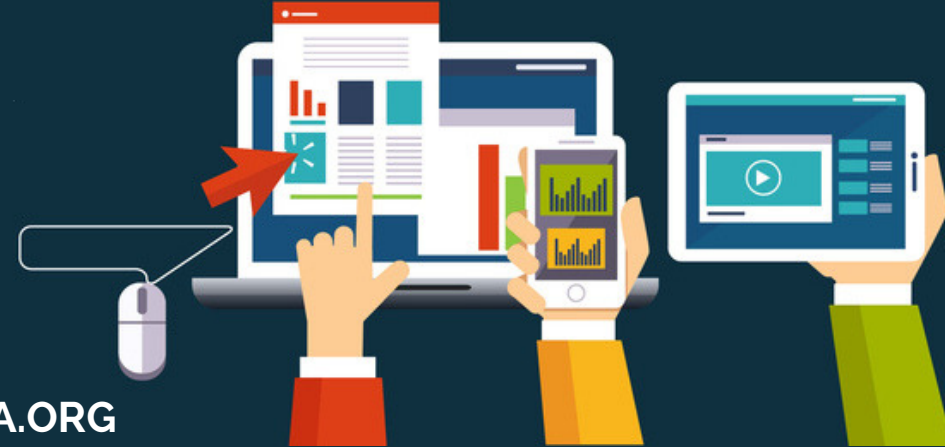


DIGITAL MARKETING

GET HIGHER VISIBILITY AND MAKE IT EASIER TO BE FOUND ON THE WEB. INCREASE THE LIKELIHOOD OF A CLICK-THROUGH AND ENGAGE WITH MEMBERS.



MAKE CONNECTIONS ONLINE AT SOUTHERNSARATOGA.ORG

MEMBER PAGE

| | BASIC | ENHANCED |
|---------------------------------|-------|----------|
| Basic Company info | ✓ | ✓ |
| Driving Directions | ✓ | ✓ |
| Hours of Operation | ✓ | ✓ |
| Character Description | 200 | 1600 |
| Key Words | 8 | 20 |
| Logo/Image next to company info | | ✓ |
| Bulleted Highlights | | ✓ |
| Additional Website Links | | ✓ |
| Media – Photo Gallery | | ✓ |
| Media – Video Upload | | ✓ |

SEARCH RESULTS

| | BASIC | ENHANCED |
|--|--------|----------|
| Placement | Random | Priority |
| Basic Company Contact Info | ✓ | ✓ |
| Logo/image next to listing | | ✓ |
| 200 Character description under company name | | ✓ |
| Website link above phone number | | ✓ |

GOOGLE MAP FEATURES

| | BASIC | ENHANCED |
|-----------------------|-------|----------|
| Business Location Pin | ✓ | ✓ |
| Logo/Image | | ✓ |
| Name | | ✓ |
| Address | | ✓ |
| Phone Number | | ✓ |
| Description | | ✓ |
| Website Link | | ✓ |
| Contact Email | | ✓ |
| Directions Link | | ✓ |

ADVERTISING

| | BASIC | ENHANCED |
|-------------------------------------|-------|----------|
| Member to Member Discounts | ✓ | ✓ |
| Hot Deals | ✓ | ✓ |
| Job Postings | ✓ | ✓ |
| Events | ✓ | ✓ |
| Press Releases – Member in the News | ✓ | ✓ |

MEASURE THE TRAFFIC

| | BASIC | ENHANCED |
|-------------------------|-------|----------|
| Member benefits reports | ✓ | ✓ |

REAL TIME ACCESS

| | BASIC | ENHANCED |
|--------------------------------------|-------|----------|
| Approve Homepage View | ✓ | ✓ |
| Direct access to representative list | ✓ | ✓ |
| RSVP for events | ✓ | ✓ |
| Category placement | ✓ | ✓ |



UPGRADE

INTERESTED IN UPGRADING?

EMAIL DIGITAL@SOUTHERNSARATOGA.ORG

