

- What do your competitors' Google ads look like?
- How much are they spending on their Google ads per month?
- What are your competitors' organic and paid keywords they are ranking for?
- What improvements have your competitors made to their ads over the last 12 months?
- What does their client acquisition funnel look like?
- What channels are responsible for the bulk of their website traffic?
- What ad verbiage and images are they using for their social media ads (not just public posts)?

Now, chances are as you are reading that list you are thinking, "Gee Brandon, yeah - I wish I knew some of these about my competitors" or "Yeah, that would be great BUT I can't find out where their website traffic is coming from or how much they are spending on ads".

This is the response we get from most businesses when we first engage. Understanding where your competition is advertising, what is working best for them, and ultimately what your customers and prospects are hearing is a complete game changer.

If your most difficult competitor has 90 percent of their website traffic coming from one ad being shown for two main search results in Google and they have been spending on average \$4500/month every month for the past year on this one ad, then either:

- a) They do not mind wasting \$50,000+ over the course of one year on the same ad that is not producing favorable results for them

OR

- b) The ad, keywords and ad spend they are using is working and you should leverage this information and consider creating something similar.

This is not about copying exactly what they are doing. This is not about stealing. It's simply understanding what is likely working for competition and using it to inform what you end up doing.

Here are the top 7 data points to consider when doing your competitive research to inform your next digital marketing strategy:

1. Sources of your competitors' website traffic (ex - social, email, search, direct, display..)
2. Messaging and time based offers being promoted
3. Monthly paid ads budget (monthly spend on Google Ads)
4. Search Results - Organic keyword ranking

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REGIONAL CHAMBER ROUNDUP

Please see pages 31-37 for the TriCounty Area Chamber of Commerce news and information section.

PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!



For 60 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks.

For more information contact Executive Director, Renee Blomstrom, 610-489-6660, renee@PVchamber.net. Visit www.PVchamber.net to view membership directory.

Don't miss Chamber events, member news, special offers and more... Like us on Facebook @PerkValleyChamber and email info@PVchamber.net to receive weekly e-news!

WELCOME NEW MEMBERS:

Incollingo Tax & Bookkeeping, LLC
Gregory Incollingo
incollingo.com

CertaPro Painters King of Prussia
John Nichter
king-of-prussia.certapro.com

Cratin Computing Co, Inc
Art Dimitri
cratin.com

Wells Fargo Bank
Mike Germana
wellsfargo.com/Collegeville

Elmwood Park Zoo
Stan Huskey
elmwoodparkzoo.org

Visit PVchamber.net to view membership directory

UPCOMING EVENTS

September 5, 2019 - Annual Kick-Off Sales Event Mixer at Salter's

Visit the new showroom at Salter's Fireplace, Patio and Grill! PV Chamber members and guests are invited to a business card exchange in the stunning showroom. Network, enjoy culinary delights prepared on featured grills and preview Salter's Kick-Off Sales Event, which opens to the public on September 6th and 7th! Plus, raffle card drawings for fabulous prizes including a \$2,000 Gift Certificate to Salter's! RSVP 610-489-6660.

Salter's Fireplace, Patio and Grill, 3076 W. Ridge Pike, Eagleville. 4:00 - 6:00pm

September 19, 2019 - PV MEN Networking Happy Hour & Complimentary Spirits Tasting

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at DaVinci's Pub from 4:30pm - 6:30pm! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Complimentary Spirits Tasting! Cash bar with Happy Hour Specials 'til 6:00pm. RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

September 20, 2019 - Business Book Club

All welcome to participate in our Business Book Club! In September, we will review the book entitled "Our Iceberg is Melting" by John Kotter. Book Club discussions are held bi-monthly. The theme for our 2019 Book Club series centers around Dealing with Change, Change Management, Leadership vs. Management. Facilitator led discussion. For more details click on the link below! Note: To reserve a copy of the book (audio or print) contact The Towne Book Center at 610-454-0640.

Towne Book Center, 220 Plaza Drive, Ste B-3, Collegeville.

\$10/pp. All welcome to attend.

September 24, 2019 - Ladies Event - Wine Pairing Dinner

We are excited to announce a deliciously fabulous Wine Pairing Dinner hosted by The Landings of Collegeville! Ladies of the Chamber will experience a unique networking event featuring specially selected wines to compliment the flavorful dinner prepared by The Landings chef. Registration closes September 21st. Visit PV Chamber website for details www.PVchamber.net

September 25, 2018 - Business Owner Roundtable Luncheon

The PV Chamber welcomes business owners and key decision makers to participate in Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Our discussion this month will expand on July's topic of "Hiring and Recruitment Practices" as we focus the conversation on retention and employee satisfaction. Limited to 18 attendees, PVCC members-only. Cost: \$25.

Luncheon will be held at the NEW PVCC Training Center located at 521 W. Main Street, Suite 103, Trappe. Time: 11:45am - 1pm

October 10, 2019 - Annual Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Then Annual Mixer is always a great networking event! Once again, Mr. Orlando will provide delicious food and Jeremy Fanucci will entertain us on the piano. Join the large crowd in the stunning offices at The Victory Bank...bring plenty of business cards and an extra one to enter the gift basket raffle! RSVP 610-489-6660.

The Victory Bank, 548 N. Lewis Road, Limerick 5:00-7:00pm. Members: FREE; Nonmembers \$10.

December 11, 2019 @ 5-7PM - Annual Holiday Mixer Join us in celebration and gratitude as PVCC Honors our Community Leaders!

Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!** More details available online www.PVChamber.net or call the PV Chamber office at 610-489-6660 to donate a raffle prize (\$25+ value) or silent auction donation (value \$100+).

Spring Ford Country Club, 48 Country Club Road, Royersford

December 10, 2019 @ 5:00 - 7:00PM Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members Sponsorship Levels starting at \$250



FEATURED EVENT

PV CHAMBER BUSINESS EXPO 2019

October 9

100 Exhibiting Businesses!



The PV Chamber Annual Fall Business Expo at Pfizer will be held on **Wednesday, October 9, 2019**. This 3-hour event is an opportunity to showcase YOUR business to fellow PV Chamber members and employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives. **Register early... this event sells-out every year!** Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Call the Chamber for details - 610-489-6660 or email renee@pvchamber.net.

Exhibitor table \$200 (\$35 additional cost for electric).
Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).
Pfizer Business Expo Details & Registration: <https://perkiomenvalleychamber.org/event/pfizer-business-expo-2-2/> or email info@PVchamber.net or contact the Chamber office at 610-489-6660

Exhibitor table \$200 (\$35 additional cost for electric).

Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).

Pfizer Business Expo Details & Registration: <https://perkiomenvalleychamber.org/event/pfizer-business-expo-2-2/>

or email info@PVchamber.net or contact the Chamber office at 610-489-6660



The 2019 Online Savings Book will be unveiled at our Annual Pfizer Business Expo on October 9th. The book can be viewed on www.PVChamber.net beginning October 9th. To reserve ad space, contact the Chamber office at 610-489-6660.

Visit the Chamber website for complete list of upcoming events including PV Chamber Business Club, PV MEN, Business Roundtables, Mixers, PV WIN & more! www.PVchamber.net