



DIGITAL MARKETING PLATFORM & WEBSITE MICROSITE CHECKLIST



UPGRADE YOUR E-BROCHURE TO A MICROSITE!
Special Introductory investment: \$180.00

This upgrade is part of the Leadership Circle Member Benefits Package! Members receive powerful visibility on the Chamber of Southern Saratoga County's digital platform and website. Members understand that visitors to southernsaratoga.org are looking to connect with trusted businesses in our community.

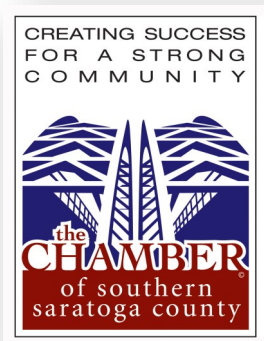
Today's consumers are experienced, educated and internet savvy, searching the Web to make purchasing decisions. Members have the opportunity to upgrade the e-brochure listing to a microsite listing providing the member higher visibility and several options to build a higher quality web listing to persuade the visitor to click through and engage with the member business

INFORM: Add Rich Detail

- Add Company Logo next to company info
- 1600 character description
- 20 keywords: words that identify your business when consumers search for your business
- Add bulleted highlights
- Additional website links

INCLUDE MULTI-MEDIA

- Photo gallery
- Video upload



INCREASE YOUR PROMINENCE: Search Engine Optimization

- Priority placement about e-brochure listings
- Logo/image next to business listing
- 200 character description under company name
- Website link above phone number on directory page

Google Map Features

- Business description
- Website link
- Contact email
- Directions link
- Point of Interest category dropdown list
- Point of interest sub-category dropdown list

MEASURE

- Measure traffic via your member benefits reports

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

Email digital@southernsaratoga.org or call 518.371.7748 Visit www.southernsaratoga.org for more info.