



CASE STUDY

A Unified Place for the Northland: How SJC Helped the Northland Regional Chamber of Commerce Shine Online

Introduction

The Northland Regional Chamber of Commerce, which serves Platte and Clay counties in the Kansas City Metro Area north of the river, is not your typical Chamber of Commerce.

It offers opportunities for businesses to connect and grow, but the Northland Regional Chamber of Commerce does so much more.

For instance, the Chamber promotes local business interests, but they are also active in

working with local, state and federal legislators to promote funding and new building projects so that life keeps getting better for everyone in the Northland.

The Chamber is also proud of its diverse but unified membership that shares a passionate vision for a thriving business community.

The problem was that it was impossible to tell what made it special from their website.

Challenges

The Northland Regional Chamber of Commerce had a problem: they knew they were special among Chambers, but it was unlikely that anyone else would know that. Their unique membership and culture were not being effectively celebrated or communicated.

The key issue was the Chamber's website, which seemed similar to every other Chamber's website. Chamber leadership

wanted to design a new website that would effectively signal its unique ways of serving members that offers a competitive advantage in the market.

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Solution

Leaders at the Northland Regional Chamber of Commerce worked with a local graphic designer to develop a new logo and branding. Then they turned to SJC Marketing, where they would turn their vision for a custom website design over to a team of developers.

The team at SJC created a new website with design that represented their inclusive environment and represented a core value to them that everyone is welcome.

To highlight the many ways the Chamber advocates for the Northland, SJC added a new page to the website featuring four major

avenues: Business & Economic Development, Infrastructure, Community Development and Legislative.

Another major change was the addition of a "Bigger than Business" page that shares the details about how the Chamber is impacting businesses and the broader community in the Northland.

The SJC team also worked with the Chamber to expand its "Annual and Monthly Events" page as well as the Committees page to better capture all of the exciting opportunities available through the Chamber.

Results

The Northland Regional Chamber of Commerce is excited about the new branding and a website that better portrays the spirit and purpose of the Chamber.

"The site is not only more functional and user-friendly, but reflects the Chamber's new brand standards, and an inclusive environment as

described by its members where everyone has a seat at the table... We are tremendously satisfied with our new website, and highly recommend SJC Marketing for your website and marketing needs!" - Jenny Johnston, President, Northland Regional Chamber of Commerce.

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About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

sjc.marketing