

## EXPAND YOUR REACH

Chicago Loop Alliance creates a broad array of opportunities to promote organizations in the Loop. The following marketing opportunities are complimentary member benefits. To take advantage or to learn more, please email Sarah Morse, Director of Membership Relations and Events, at Sarah@chicagoloopalliance.com.

## MARKETING OPPORTUNITIES



### BUSINESS PAGE

Each member receives a dedicated business page on LoopChicago.com, where they can tell their story, share photos as well as a website link, and showcase Yelp and TripAdvisor ratings.



### EVENTS CALENDAR

From digital meetups and conferences to in-person activities, our website offers a comprehensive events calendar for the Loop. Promote all your upcoming events. [Click to submit.](#)



### MEMBER SPOTLIGHT

Emailed exclusively to nearly 900 CLA members every Thursday, Member Spotlight helps you in promoting your upcoming promotions and events.



### E-NEWSLETTER

The “In The Loop” e-newsletter runs on the second Wednesday of every month to over 33K young and active city dwellers, who are looking for things to see and do. The “Working In The Loop” monthly newsletter is sent to more than 1K subscribers and features member deals and information for Loop workers.



### LOOP DEALS

This curated guide to “free stuff and other great discounts” allows businesses to encourage patrons to visit and spend on some of the best deals in the Loop. [Click to submit an offer.](#)



### BLOGS

CLA’s blog is the voice of the Loop, where we promote members regularly through stories told by locals and travelers. In addition, you can also write two guest blogs a year, which allow members to share their voice and perspective on how small businesses, corporations, and more are affected through stories of their organization.



### HOLIDAYS IN THE LOOP

CLA's dedicated holiday campaign highlights and promotes holiday-related deals and events for member businesses. It runs November-January. [Click to submit an event or offer.](#)



### LOOP EMPLOYEE OF THE MONTH

Nominate someone who works in the Loop to win a \$1,000 prize package and promote their business. [Click to nominate now.](#)



### SOCIAL MEDIA

With over 40K followers on Facebook, Instagram, Twitter, and LinkedIn, our social media is a great way to engage people through both organic and sponsored content. CLA content receives 3.5 million impressions annually.