benefit your chamber long after the invoice is paid, particularly content marketing through social media, email marketing, and web pages. I go beyond consultations to provide done for you services; No more big company getting credit for hitting the send button for your staff's hard work.

Increased event attendance 36% in 1st year by creating a new strategic communications plan that now includes email marketing, 11 social media accounts, 3 Facebook Groups, YouTube, blog, & more.

Grew average eNewsletter Click Through Rate from 7.34% to 16.6%.

Improved chamber & tourism Facebook Pages Average Reach per Post 830.57% and 1,015.71% respectively

## Resume:

## Not Your Average Marketing Agency

For better or worse, I am not a regular marketing agency. The main differences are:

- I **focus exclusively on serving Chambers of Commerce** and
- I'm not a big organization with lots of staff. That means you get the reassurance that you will **always be working with me personally** - not passed around to various representatives.

Another thing other chambers like about the way I work is that I feel like a virtual assistant. Instead of only leaving you with an overpriced (and overwhelming) report, I like to work hands-on, helping you truly understand what & why, and often taking action on tasks for you. That's why you'll find **in my pricing structures I actually provide a firm number of deliverables**.

Obviously, I support the idea of you hiring your local marketing partners or pricing around to get the best deal possible for your chamber - but, I urge you to compare apples to apples by getting the number of provided deliverables each agency is including at what price. *For example, if a package says "1 month," then find out how many pieces of content are provided every month.*

If you have any questions about my services or similar documents you've received, please feel free to book a free quick chat with me. I'm happy to talk through your needs & options - *even if that means I talk you out of hiring me.*

Let's Connect  
@TheIzzyWest



# Signature Service: Retainer Contract

Need more in-depth help or not sure where to start? For a flat monthly fee you can hire Izzy as an Independent Contractor, without the commitment or annual cost of hiring an employee.

## INVESTMENT: \$3,000/MONTH

This contract offers more flexibility than a specific package as there is no specific, single scope of work. That means if something comes up, I'll change gears to match your new priority - **without worrying about extra fees or contracts**. I'm happy to work on anything I feasibly can - including the packages I talk about in this document.

In our initial meeting or consultation together, we'll chat about your timely needs and priorities. This is a great time to bring up your list of things you know need done, but haven't gotten around to. Other chambers have had me make website updates/changes, email re-designs, helping staff follow-through with sponsor promises, and more. I generally recommend on planning on 1-2 task categories the first month, though we'll also talk about the other things you would eventually like me to do.

### *Pros & Cons:*

- I'll work on anything you want, but you might need create shorter deadlines or timelines to get as much done as soon as possible. This can be nice as I will switch priorities as directed, but if you want to save time, you will likely want to follow-up with me as quick as possible while working together.

- I charge a flat fee per month to help you avoid surprise fees. To make this possible, I cap the number of hours I work with you to 20 hours per month. While you're hiring a business, not an employee, I think this helps set up expectations for both parties.

The minimum is only 1 month, though I recommend planning on 3 months. There is no penalty/fee to not renew.

*“I don’t know  
what I want  
just help me!”*

### *What I WONT Work On:*

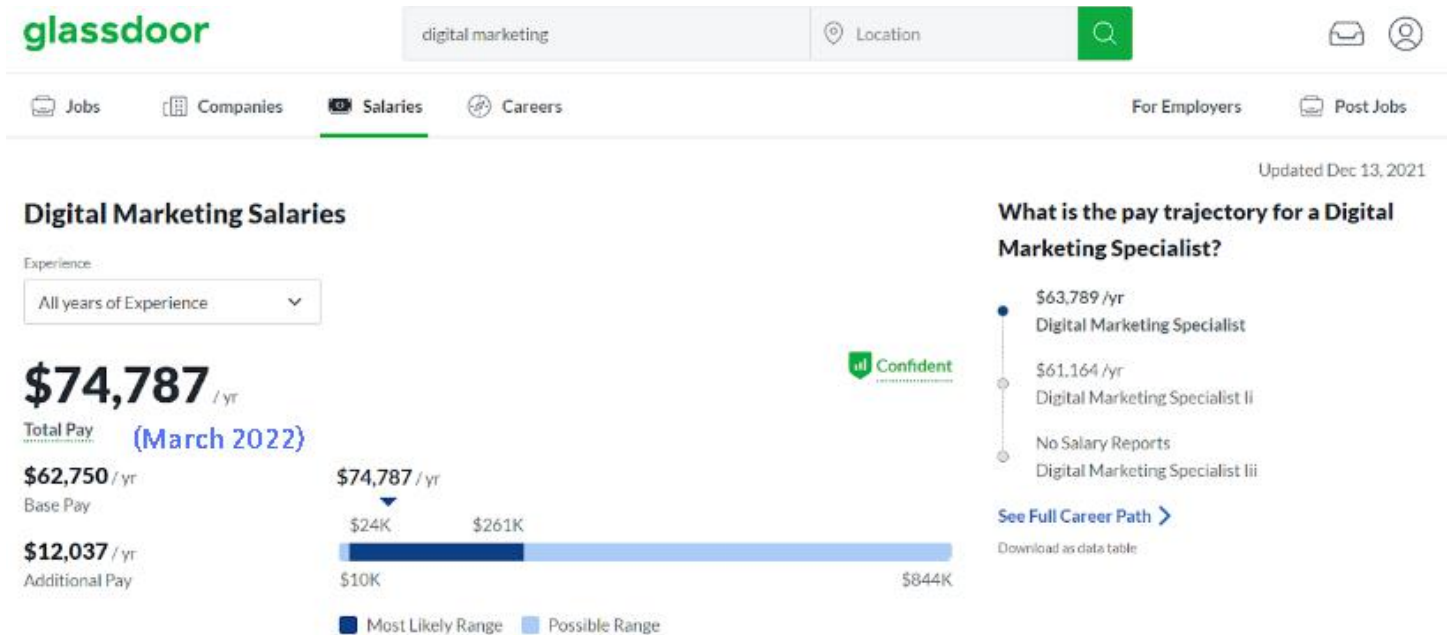
- Anything that involves direct or 1-on-1 conversations with chamber members, like scheduling event dates/details.
- Because of that I'm often not able to set up events in chamber master, it's usually more efficient for your staff to set up & then I use your event listing to work on my tasks.

*Get started:* Email [Izzy@TheIzzyWest.com](mailto:Izzy@TheIzzyWest.com) or [Schedule your Initial Consultation](#)

# “We can’t afford that”

That’s fine - I’m a big fan of hiring locally.

But hiring a full-time employee with similar experience will cost a lot more.



Hopefully you're paying your staff at least \$40k/year (*not including the cost of having an employee, training, etc.*), but even then **if you want and experienced digital marketer, then a competitive salary starts closer to \$70k/year**. The above doesn't even account into experience - the salary goes up once you start isolating average years of experience...

By hiring a virtual assistant or independent contract like me, you can obtain an **experienced professional at a fraction of the cost**. Instead of paying someone to be available all day, we're contracting out a fraction of our hours to multiple organizations to work more efficiently on what matters most to you.

Additionally, you **don't have to worry about firing** or unemployment - at the end of the contract it's up to you if you want to renew or not. *There's no hard feelings - it's just business!*



# CLIENT REVIEW

"Being from a small chamber with limited staff and resources, I can no longer do all the things! Our Board gave me room for contracting with Izzy for this season to tackle our marketing, but more importantly, to build some strategic pieces that will return dividends over time!

I was blow away with the final results. I've worked so hard to build our brand, and it is always scary to hand over the reigns to someone else, but Izzy took every bit of our branding and incorporated it into the marketing seamlessly. It truly looks & feels authentic to our brand, yet provides far more value and impact than we could have accomplished on our own.

I learned so much in our weekly meetings and was able to talk through our timely objectives and priorities with ease. She stays on schedule and on point, giving me reminders for the steps I needed to accomplish to make the partnership work!

I shared our progress with my Board monthly, and they continued to be impressed with the results! I look forward to seeing how the results continue to roll in and grow our reach!

I've already given out several referrals to my Board members who want to work with her as well!"



## Shannan Reid

*Director, Montgomery Area Chamber (TX)*

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# Marketing Strategy / Plan

## **INVESTMENT: \$1,800**

Time estimate for retainer clients: 6-12 hours

Compare to other agencies: \$3,400 *per tactic*

Need a marketing plan for internal use or accreditation? Have a marketing plan, but feel like it's not actionable?

With this, you'll get:

- 10-point Content Marketing Strategy for internal use
- Branded 1-Page Marketing Plan
- Dateless content calendar for staff
- 2 follow-up consultations with CEO or staff at your discretion

As this is customized for your chamber, you should plan on meeting with me for an initial 1-hour consultation and providing any existing documentation such as past marketing plans or drafts, strategic plans, etc. To save staff time, send documents ahead of meeting to reduce the number of questions I need to ask.

## **+\$497 PER ADDITIONAL DEEP-DIVE**

Such as additional report or committee presentation on

- Why the chamber needs to spend resources on social media
- Using Search Engine Optimization to Serve the Community
- or additional question you need answered.

# Monthly DFY Social Media

## MONTH 1: \$1,138

Time estimate for retainer clients: 5 hours

Compare to other agencies: \$100/post *(If doing your own research, I recommend getting the # of deliverables. For some, 1 month might only include 1 unbranded post or stock photo per week.)*

- In-Depth Social Media Audit, with 1-time set up best practice recommendations *(approved changes done for you)*
- Strategic plan & dateless content calendar provided
  - *Even if you don't renew for the additional months, this can be used by staff for internal planning*
- Everything included in following months:

## RENEWAL MONTH(S): \$599

- 12 unique social media posts per month with branded images created & scheduled for you
  - No additional charge to publish each post as-is to multiple unique platforms *(example: 1 post scheduled to Facebook, LinkedIn, etc.)*
    - *If you want content resized or otherwise edited to follow best practices for each platform, then that would be considered another post.*
- Up to 3 Facebook Events created (or other platform)
  - *Chamber staff must send event url or details to request creation*
  - *Optional Add-On: \$35 per additional post or Facebook Event Creation*
- Monthly auto-generated report(s) provided
- Opt. 1 Meeting/Month to answer any FAQs, walk through report, etc.

**Working with Izzy has been a game changer for me! It took me a long time to realize that as a single employee Chamber, I just couldn't do everything myself and it was time to bring in an expert and I nailed it with Izzy! She just KNOWS Chambers so she was able to asses what I needed, when I needed it and work independently while creating fantastic [social media] results for us. I highly recommend reaching out to Izzy West to see how she can help your Chamber!**

- Laurie Levine,  
*President and CEO, Cottage Grove Area Chamber (MN)*



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# 3 Month Blog Package

## **INVESTMENT: \$2,000** *(1-Time Fee)*

Time estimate for retainer clients: 6-48 hours *(depends on requests)*

Compare to other agencies: +\$2,000/month

One business-related article scheduled weekly for 3 months for a total of 12 articles. Topic requests welcome.

I will require a login for your website or blog as I will be scheduling them directly on your site for you following On-Page SEO best practices like internal linking, etc.

*This is treated as a 1-time project, not a monthly service (unless requested).*

# Lead Magnet

## **INVESTMENT: \$997/each**

Time estimate for retainer clients: 3-5 hours each

Compare to other agencies: \$3,500 for 1 email automation with 3 emails each.

Your branded lead magnet will be created for you, and the auto-delivery to email subscribers will be created for you in your email marketing platform of choice (like Constant Contact).

Each lead magnet will include at least 3 automated emails that provide the lead magnet & further the relationship with subscribers / potential members. Plus, at least 1 square and horizontal ad/image to promote the sign up form.

I'll ask if you have a particular audience you would like to reach, such as marketing staff, restaurant owners, etc; or to send me a list of your most popular blog posts. Popular lead magnet options include: How to Build Trust in Your Business Locally, 1 Month of Social Media Content Ideas, 10 Tech Tools to Start Your Online Business...

*Prefer to DIY? [Learn how to set up your own lead magnets for free on my blog.](#)*

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"These [lead magnets & emails] are beyond my wildest dreams. I'm so proud to show these off to the Board."

-Shannan Reid,  
*Director, Montgomery Area Chamber (TX)*

## 3 Month Blog & Lead Magnet Package Bundle

**INVESTMENT: \$4,500**

3 months of weekly blog posts scheduled for you and driving traffic to one of 3 different lead magnets completely created and set up for you.

So to recap, with this package, you'll get:

- 12 blog posts
  - matched to lead magnet topics
- 3 lead magnets
  - With at least 3 emails per series
  - Landing page & email list set up
  - Ad design
  - Promoted inside provided blog posts

*All created & scheduled for you at a great discount!*

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## “We can’t afford that”

It's recommended you budget "**7% to 8% of your gross revenue for marketing and advertising** if you're doing less than \$5 million a year in sales..." ([SBA](#)) while "most marketing budgets rest around **11% of total company budget**" ([Hubspot](#)).

$$\text{\$200,000} \times \text{7\%}$$

Your Annual Revenue

$$= \text{\$14,000}$$

Total Marketing Budget

Chambers should be running their organization like a business - and that includes having a marketing budget. For many, this doesn't even include staff, and the salary for a digital marketer usually costs around \$70,000.

Businesses can usually expect to spend a minimum of \$4,000/month to hire a marketing agency. While my pricing is similar, I still think I'm a better deal. Especially when you consider I actually "get" and focus on chambers of commerce - saving your staff time from excessive back & forth.



**"Izzy, you just seem to get it."**

-Bryan Moore, CEO, Caldwell Chamber (NC)

# New Member Email Onboarding

## INVESTMENT: \$2,500

Time estimate for retainer clients: 12 hours

Compare to other agencies: \$11,000 package of 3 automations with 3 emails each

Setting up an automated email series is a great way to build your relationship with your members - no matter how busy your staff is! These emails will strategically drip information to members, creating happier & more engaged members.

Up to 12 customized emails featuring a mix of scheduled + automatically sent emails to members added to a specific email list to provide timeless tips & info to members year-round.

Includes:

- Consultation call with the CEO and/or relevant staff to ensure content is tailored to your unique strengths & goals.
- Emails edited/drafted inside Chamber's relevant accounts (*such as Constant Contact and/or ChamberMaster*).
  - I strategically set up both emails that should be sent or scheduled through your CRM, plus an automated email series in your email marketing provider that can be sent to any new members or representatives.
  - I will set up the automations or templates as applicable.
- Pertinent notes and/or tutorials, *such as: new tasks to be added to Chamber's internal new member checklist, how to access & edit automated emails, etc.*

"As a chamber with a staff of one, my biggest challenge has been to make sure I'm reaching my membership regularly and Izzy helped enormously! Her new member on-boarding email series has been just what our chamber needed to keep in 'constant contact' with our membership! She will customize for your chamber, and your membership will love all the additional touchpoints they receive with relevant Chamber information! I highly recommend using Izzy's services whenever you need that extra special touch!"

- Marnie Schwartz-Hanley  
*President, Fountain Inn Chamber of Commerce (SC)*



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## “We can’t afford that”

"Associations with onboarding, orientation, or welcoming plans boost their new member renewal rates. In fact, on average, across all respondents, the renewal rate rose from 62% before implementation to 68% post plan implementation.

**Local/State associations show the biggest difference in new member renewal rates, jumping from 75% to 82% after similar program implementation."**

*-2017 New Member Engagement Study by Dynamic Benchmarking & Kaiser Insights LLC*

$$\begin{array}{ccc} (\$300 \times \$200) \times 5\% & & \\ \text{\# of Members} & \text{Avg Cost of Membership} & \text{\% Renewal Goal} \end{array}$$
$$= \$3,000$$

What this project is worth to you this year

Obviously, there are a lot of variables that can affect this. My point here is that a new member onboarding can help increase your retention by up to 10% of your membership, so this is how much money you can hope to make back after just the first year of implementation.

Automated emails are strategically evergreen so your organization can continue to benefit in years to come.



# NEXT STEPS

CLICK HERE!



## BOOK A MEETING

01

Whether or not you end up hiring me, we'll need to talk - so go ahead and book your no-obligation initial consultation with me! You can use the form to let me know what project(s) you're interested in, what info you might need in advance, etc.

02

## WE'LL CHAT ABOUT YOUR NEEDS

Because "If you've seen one chamber, you've seen one chamber," I'll still need to ask you some questions to ensure I'm accurately representing your chamber. We can also go over any questions & concerns you might have.

03

## I'LL SEND A CONTRACT & INVOICE

We'll also discuss if I'm on a waitlist or you have a timeline you need followed. If we deem we're a mutual good fit for each other, I'll send you an invoice & contract to sign.

04

## I'LL START WORK

Pre-payment is expected in advance before work is started. For some projects, I may accept a 50% deposit. Upon receipt of your signed contract and prepayment/deposit, I will begin work around the pre-agreed date.