



**HighlandGriffith**  
CHAMBER OF COMMERCE

*Promoting Good Business*

# *Chamber Events Calendar*

HIGHLANDGRIFFITHCHAMBER.COM



# Open House

*Please join*

CENTERS FOR PAIN CONTROL'S

Physical Medicine Department

*in celebrating the opening of our*

**Highland Location**

Monday, November 11, 2019

2:00–5:00 pm

2635 45th Street, Highland, IN

(219) 476-7246

*See our new center and meet our doctors.*

*Light refreshments will be served.*

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](mailto:info@highlandgriffithchamber.com) or 219.923.3666

It will be a ***LUNCH & LEARN*** on ***“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!



## Fun Fact #2

Five years ago, many of us drenched ourselves in ice water to raise awareness and money for ALS – spurring major development to fight the disease. Not only did the Ice Bucket Challenge inspire millions of people to help with ALS, it was THE inspiration behind Facebook's first fundraising tools in 2005. Since then, people have raised over \$2 billion to support the people and causes they care about on Facebook, with \$1 billion of that coming from birthday fundraisers alone. By dedicating their special day to a non profit organization, people rally their friends and family to support important causes. From birthdays and Giving Tuesday to anytime throughout the year, over 45 million people have donated to or created a fundraiser on Facebook!



**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.



# LUNCH AND LEARN

## MARKETING STRATEGIES FOR ENGAGEMENT

**WALK AWAY WITH  
EXCITING TAKEAWAYS**



**10 WAYS TO OPTIMIZE YOUR WEBSITE**

**EMAIL MARKETING BEST PRACTICES**



**7 SOCIAL MEDIA MUSTS**

**Did  
You  
Know?**

“Mobile readers who open an email a second time from a computer are 65% more likely to click through.”

“Marketers who send emails on Tuesdays get the highest open rates.”

