

Why Is Everyone Talking About The Local Loop?

Event marketing is important and helps promote your product, services or programs. Educating the community creates customer satisfaction, retention and engagement. The Local Loop was designed to be a central source for all things happening in the community. A one-stop-shop for event listings, programs and updates.

The Local Loop is a weekly e-newsletter sent out every Tuesday to over 500 emails and shared on the chamber's social media sites. Recipients include business professionals, civic clubs, nonprofit groups and community members. Membership with the Chamber of Commerce allows a free opportunity to reach this larger, targeted audience.

The Local Loop has 3 sections that members may advertise in. Member Events, Member Updates and Reoccurring Events. Members may submit up to four submissions total to run four weeks in the Local Loop under Member Events or Member Updates. Events, programs and meetings are linked back to websites and social media. Events or updates that run throughout the year will be moved to the Reoccurring Events section after four weeks to continue until the event has concluded.

To submit your business/organization news, please send your file as a .jpg., .png., or .pdf, four-weeks before your event date, to director@newlondonchamer.com. For submissions that are dropped off at our office, please limit the size to no more than 11x17 (standard poster size).