



Announcing a **NEW** SouthernSaratoga.org!

# NEW DIGITAL MARKETING PLATFORM & WEBSITE

**Question:** Why should YOU spend time to update your Chamber listing?

**Answer:** Gain powerful visibility and increase your ROI from your Chamber membership.

## INFORM

help consumers find you

### Visual

- Upload your logo (150 x 150)
- Upload a search results icon (75 x 75) **NEW**
- Upload a member page header (800 x 150) **NEW**
- Google Map Pin Info –Confirm the map is pinpointing your business location **NEW**
- Social networking toolbar information (Facebook, Twitter, Linked In, Google +, You Tube) – provide immediate access to your most frequently used social media functions **NEW**

### Add Rich Detail

- Business name and address
- Website address
- Primary contact
- Hours of operation **NEW**
- Email address **NEW**
- 8 keywords: words that identify your business when consumers search for your business **NEW**
- 200 character business description **NEW**
- Membership categories –confirm this is the appropriate primary category for your business listing

## CONNECT

with more accurate info

### Representatives

- Keep current on staff changes **NEW**
- Double check the primary contact **NEW**
- For each active representative you have the option to display their info (title, email, phone, and/or fax) **NEW**
- Written driving directions **NEW**
- Request Info Link - visitors can send your business an immediate inquiry **NEW**

### Calendar of Events

- View Chamber events and RSVP online **NEW**
- Add your Community event to the Community calendar for added visibility

## ACHIEVE

your marketing goals

### Discount Offers & Deals

- Offer member to member discounts & hot deals
- E-coupon offers – post ads, coupons & specials **NEW**
- View Member Benefit Reports - measure the traffic! **NEW**

### Recruiting

- Job postings - create a general posting and change the website address to go directly to that landing page on your website **NEW**

### News

- Press releases – post your press releases to feed the “Member in the News” RSS feed **NEW**

Need help? Reach out to the Radical Advertising Transition Team for tutorials or to set up an appointment.

Email [digital@southernsaratoga.org](mailto:digital@southernsaratoga.org) or call 518.371.7748

