

Topic: Royal Oak Chamber of Commerce

Frame Shop: Distinctive Framing



GOAL

Generate new business, expand commercial client list.

IDEA

Distinctive Framer, LLC is located in Huntington Woods, MI. I have tried advertising via mailings in the past, but they haven't been successful. So, this campaign revolves around my tried and true method of networking. My intention is to obtain more of what I would call commercial work; artwork/framing needed in offices, salons, and stores. If it results in personal work for these people, that is an added bonus.

DEVELOPMENT

To do this, I need to meet more business owners. I researched the Chambers of Commerce in my area and found that the Royal Oak Chamber of Commerce has a high attendance rate (at their events) of actual business owners, not just their employees. Since the owner is usually the decision maker, this was the Chamber I choose to join. Cost free networking opportunities include what they call the "Chamber Coffee" and "After Hours" networking events; each meet once a month. In addition, there is a "Business Women's Network" luncheon and lecture, for a minimal fee. There are also two "Business Referral Groups" that can be utilized. The chamber offers other marketing opportunities that may or may not be applicable to my business plan.

DEMOGRAPHICS

Jill's Frame Shop is located in a population area of approximately 15,000-50,000, and is experiencing a nice steady stream of business. This form of advertising is directed towards Business owners within a 10 mile radius to expand into more commercial clients, build up networking and interaction, and will be on-going.

EXECUTION

Researched the Chamber and its programs/offerings, both online and by meeting with a Chamber representative and other Chamber members. I plan to monitor the results by keeping track of incoming clients from the Chamber.

RESULTS

As I have only recently joined the Chamber, I have attended only one "Chamber Coffee". However, the result was extremely promising. I was the only picture framer in attendance. I left that morning with appointments with three other Chamber members. The first has resulted in an installation of credentials in a law office. The second in my designing and quoting art covered acoustical panels for the law office conference room. The third was a realtor in need of framed art for her office. I identified a local artist to her taste and will be quoting the acquisition and framing of several pieces. The last was an appointment to discuss preservation of vintage magazines.

I am aware that this is unusual for a single networking meeting. However, good reviews from other Chamber members will eventually result in more referral business. Therefore, I would consider this advertising campaign a success. Interestingly enough, although there are several art galleries that are Chamber members, there are not any other framers.

The long term effect of networking requires time to result in business. Relationships need to be built, but my experience is that these relationships will result in referrals over time.

	Time	Cost
Developing the plan	2 hrs	0
Researching	10 hrs	0
Initiating	1 hr	\$225.00
Maintaining	ongoing	
Wrap Up		
Total Cost		\$225.00
Nelson's Certificate		\$200.00



Jill Plamper, owner of Distinctive Framing, standing in the work room of her Frame Shop

