



The GHBC Member Spotlight

An Overview of the Member Spotlight Program.

Overview



The Greater Houston Black Chamber (GHBC) is excited to introduce the Membership Spotlight Program, a new initiative designed to highlight and promote its members within the Houston community. This program offers an exceptional platform for small businesses to gain visibility and market themselves to a broader audience, specifically targeting the vibrant Houston business community.

PROGRAM DESCRIPTION

The Membership Spotlight Program is an exclusive benefit for current paid members of GHBC. Through this program, selected businesses will be given various opportunities to showcase their services, products, and achievements, enhancing their public profile and fostering new business connections.

Program Benefits



Article Feature on GHBC Website

- **Value:** Gain prominent exposure with an in-depth article about your business, featured on the GHBC website, accessible to a wide audience.
- **Benefit:** This feature ensures your business gains prominent exposure, leveraging GHBC's web traffic to attract new customers and partners.



Sponsored Post on GHBC Social Media Networks

- **Value:** This covers the creation and promotion of a sponsored post across all GHBC social media channels, including Facebook, Instagram, Twitter, and LinkedIn.
- **Benefit:** By tapping into GHBC's extensive social media following, your business will reach a larger and more diverse audience, driving engagement and brand awareness.



Feature in Monthly Newsletter

- **Value:** Be highlighted in the GHBC monthly newsletter, distributed to all members and subscribers, ensuring your business reaches a targeted and engaged audience. Inclusion in the GHBC monthly newsletter involves content creation, design, and distribution to the chamber's subscriber base.
- **Benefit:** This targeted approach ensures your business is showcased to a receptive audience interested in local business developments and opportunities.

Program Benefits



Information Table at The Business Exchange Happy Hour

- **Value:** Utilize an information table at the popular Business Exchange Happy Hour event, providing a face-to-face marketing opportunity to engage with potential clients and partners.
- **Benefit:** This allows you direct access to event attendees, offering a prime opportunity for face-to-face marketing, networking, and lead generation.



Mention in Digital Advertisement of Business Exchange Happy Hour

- **Value:** Receive a mention in the digital advertisements for the Business Exchange Happy Hour, further increasing your business's visibility among event attendees and online viewers.
- **Benefit:** Your business gains additional online exposure, reaching potential attendees who are likely to have an interest in your products or services.



Logo Inclusion on Business Exchange Happy Hour Flyer

- **Value:** Your business logo will be prominently featured on the flyer for the Business Exchange Happy Hour, associating your brand with this well-regarded networking event.
- **Benefit:** Having your logo on the flyer enhances brand recognition and visibility, associating your business with a reputable and well-attended networking event.

Why You Should Participate

Participating in the Membership Spotlight Program offers numerous advantages for small businesses:

- **Enhanced Visibility:** Leverage GHBC's established platforms to increase your business's visibility and recognition within the community.
- **Targeted Marketing:** Reach a dedicated and relevant audience interested in supporting local Black-owned businesses.
- **Networking Opportunities:** Engage directly with potential clients and partners at GHBC events, fostering meaningful business connections.
- **Credibility and Trust:** Being featured by GHBC adds a layer of credibility and trust to your business, as GHBC is a respected organization within the Houston business community.

PROGRAM COSTS - \$350 per Business

The Greater Houston Black Chamber (GHBC) offers the Membership Spotlight Program to its current paid members at a cost of \$350. This fee covers a comprehensive package of marketing and promotional opportunities designed to maximize the visibility and reach of participating businesses. Maximum of 3 members highlighted per month.

SPOTLIGHT YOUR BUSINESS TODAY

The Membership Spotlight Program is an invaluable opportunity for small businesses looking to expand their reach and make a significant impact in the Houston market. For an affordable fee of \$350, the Membership Spotlight Program provides an array of promotional services that would typically cost significantly more if purchased individually. By bundling these services, GHBC offers an affordable and efficient way for small businesses to boost their marketing efforts and increase their visibility within the Houston community.

Participating in the program not only enhances your business's profile but also supports the broader mission of GHBC to promote and empower Black-owned businesses in the Greater Houston area. Don't miss this chance to showcase your business and connect with the community — [apply for the Membership Spotlight Program today!](#)

Contact Information



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