

The Digital Times

Powered by **RARE BLUE MOON**

The Digital Times Video Magazine, created for Chambers of Commerce by Rare Blue Moon Marketing, a proud FACP member and veteran-owned sponsor.

About

The Digital Times is an **innovative video-based marketing platform** by Rare Blue Moon, designed for Chambers of Commerce to modernize marketing, generate non-dues revenue, and offer powerful promotional opportunities for members through professional video content.

Hosted on the Chamber's website, The Digital Times transforms the membership directory into a dynamic "video magazine," featuring business videos, testimonials, business success stories, and community insights that boost visibility and engagement for both the Chamber and its members.

Through engaging, professional videos, The Digital Times helps members build credibility, attract new opportunities, and strengthen their presence in the marketplace.

How the Program Works

- **Member Directory**
The Chamber provides RBM with a membership directory (excluding personal information) and a partnership letter to be shared with members for validation.
- **Partnership Announcement**
The Chamber announces the partnership via email, informing members that our team will reach out to educate them on the Digital Times opportunity.
- **Sponsorship options**
Our team schedules meetings with members to educate and discuss sponsorship options to showcase their business on the Digital Times.
- **Member Testimonial**
Sponsors will be featured in the Digital Times under the section that best fits their business and will have the opportunity to share testimonials about their experience with the chamber.
- **Revenue sharing**
RBM distributes the Chamber's revenue-sharing portion quarterly

Creating Your Chamber's Digital Times

Content Meeting

We collaborate with the Chamber to brainstorm ideas and outline the content vision.

Script Writing

We draft scripts for approval, a process that takes about two weeks.

Shot List Creation

Once approved, we create a detailed shot list for filming.

Filming

A three-day filming session captures all necessary content

Video Editing

We edit the videos to match your vision, with final approval before they go live.

Launch

The Digital Times link is added to the Chamber's homepage for easy access.

Benefits for your Chamber



No Cost for Your Chamber

The Digital Times program is provided at zero cost to the Chamber and generates sustainable income through a revenue-sharing model.



Membership growth

Covers first-year dues for new members and attracts businesses by offering premium video marketing support



Member retention

Demonstrates tangible benefits to members and reconnects inactive members by involving them in exciting video campaigns



Engagement

Our video platform enhances engagement, attracting sponsors and spotlighting local businesses.



Member advantage

Members benefit from cutting-edge tools that elevate their brand presence, including exclusive features and testimonials.



A Digital Chamber

High-quality video production showcases your Chamber's digital leadership and elevates the Chamber's image.

Sponsorship Options

Rare Blue Moon offers sponsorship options to businesses that are members of your Chamber to suit their unique needs:

**Packages Starts at \$500
for Small Businesses**



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