

ETHICALLY SPY ON YOUR COMPETITION TO SAVE THOUSANDS ON WASTED AD SPEND

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5. Search Results - Paid keywords (including approximate cost per click)
6. Current ads being shown with past versions
7. Social posts & ads being promoted to your target customers

Well, it is not always easy to gather this data, that's for sure — but it is possible.

All of these datapoints give you an established starting point to structure your campaign off of. Guess and check, and the broad "let's see what happens" approach can leave you wasting time and cost you thousands in inefficient ad spend.

It is already nearing the end of Q3 2019. Don't let another year go by with just mediocre digital marketing.

If you are frustrated with your marketing, committed to the research or just struggling with finding the right data on your own, let's start a conversation.

Social Assurance Media is a full-service digital marketing firm that helps convert shoppers to buyers. By offering comprehensive online digital marketing, Social Assurance Media helps clients understand their ideal customer, builds messaging & tools that resonate with them and attracts prospects eager to buy.

EXCLUSIVE BEER & FOOD PAIRINGS

FUN FOR CLIENTS & COLLEAGUES

KING OF PRUSSIA BEERFEST ROYALE

KING'S PLATE

OCTOBER 3

KOPBEERFEST.COM

Save \$10 on King's Plate using code 422BIZ



REGIONAL CHAMBER ROUNDUP

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

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

Member Announcement



Please note the Spring-Ford Chamber is no longer located at 313 W. Ridge Pike, Limerick. Our new mailing address is P.O. Box 127, Royersford. Thank you

Spring-Ford Chamber Appreciation Event

Join the Spring-Ford Chamber as we celebrate our members on Thursday, September 26th from 6:00pm – 9:00pm at 38 Mitka Rd. Limerick. This evening will be filled with food, fun and friends – complete with a cornhole tournament, bocce ball, music, door prizes and a relaxed atmosphere. All Chamber members, their employees and their spouses are invited to attend.



Featuring Ole Smokey Whiskey & Moonshine Beverages!

A representative from Ole Smokey will discuss; How is it made and what amazing beverages can be enjoyed

Thursday, October 10, 2019
Creekside Bar and Grill

6:00pm – 8:00pm
Beverages and small food pairing included in price
\$35.00 per person

UPCOMING EVENTS

Thursday, September 12 – Chamber Luncheon

Cutillo's Restaurant
11:30am – 1:00pm

*Speaker Topic: Township and County
Speakers: Dan Kerr, Limerick Township Manager
And David Zellers, Montgomery County Dept. of Commerce

\$25 Members - \$35.00 Non-Members
NEW MEMBER ORIENTATION TO FOLLOW
THE SEPTEMBER LUNCHEON

Tuesday, September 17 – Chamber Mixer

TriCounty Federal Credit Union
5:00pm – 7:00pm

Free for Members \$10.00 Non-Members

Thursday, September 19 – Shark Think Tank

Copperfield Inn at Lakeside
11:30am – 1:00pm

*Business Owner Members only

Thursday, September 26th – Chamber Member Appreciation Night

6:00pm – 9:00pm
Free for Chamber Members Only

Thursday, October 10th – Mix and Mingle

Creekside Bar and Grill
5:00pm – 7:30pm

Come learn how Old Smokey Distillery makes and distributes all of their fine beverages; Taste and enjoy food and mixed drinks demonstrated by the Old Smokey representatives.

\$35.00 – Members and Non-Members Welcome

Thursday, October 17th – Shark Think Tank

Copperfield Inn at Lakeside
11:30am – 1:00pm

*Business Owner Members only

Thursday, October 24 – Chamber Luncheon

Western Montgomery Career and Technology Center
11:30am – 1:00pm

*Speaker Topic: School Update
Speakers include representatives from the Spring-Ford School District, Western Montgomery Career and Technology Center and the Pope John Paul II High School
\$25 Members - \$35.00 Non-Members

RSVP for all events online at www.springfordchamber.com

Chamber Notes

- Thank you to everyone who attended and volunteered to help make the Limerick Community Day a grand success.
- The Holiday are upon us so mark your calendars for December 5th for the Chamber Happy Hour and December 18th for our Chamber High Tea.
- Members please remember to submit any of your upcoming fall events to be included on the Chamber newsletter email.
- The Spring-Ford Chamber will be joining with the Spring-Ford Area School District on a new endeavor. The "In Spring-Ford" magazine. The Chamber will be looking for members who would be interested in writing articles and business focused information. If you are interested please contact the chamber office.
- The Chamber offers advertising opportunities on our website, event postcard and our email blasts. If you are interested in any advertising opportunities, please contact the chamber office.
- If you are interested in hosting a mixer or workshop in 2019 please contact the chamber at 610-489-7200 or email at info@springfordchamber.com

ROUTE 422

Business Advisor

Promote your business in the Route 422 Business Advisor! Call (610) 323-6253