

Take advantage of these benefits throughout the year, along with our strategically crafted and locally targeted media offers. It's the key to success as a member!



Membership Benefits

Targeted Marketing · Community Connection

○ The Shared Brand

All members are licensed to use the GO LOCAL shared brand - a whole family of logos with over 500M gross media impressions and a \$10M media value annually. 11 years strong, the GO LOCAL brand has established trust throughout Sonoma County.

○ Member Promotion

Online Listing - Your media-enhanced business listing is part of the GO LOCAL LIST at golocal.coop, the only place where you can find an online directory of ONLY locally owned businesses in Sonoma County.

Print Listing in Pocket Guide - Member listings are also displayed in Pocket Guide, 10,000 published and printed 2x/year. Distributed throughout Sonoma County at over 100 GO LOCAL merchant locations.

Social Media and Other Promotion - Let us know what you're up to, and we'll feature it using the most effective GO LOCAL channels for your business. Submit stories and events for our website too.

○ Marketing Strategy and Support

The GO LOCAL team has 11 years of experience understanding and serving marketing needs of locally owned businesses, helping them thrive. Schedule a 1/2 hr individual session in person or on phone, to review best practices and strategies specific to your business. Available annually. Or, we can help make targeted introductions for your business needs.

○ Refer Local Lunchtime Gathering

Members are invited to attend and introduce themselves and their business at monthly networking lunches every second Friday, with the option to sign up for a 10-min feature presentation. Refer Local is based on the spirit of members working together to strengthen relationships and to give, receive, and track quality referrals to increase business activity.

○ GO LOCAL Rewards Program

All members can opt to participate in the GO LOCAL Rewards Program. By offering a reward to a large and loyal GO LOCAL customer base as a thanks for choosing local first, your business can get more exposure, sales & community connection. While the GO LOCAL shared brand tells people why local first is important, the Rewards Program helps people take action to choose local first. Each merchant can customize their reward to suit their specific needs through a "show the card" offer that you can track. Offering Rewards is included as part of GO LOCAL membership and is optional.

○ Media Offers

Paying members may opt to apply up to 1/3 of their membership fee to any of GO LOCAL's media offers, which are strategically designed to reach a targeted local audience.

Digital - Take advantage of GO LOCAL's big media reach with Facebook campaigns or e-newsletter featured section.

Video - Opt for a **Video Vignette**: a simple promo video for social media use, or an **All-In-One Video Package** with one of our pro videographers.

Print - Reach loyal fans of Local First with advertising in our Pocket Guide 2x/year and Made Local Magazine 5x/year.

Outdoor Digital - Be seen by local commuters along 101 in Rohnert Park with the Veale Outdoors digital board - 183 showings daily!

Radio - Radio reaches 90% of adults in Sonoma County. Advertise on KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, K-Hits 104.9.

Signage - Leverage your membership with GO LOCAL signage.

GO LOCAL's mission is to keep dollars recirculating longer locally for a more resilient and thriving economy and community.

WORK
your
membership!

Learn more

Benefits: golocal.coop/benefits

Media: golocal.coop/media

Contact us: 707-888-6105 ext.2 info@golocal.coop