



Chamber Events Calendar

HIGHLANDGRIFFITHCHAMBER.COM

The November 12, 2019 Chamber Membership Meeting will be at Griffith Lutheran Church, 1000 N. Broad St., Griffith and will be catered by

Chef Gabriel Rodsado of Hartsfield Village. \$20 per person, please RSVP to info@highlandgriffithchamber.com or 219.923.3666

It will be a

LUNCH & LEARN

“Marketing Strategies for Engagement”

Our Presenters are:

Jennifer Cosenza and Jim Slavo

Congratulations!

Jennifer Cosenza, Marketing Director at Brown Insurance Group (Highland, IN) was invited to Facebook at their Headquarters in California for an amazing adventure. She spent three days at Facebook Headquarters with their products, support and executive teams talking about community integration online and offline, along with a very small group of other amazing hand-picked community leaders from around the world.

Brown Insurance Group is super excited to be represented among the most extraordinary meaningful pages on Facebook. There are millions of communities/pages on Facebook representing thousands of interests. They all have one thing in common: a leader who brings people together and that is Jennifer Cosenza. She attended because they believe that the work she has done to grow and engage our community is truly special. Since then she is assisting a national team for the development of online neighborhoods, growth opportunity to connect residents together in an online space for collaboration, training, and information exchange, creating a world where local residents have the training to support and manage resilient communities that save lives during emergency situations. Excited for Jennifer's path and our continued social media success for Brown Insurance Group!




 **KEYSTONE**®

1. Creating a Facebook Page allows the more than 2 billion people on Facebook to discover your business.
Think of your page as a digital storefront. Setting up a business page is simple and free – AND it looks great on both desktop and mobile. 2/3 of Facebook users across all countries surveyed say they visit the Page of a local business at least once a week!





9219 Indianapolis Blvd. 
Executive Suite 300
Highland, IN 46322

219.923.6397 

nmginspires.com 

Bio - Jim Slavo brings over 25 years of sales and marketing experience to our panel. He lives by the motto of Inspire Everyone!

Jim is the owner of National Marketing Group here in Highland and also serves as the CRM Manager for Franciscan Health. Jim's expertise is in brand management, website design and development, marketing automation, lead generation, and social media management.

NMG is a proud member of our chamber serving companies of all sizes, with a strategic focus in healthcare, banking, and insurance.

Jim is a proud father of 5 children, and Lives with his Wife in Schererville.

3 Questions

1. How do I get my website on the front page of Google?
2. What marketing channel has the best ROI?
3. Is blogging really worth doing?

Fun Fact

What type of content is your audience consuming?

20% of people will read the text on a page, but 80% of people will watch a video. And, after watching a video, 64% of users are more likely to buy a product online.