

WEDNESDAY JULY 20, 2022



Message from our Chairman/CEO

Our monthly newsletter continues to be a great source of information as we continue to move forward bringing you all of the positive opportunities for our members here in the great City of Hialeah. I just want to remind all businesses if you need direction and support reach out to YOUR Chamber of Commerce, we are here with our **HIALEAH SE REACTIVA** program to help you. **LOTS OF GREAT PROGRAMING COMING YOUR WAY**

Our next HCCI Lunch will be on **Wednesday August 10th**. with our SPECIAL GUEST, **Miami Dade College President Madeline Pumariega**. We are very proud of our Girl from Hialeah, which is how she introduces herself when asked where is she from. Please contact us for your reservation to show her the warm Hialeah welcome to HCCI.

We are in the middle of the summer break, I would like to bring to your attention the opportunity to take part in the Miami Dade School System

SUMMER YOUTH INTER-SHIP PROGRAM.

This is a program we have benefitted from here at the Chamber the last 2 summers. Contact us at HCCI if interested.

Hialeah Chamber of Commerce continues to bring educational opportunities for our members so they can be able to reach their business goals to not only businesses across the city, the county, the state, the country we want make sure that you have opportunity to reach out across the world to put the name of Hialeah as the city of progress very high.

Un Abrazo,

Mandy Llanes
Chairman/CEO
HCCI



Hialeah
Chamber of Commerce & Industries

AMBASSADOR TRUSTEES MEMBERS



**HIALEAH CHAMBER OF COMMERCE & INDUSTRIES, INC.
WELCOMES OUR NEWEST MEMBERS**

**DEMETECH CORPORATION
MADE BRIGADE
THE LEONARD REAL ESTATE**

**THE HIALEAH CHAMBER OF COMMERCE INC.
THANKS OUR FAITHFULL MEMBERS FOR THEIR RENEWAL**

**READY GLASS
OUTBACK RESTAURANT
GONZALEZ & SONS
CHICK-FIL-A
DIARIO LAS AMERICAS
MARUCH SUPERMARKET CAFETERIA INC
PHYSICIANS HEALTH CENTER
OUR LADY OF CHARITY SCHOOL, INC**

JOIN OUR CHAMBER

The Hialeah Chamber of Commerce & Industries brings you innovative member benefits and programs that can make the most of your marketing dollar by providing measurable results. We're here to help engage, influence by making an impact using dynamic programs, services with initiative designed with your business in mind.



Hialeah

HIALEAH CHAMBER OF COMMERCE & INDUSTRIES, INC.



240 East 1st Avenue • Suite 217 • Hialeah, FL 33010
PH: 305.888.7780 • HIALEAHCHAMBER.ORG

WIN THIS
ALFA ROMEO
SEPT 3



CAR PROVIDED BY
PALMETTO ALFA ROMEO

Hialeah Park
CASINO

SPECIAL PRICING FOR HCCI CHAMBER MEMBERS FOR THIS GALA EVENT



JOIN US FOR THE

Illuminations
Gala
ILLUMINATE & BLOSSOM

BENEFITING
CHAPMAN PARTNERSHIP™

Saturday

SEPTEMBER 17TH 2022

JW MARRIOTT MARQUIS
255 Biscayne Boulevard Way
Miami, Florida 33131

Celebrating our donors who have illuminated the path
for over **130,000+** homeless men, women and children.

7 PM Cocktail Reception 8 PM Dinner, Dancing Entertainment 10 PM nextgen After Party



CHAPMAN 
partnership™
EMPOWERING THE HOMELESS



Peter Landestoy, Jr. is the Marketing Director at the Hialeah Chamber of Commerce & Industries, Inc. He brings over 30 years experience in marketing, graphic designs & event production. He works with both the sales and marketing

departments to develop successful strategies and campaigns that attract new customers and keep current clients engaged. You can reach him at peter@hialeahchamber.org

MARKETING BEST PRACTICE

As your business grows, you will need to change to adapt to new circumstances.

You can experiment with different ways of working to see which suits your business best.

But this approach is inefficient and may lead you to make inappropriate decisions. A far more effective way of making changes is to look at how successful businesses operate and to introduce their ways of working into your business.

Evaluating how your operations compare with the most effective and profitable enterprises, and then using their most successful elements - the "best practice" in your own business, can make a big difference.

In this article let's look at:

Best Practice in Sales & Marketing

The right sales and marketing strategies play an essential role in the success of your business.

Developments in technology have opened up entirely new ways to market and sell products and services. Best practice now involves harnessing the power of the Internet, email and mobile telephony to increase the effectiveness of getting products and services to the customer.

Even the smallest business can benefit from having a website. Many organisations also use electronic newsletters (often known as e-zines), regular emails and SMS (text) messaging to communicate with their markets.

The benefits of this kind of marketing include:

- worldwide reach - a website can be seen by visitors from all over the world
- lower costs - a website can cost much less to set up and run than a traditional store
- a level playing field - small businesses can compete alongside the websites of much larger businesses
- better targeting - emails are less likely to be opened by someone else, and opt-in mailing lists ensure that your message is read by someone who wants to receive it
- new markets - a website makes it easier to target customers who were previously out of reach

As with all best practice, it is important to get the implementation right. Your website needs to be thought out carefully, and updated regularly.

You need to be aware of the legislation that applies to electronic business communications, including selling from websites.



PUNTA CANA: Más que un paraíso dominicano, una gran oportunidad de inversión

Como agentes exclusivos de una de las marcas más importantes de desarrollos turísticos en Punta Cana, abrimos la invitación para conversar sobre su posible plan de inversión en uno de nuestros proyectos estrella conocido como Blue Land Universe, del grupo Cana Rock.

Ubicado en la exclusiva comunidad Cana Bay, a solo pasos del Hard Rock Hotel y Casino, acceso privado a la playa y en medio del impresionante campo de golf diseñado por el reconocido golfista Jack Nicklaus.

Cana Rock ha diseñado un concepto de proyectos turísticos orientados exclusivamente a la inversión turística inmobiliaria además de ser la opción más exquisita para vacacionar en esta zona tan privilegiada.

Por eso con bases sólidas ofrece la más alta rentabilidad y retorno sobre su inversión inicial al adquirir cualquiera de nuestros proyectos.

PROPIEDADES DISPONIBLES DESDE \$139,199.00

Separe su unidad con tan solo

\$3,000

- Baja tarifas mensuales
- Financiamiento disponible
- Exento de la propiedad anual impuesto (IPI) para los primeros 15 años (1% al año)
- Podrán desgravar de su renta neta imponible el monto de sus inversiones en proyecto turísticos



✓ La mejor ubicación de Punta Cana

📱 @bluelandproperties

✓ Preparados para Airbnb

📞 305-323-9737

Contacte a: Mandy Llanes
mllanes@grupoblueland.com



BUSINESS DEVELOPMENT TIPS

Cesar Saddy is the Business Development Director at the Hialeah with over 20 years experience in sales strategies and training of the sales personnel of mayor companies in Florida. He is also the of Author Best Seller books on Sales. You can reach him at businessdevelopment@hialeahchamber.org



THE MINIMUM VIABLE PRODUCT

Sometimes, a project, a business idea or a new line of products or services takes a long time to go to market or to offer positive results because the entrepreneur is trying to improve the product, until in his opinion it is a product or a product. **“Robust and Competitive”** service. In that wait, months or even years pass, or sometimes the project never gets started.

Today we are going to learn a concept that will surely be useful. This is the Minimum Viable Product or what is also known as MVP.

It is about finding and developing a minimum of properties in the product or service that are sufficient to start showing and marketing the product or service in an early stage with enough characteristics to attract the first customers and validate a product idea in the early stages of the development cycle.

Let's learn more about the characteristics that a minimum viable product must have to be successful in the market.

To know if you have a product or service at PMV level, recognize:

- How is the product or service now going to satisfy the need for which it was created?
- Does this product or service require other components or accessories to be purchased and used by customers?
- Can the Product you have work with fewer accessories or components than it currently has? If so, remove props.

Once the product is launched, and as user comments arrive, we can collect information and refine the concept, eliminating functions or parts of the service that we considered important, adding new ones, or validating ideas.

Now that you have determined that your minimum viable product aligns with the needs of the Client, you can start thinking about the specific solutions that you want to offer to users. These solutions do not represent the global vision of the product, but only subsets of that vision. Remember that you can only develop a small amount of functionalities. In short, the minimum viable product is more than

Objective of the MVP

The purpose of a viable product is to be the version of a new product that allows a team to collect the maximum amount of learning from customers with the least amount of effort.

A company may choose to develop and launch a minimum viable product for any of the following reasons:

- Recognize if the idea is viable
- Know if there are interested buyers or investors
- It is understood as a solution to an existing need in the market

just a functional product, since it allows start-ups to minimize risks.

It begins by trying to come up with an idea that might satisfy a customer need, and then defines its applicability criteria, or ways to recognize how useful or marketable the idea is as is.

Finally, and according to specialized sources in product development, the minimum viable product is a product with enough features to satisfy initial customers, and provide feedback for future development. So if you have an idea for a service or a product project, analyze the minimum conditions for its implementation and put it into practice. Then, with continuous improvement, you will turn it into a great asset for your company. Do not waste time.



HIALEAH CHAMBER OF COMMERCE & INDUSTRIES

BUENAS TARDES

Hialeah

CON

Mandy Llanes Y El Poeta



Sábados, de 2:00 PM a 3:00 PM
Radio Mambí 710 AM

PRESENTADO POR:

Gus Machado 

EL TRANSPORTE OFICIAL DE BUENAS TARDES HIALEAH
LA CIUDAD DEL PROGRESO...

INVITADOS ESPECIALES CADA SABADO

Hialeah Park
RACING & CASINO



Digital Strategy Tips:

Luisa Rangel is the social media editor and contributor at the Hialeah Chamber of



Commerce & Industries, with ample experience in Public relations, media relations strategy and executions, digital media strategist.

In this issue, we'll dive head first into how you can use Instagram for your small business and show you how you can connect with your audience on the platform.

1. Optimize your profile

In just 150 characters, your Instagram bio needs to make a great first impression, convey your brand personality, and tell people why they should bother following your Instagram account.

These include:

- Your name: 30 characters, including in the search.
- Your username: AKA your handle. Up to 30 characters are included in the search.
- Your website: A clickable URL you can change as often as you like.
- Category: A business feature that tells people what you're all about without using up bio characters.
- Contact info: Tell people where to find you.
- Call-to-action buttons: Give Instagrammers a way to interact

- Organic posts: 138–150 characters

- Instagram ads: 125 characters

5. Use hashtags wisely

Hashtags are a keyway to increasing your visibility and discoverability.

You can use up to 30 hashtags in an Instagram post. But, realistically, you probably don't want to do that.

We recommended using between five and nine hashtags per post.

To get the most benefit, choose hashtags that:

- Are relevant
- Are specific to your niche
- Do not encourage follow- or like-swapping (think #like4like or #followme)

6. Engage

If you want engagement on Instagram, you have to engage, too. Posting quality content is great, but if you ignore comments and never interact with any other profiles, you'll

with you directly from your profile page.

2. Create visually compelling content

Instagram is a visual medium, so your posts have simply got to look great. You don't need professional photography equipment, but your photos and videos need to be well-composed.

If you're using images other than photos, like infographics or animations, make sure they're crisp, clear, easy to read, and eye-catching.

Even more important, your visual content needs to be compelling. Great photos are nice, but if they don't tell a story, or get viewers excited, they're not going to engage followers.

3. Establish your brand's "look" on Instagram

Once you decide what type of content to publish, you need to decide how it's going to look. As we explain in our post on creating an Instagram aesthetic, color influences buying decisions and brand recognition.

Your Instagram look should be consistent across your posts, helping followers easily recognize your content in their feeds.

4. Write great captions

True, we just said that Instagram is a visual medium. But that doesn't mean you can neglect your captions. Your brand voice is just as important as your brand look.

have a lonely existence on the network.

At a minimum, respond to comments users post on your feed. But also seek out popular accounts in your niche, follow them, and like and comment on their posts. Make yourself visible in a non-promotional way.

Pinning comments from top fans, or simply comments that are likely to spark conversations is a way to encourage more engagement on your posts.

7. Make the most of Instagram Stories

Half of the businesses on Instagram use Stories. And they're getting great results: A third of the most-viewed Stories are posted by businesses. Stories are a key part of a good Instagram marketing strategy.

Instagram Stories disappear after just 24 hours. Followers expect them to be more real and raw than your curated Instagram feed. They provide an opportunity to connect with followers and build relationships.

8. Set up an Instagram Shop

And that's why you need to know how to sell on Instagram gives business owners a chance to sell products, build brand awareness, and connect influencers and brand ambassadors all in one place.

This feature, which is not available for personal accounts, allows you to create your own online store within Instagram.

Instagram captions can be up to 2,200 characters long, so you can use them for everything from a quick quip to detailed storytelling.

Since people tend to scan captions rather than read them thoroughly, you want to get all the important information into those first two lines.

We recommend the following Instagram caption lengths:

You'll also get a "View Shop" button on your Instagram profile page, so fans can tap through to your shop without even viewing a specific post.

Even better, there's now a Shop tab on the Explore page, where users can search for new products or see products from brands they already interact with on Instagram.

The poster features a central portrait of Madeline Pumariega, President of Miami Dade College, framed by a white diamond shape. Surrounding the portrait are various logos and text elements. At the top left is the 'Hialeah SE REACTIVA' logo with a gear icon. To the right is the FPL logo with the text 'INVITES YOU TO HCCI LUNCHEON AUGUST 10 2022'. Below the portrait, the text 'KEYNOTE SPEAKER: Madeline Pumariega PRESIDENT MIAMI DADE COLLEGE' is displayed. At the bottom, the event details are provided: 'WEDNESDAY AUGUST 10TH, 2022 | DOOR OPENS: 11:30 AM', 'FOR RESERVATIONS EMAIL: MANDYLLANES@HIALEAHCHAMBER.ORG', and 'HIALEAH PARK CASINO IS LOCATED AT: 2200 E 4TH AVE, HIALEAH, FL 33013 (CLUBHOUSE ENTRANCE - EAST 4TH AVE)'. The bottom section includes logos for Hialeah Park Casino and HHA (Hialeah Housing Authority), along with ticket information: 'LUNCH RSVP - PRE-PAID ONLY', 'NO TICKET SALES ON EVENT DAY!', and '\$65pp - TABLE OF 10'. A note at the bottom states 'LIMITED TICKETS AVAILABLE'.

Hialeah SE REACTIVA

FPL
INVITES YOU TO
HCCI LUNCHEON
AUGUST 10 2022

Miami Dade College

KEYNOTE SPEAKER:
Madeline Pumariega
PRESIDENT MIAMI DADE COLLEGE

Hialeah Chamber of Commerce & Industries

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Hialeah Park CASINO

LUNCH RSVP - PRE-PAID ONLY
NO TICKET SALES ON EVENT DAY!
\$65pp - TABLE OF 10

HHA
Hialeah Housing Authority

LIMITED TICKETS AVAILABLE



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Hialeah Chamber



info@hialeahchamber.org