

WINSTON-SALEM JOURNAL

Winston chamber announces drive to increase membership

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The Winston-Salem Chamber of Commerce said yesterday that it is introducing a three-year effort to bolster its membership and awareness programs through traditional and social media sources.

The chamber has selected a collaborative of six Winston-Salem marketing, Web development, communications and research companies to assist with the initiative.

The collaborative, known as Magnet, is composed of Excalibur Direct Mail & Marketing, DavidsonRoth, Feisty PR, InnerEye Studios, Quest Analysis and Unitec.

The goal is developing a marketing program that incorporates business-to-business lead generation, public relations, event management, market research, direct marketing, Web site optimization, and marketing strategy and branding.