

WHAT IS AN E-BLAST?

The e-blast is a one-time email exclusively promoting your business sent to our database of 1975 people living and/or working in the greater Hewitt area.

WHO DESIGNS IT?

The member provides the text (Word format) and graphics (jpg), and the chamber designs the blast and sends to the member for approval. We do **strongly recommend including both text and graphics** as many email clients block images in messages unless the recipient chooses to view them. For this reason, we also recommend including the most exciting and important info in the text portion of the blast. We can also link text and images to websites as well, whether you want to drive traffic to a specific web page or your social media sites.

WHEN WILL IT BE SENT?

We ask for at least two weeks' notice when reserving a blast to ensure we are able to get an approved design and to fit the blast into the chamber's editorial calendar (to maintain a strong e-mail open rate* we send a maximum of two blasts per day). Blasts are scheduled to send out in the morning (7 to 9 a.m.) or late afternoon (4 to 5 p.m.) as e-mail marketing research indicates these are the times with the highest open rate, which translates to more people receiving your marketing message!

HOW OFTEN CAN I SEND A BLAST?

As of January 2016, the chamber can send up to 12 blasts per year per member.

HOW MUCH DOES IT COST?

The cost is \$55 per e-blast.

E-mail art and questions to laura@hewittchamber.com.

*The industry average for civic/social groups is 10.85%; the GHC average is 18%.