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Seminole Chamber of Commerce

"Connecting People, Business, & Community!"

2024 CHAMBER BENEFACTORS

First United Bank
 Security State Bank
 Enviro Systems
 Banc First
 Bar - S Foods

JANUARY 2024 Volume 16, Issue 1

Our Seminole Chamber of Commerce Annual Banquet will be Tuesday February 6 in the Seminole State College Haney Center. Doors open at 5:30 pm, the banquet will begin at 6:00 pm. We appreciate the following for their Total Resource Campaign sponsorship of the event. If you would like tickets or a table for 8, please reach out to us to reserve your spot. We will be presenting the new 2024 Board of Directors and thanking the 2023 Board. We will also be awarding the David Boren, Neil Molleur and Citizen of the Year awards. Our Chairman, Rodney Sutterfield will also present his President awards. The evening will be filled with excitement and we will have a full sit down meal.

- BancFirst
- Bar-S Foods
- Enviro Systems
- First United Bank
- Security State Bank
- Moran Oil Enterprises
- Reach Higher - Seminole State College
- Advanced Electric
- Arrow Pump & Supply / Clausing Feed Center
- Carter Real Estate
- Gordon Cooper Technology Center
- Lana Reynolds
- Pam Robinson Real Estate
- Seminole Ford
- Seminole Rotary Club
- SSM St. Anthony's Health
- Synergy Urgent Care
- The Clinic - COFMC
- Tinker Federal Credit Union
- TS&H Shirt Co.
- Wrangler / Kontoor Brands

326 E. Evans ~ Post Office Box 1190 ~ Seminole, OK 74818-1190
 Phone (405) 382-3640 ~ Fax (405) 382-3529
 Visit us on the web at www.seminoleokchamber.org

SEMINOLE Chamber of Commerce 2024 Benefactors



2024 Board of Directors:

- ◆ Chair: Rodney Sutterfield - Mason's Meat Processing
- ◆ Chair Elect: Chris Moore - Banc First
- ◆ Vice Chair: Margaret Scallorn - Retired
- ◆ Treasurer: Mitch Enos - Edward Jones Investments
- ◆ Past Chair: Shelly Pogue - Arrow Pump & Supply
- ◆ Heather James - HJ Awards
- ◆ Jamie Carter - Carter Real Estate
- ◆ Jenna Geohagan - The Clinic - COFMC
- ◆ Darren Frederick - State Farm Insurance
- ◆ Micha Baker - Security State Bank
- ◆ Carl Odom - American Legion
- ◆ Brent Hoskison - Bank of the West
- ◆ Doyle Long - Seminole First Assembly
- ◆ Zac Richardson - Accountant
- ◆ Betty Smith - Retired Educator
- ◆ Zack Taylor - Taylor Aviation of Seminole
- ◆ Marci Donaho - Retired

Advisory Members:

- ◆ Dr. Bob Gragg - Superintendent Sem. Public Schools
- ◆ Lana Reynolds - President Seminole State College
- ◆ Steve Saxon - City of Seminole Manager

Chamber Staff:

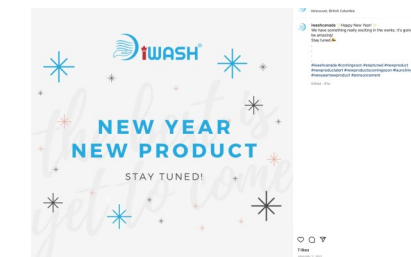
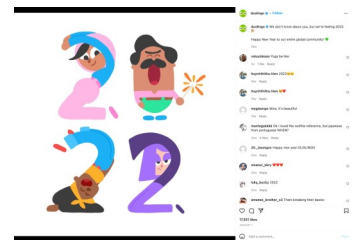
- ◆ Amy Britt - Chief Executive Officer
- ◆ Anne Martin - Administrative Assistant PM

18 Noteworthy New Year's Marketing Ideas: How To Celebrate 2024

1. Ring In The New Year On Your Social Accounts

Use your social media accounts to post in celebration of the new year. Post a recap of company highlights or share a post wishing everyone the best in the new year.

The language learning app, Duolingo, used its characters to create a celebratory graphic for the new year.



2. Launch A New Product

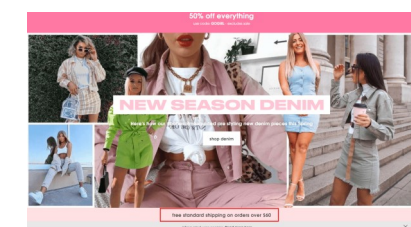
Start the year off with a bang and promote a new product. This New Year's marketing idea will create a positive buzz and push people to start shopping again after the holidays.

Canadian company IWash celebrated the new year by promoting the upcoming launch of a new product.

3. Offer A New Year's Sale

Push through the end of the holiday season and increase sales by offering deals and promotions customers can't pass up.

Boden emails customers to inform them of their New Year's sales promotion. They use direct marketing to promote their sales, so the message is guaranteed to reach the customer.



4. Push Customers Towards Impulse Buys

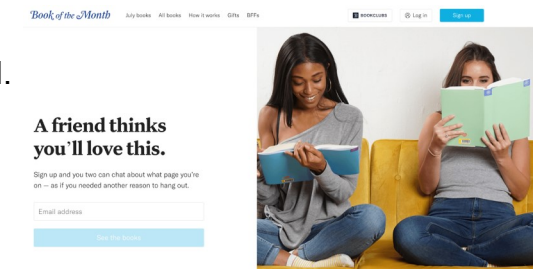
Increase impulse buys and offers customers "rewards," like free shipping or a gift if they spend a certain amount. Implement this New Year's marketing idea to make each sale more valuable.

The clothing brand Missguided offers conditional free shipping to encourage customers to spend over \$60, so they don't have to pay extra for shipping.

5. Promote Your Referral Programs

Offer rewards to loyal customers who refer friends to your brand. Use the new year to draw new customers and keep current customers satisfied.

Book Of The Month offers tempting rewards like a free book for the referrer and a \$5 book for the referral.



Continued on page 3

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Continued from page 2



6. Use Traditional Marketing Tactics For Your New Year’s Marketing Campaign

Although traditional marketing tactics can be seen as boring, or by the book, they do have their place. Using multiple channels of marketing creates a more well-rounded marketing campaign. Bath and Body Works uses traditional retail marketing strategies to draw customers in. They typically use window signs with bright colors to inform customers that there is a sale they shouldn’t miss.

7. Target New Year’s Resolutions

Capitalize on the most popular New Year’s resolutions. Promote products that will help customers accomplish their goals in 2023. Convince people that your products are essential in the new version of themselves. Statista found that the top 3 new year’s resolutions include exercising more, eating healthier, and losing weight. Use this information to build your marketing campaign in a way that uses this information.

8. Set Specific Marketing Goals For The New Year

Use the fresh slate of the new year to set marketing goals. Have your marketing team reflect on what went well and what can be improved. Use this insight to create a plan for upcoming marketing campaigns.

9. Use Clever New Year’s Email Subject Lines

Subject lines get clicked on by being interesting and offering customer value. Use CoSchedule’s Email Subject Line Tester to test your subject lines and decrease your bounce rate.

10. Sponsor A New Year’s Party/Event

Sponsor an event to increase brand visibility and promote to your audience. Choose an event your target audience would be interested in and use the event to make people aware of your brand. Downtown Long Beach partnered with local businesses to build a free community event for New Year’s Eve for local residents. This event gave the businesses recognition and the community a night to remember.



11. Host A New Year’s Event

Host your New Year’s event to celebrate and stay relevant to customers. Promote the event on your social media and share photos when it’s over. Unglued Market hosted this new years event to create a fun experience for customers and promote an upbeat brand personality.

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Edward Jones Member SIPC



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Save the Dates in 2024!

Call 405-382-3640 for information!

Chamber Banquet - Tuesday February 6, 2024 at 6 pm

Made In Oklahoma Festival 2024 - Sat. April 6, 2024

Chamber Golf Tournament - Fri. Sept. 27, 2024

Friends of the Chamber Auction - Tues. Nov. 19, 2024

Halloween, Veteran’s, and Christmas Events



SEMINOLE
Chamber of Commerce
2024 Benefactors




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Agent
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Seminole, OK 74868-3458
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The greatest compliment you can give is a referral.

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12. Send A Thank You To Loyal Customers

Thank your loyal customers for their consistent support throughout the past year. Just sending them a message or a discount code is a way to maintain positive customer relationships.

Put your graphic designer to work or create it yourself using [Canva](#). If you're running a small business, you could make it even more personal by sending handwritten thank you notes to add a bit more sentiment.

13. Run A Contest

Use your social media accounts to promote a New Year's contest. Encourage contestants to be creative and offer a desirable reward for their efforts. Contests build interaction between brand and customer and create different content than normal.

Holiday Inn Amritsar has customers define their year through a song to promote interaction on their social media accounts. They offer a mystery prize to engage customers and entice them to participate.



14. Share Insider Information On Company Performance

As you reflect inwardly on your company, think about sharing some performance statistics on social media. This content lets you be transparent about your company's successes and hardships and makes you seem more loyal to your brand.

15. Share Company New Year's Resolutions

Give customers insight into where you want the company to go in the upcoming year. Create a "New Year's Resolutions" list as a business and take it to social media. You could also use this idea to sneak peek at an upcoming product launch or a big announcement.

16. Send A Customer Feedback Survey

You take time to analyze what you and your employees think about performance over the year, but what about your customers? Email customers and use the feedback to fuel your company's New Year's resolutions.



17. Celebrate With A Giveaway

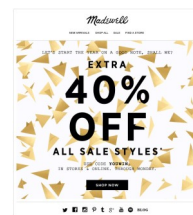
Use a giveaway to boost social media interaction. Require entrants to follow your page, like and share your post, and tag friends. A giveaway will grow your followers and increase brand awareness as friends tag friends to win free stuff.

Style Italiano Endodontics, an Instagram community for dentists, hosted a giveaway in partnership with Eighteenth to give away a dental tool. They used this technique to grow their Instagram account and gain new followers who may be interested in their content.

18. Use Email Marketing

Use email marketing to promote your New Year's sales and send out important company information. You can thank your followers through email marketing and offer them special rewards.

Madewell sent a unique code to their email list for a New Year's promotion. This offer benefits customers by being on the email list, or else they would not receive the deal. Share a sale through your email list to engage customers and promote your email list.



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5 Small business marketing ideas to ring in the new year

1. Host a New Year-themed promotion

If you can tie one of your products to one of the many popular New Year's resolutions, consider launching New Year holiday promotions for that product. Take the physical fitness industry, for example. One of the most popular New Year's resolutions includes improving physical fitness and health through diet and/or exercise. This resolution is a big opportunity for businesses in this industry. In fact, one survey found that nearly 11 percent of gym membership sales take place in January. By being able to tie a promotion to resolutions like this, you are meeting potential customers at the moment and maximizing an opportunity for business growth. Other popular New Year's resolutions include: Improving physical fitness and health through diet and/or exercise. Quitting bad habits like smoking. Improving finances. Getting organized. Improving their quality of life by learning a new skill, spending more time with friends, traveling more, and/or reading more. If an aspect of your business ties into one of these areas, consider running a New Year's promotion or paid advertising campaign, like a Nextdoor Ad, to help show potential customers your business is the solution to helping them reach their goals. For example, the Morgantown, WV-based business Andrew White Guitars shared a post prompting potential customers to win a month of free guitar lessons (and fulfill their resolution of learning to play the guitar) by sharing the post below: The New Year is coming up — why not take your resolution to learn guitar seriously? We're offering one month of free lessons (a \$100 value) to get you started. To enter is easy: Share this post to help get the word out. Tag someone who you think needs lessons or tag yourself. That's it. In only two simple steps, you can start the New Year right, and reach new heights on the guitar.

2. Draw customers with an in-person event

While online sales have surged in the past few years, many customers have returned to shopping in person when possible. Some of the benefits of shopping in person include: The opportunity to test the merchandise in person. The fun of socializing with other people. The ability to save on shipping fees and other costs tied to shopping online. Hosting an in-person event to kick off the New Year can help local businesses with a physical presence in the community to stand out against big chains and online shopping alternatives. Consider drawing people in with: A sale - A New Year's sale can prove an excellent way to draw new price-sensitive customers in, especially on big-ticket items. Many mattress stores famously make use of holiday and seasonal sales to move older products and reach new customers. An open house - If your business is built on a relationship model where a trusted expert guides clients through a challenging industry—such as real estate agencies or accounting—hosting an open house with refreshments and a fun, inviting atmosphere can coax potential customers off the couch and into your doors. A free sample - For businesses built around customers coming back multiple times a month and making smaller purchases, consider offering a free sample day. This can also work well for businesses that offer regular classes to their customers, like Washington, D.C.-based business Flow Yoga Center where new customers can try a class for free. A class - Some potential customers may feel intimidated by your product because they don't know how to use it. Whether you're selling organic yarn or specialized software, hosting a class where you teach customers how to use your product can promote interest and help them to build a positive relationship with your business. If you're on the fence about what event would draw people in for the New Year, consider asking. Consider sharing a Business Post and asking your customers about possible events that can generate excitement and give you more data with which to make your decision.

3. Activate word of mouth

Some marketing experts claim word-of-mouth marketing — your customers telling others about how much they love your product — is the most valuable and persuasive form of marketing. Research suggests 92% of consumers trust recommendations from family and friends more than any other form of advertising. While you can't control word-of-mouth marketing, you can give it a gentle nudge. To help build buzz for your business this New Year, consider: Prompting customers to leave a review online after purchasing their product. Offering special promotions to existing customers who share information about your product with a friend. Using social media to connect and build relationships with those who feel truly passionate about your product. Lastly, try your best to give them something worth talking about. One athleisurewear company built buzz by giving a round of leggings away when they were first launching. It was successful because enough customers loved the product. An ingenious New Year's marketing idea can go so much farther when you've taken the time to make your product as amazing as possible.

4. Improve your online presence

In 2019, 3.8 million Google searches happened every minute. Some of those searches were people searching for products and businesses like yours. That's why polishing up your digital presence for the New Year can help you put your best foot forward, minute by minute. Running through this checklist can help you evaluate whether there's an area online you could spiff up to better reach your customers: Website - A website with a responsive design that works equally well on smartphones and desktop computers can help you reach as many customers as possible. These days, over 50% of web traffic comes from smartphones, so it makes sense to optimize your website for both types of devices. Is the look, layout, and wording of your website helping your customers understand and interact with your brand? Social media - Social media can prove a wonderful way to connect with your customers—or it can feel like shouting into the void. To use your energy efficiently, try to pay attention to things like which social media platforms your ideal customers gather on, which type of posts draw the most interaction and engagement, and which platforms and post types fit the best with your team's workflow. Digital advertising - If you're not already doing so, you might want to consider an advertising campaign using social media, a popular search engine, or a custom campaign designed by a digital advertising agency. There's a wide range of advertising options that can help small businesses find an option that fits their budget. Content strategy - Whether you're creating a website, a blog, a social media post, a video, try to take the opportunity to back up and look at the content you're creating from a higher level. How could it provide more value for your customers? How could it better support your brand's core message? How could it better convert customer attention into sales? Mailing list - A quality digital mailing list can prove a cost-efficient way to connect with customers and drive sales. You can grow your mailing list by inviting people to enter a fun giveaway when they sign up, partnering with another local business to reach each other's customers, or purchasing a mailing list of potential customers in your area. You can also purge your mailing list of people who never open your emails and emails that no longer work to avoid wasting your resources. Remember, you don't have to maximize every digital marketing opportunity at once. Try to pick one digital marketing strategy that excites you and fits your business model, give it your best shot, and see where it takes you into the New Year.

5. Access local customers with Nextdoor's local business features

For many local businesses, their most valuable customers are those who live nearby — their neighbors. In fact, 72% of U.S. adults have made it a priority to shop at local businesses compared to pre-pandemic times. When planning your New Year marketing, consider using Nextdoor to reach out to the potential customer base in your local community. As a small business, use Nextdoor to: Connect to neighbors and establish a local online presence with a free Business Page and sharing Business Posts. Promote special deals and offers while connecting with potential customers through Nextdoor Ads build a positive community reputation by gathering recommendations from members. Whether you're just launching your online presence or taking your digital marketing efforts to the next level, Nextdoor is a simple, adaptable, geographically focused way to promote your business to the surrounding community. Build your buzz in the new year with Nextdoor. The New Year is the perfect time to revamp your business's marketing efforts. If reaching your local customer base and growing in your community is top on your resolutions list, Nextdoor is the place to start. Ultimately, marketing is about building trust with your customers and sharing your enthusiasm for your business. Nextdoor neighbors have already shared over 55 million business recommendations. The next one could be recommending you.

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JANUARY FORUM

**“What’s Happening In Seminole?”
Update from the City - Steve Saxon**

Thursday January 11, 12 Noon

Seminole State College - Haney Center - Utterback Ballroom

The public is welcome; Cost of lunch is \$10

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