BUSINESS MARKETING

A PROGRAM TO ATTRACT BUSINESS & INVESTMENT TO PETALUMA
PROGRAM GOAL

REACH LOCAL & BAY AREA BUSINESS LEADERSHIP, INVESTORS & TALENT

- Awareness
- Relationships
- Website Traffic
MARKETING STRATEGY

- Highlight Petaluma
- Bay Area Reach
- Combine Printing & Advertising
- Business Sponsors
- Ongoing Program
- Co-promotion Opportunities
DESIGN GUILD = LOCAL TALENT

Christine Walker
Tyler Young
Susan Rockrise
Andy Rado
Nicki Ovitt
David Duskin
Page Green
Nancy Sands Johnson
Marcia Simmons
Matt Moller
Paige Green
$27,250 RAISED

1.5 MILLION VIEWS - 3,000 COPIES PRINTED
Funders

Bank of Marin
Basin Street
Sonoma County BEST
CamelBak
Cassidy Turley
Cyan
PB&J
Lagunitas
Labcon
Green Key Commercial
Foundry Wharf
Enphase
Straus Family Creamery
Traditional Medicinals
Foundry Wharf
NEW WEBSITE:
www.petalumastar.com

- Call to Action
- News
- Profiles
- Business Stats
- Lifestyle
CALL TO ACTION

In Person

Chamber Help

Restaurant Showcase

Lunch on Us
NEXT STEPS

Social Media

More Stories

Chamber / Visitor Integration

Employee Recruitment