

## Using Your New Online Benefits & Opportunities!

*People on our website have  
already made an important decision;  
they are looking for a business right here in our area.*

### BENEFITS

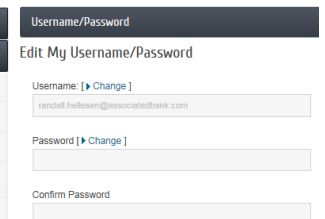
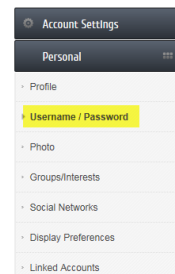
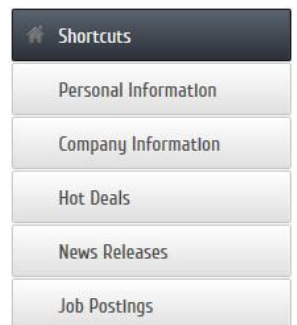
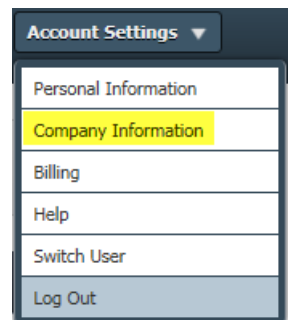
#### Accessing Your Online Benefits

- From the Chamber's website, select Member Login or access [www.chamberlogin.com](http://www.chamberlogin.com)
- Enter your login & password
- If you don't know your login/password: [Click here](#) or contact the Chamber
- Use the menu on the top navigation bar or the Dashboard to access your online benefits
- Always remember to click **Save** if you make any changes

### KEEP IT UPDATED!

- **Update your Information with the Chamber**

- **Account Settings > Company Information**
  - This is the information the chamber has for your business
  - If something is incorrect or missing, simply enter updates and click **Save**
  - This changes the Chamber database
  - No emails or phone calls needed to inform the Chamber of your changes
- **Shortcuts**
  - Personal Information
  - Company Information
  - Hot Deals
  - News Releases
  - Job Postings
- **Company Information > Employees**
  - Keep the Chamber current on staff changes; If people are hired or leave, all you have to do is keep the Chamber up-to-date
  - The Rep marked as primary will be considered the main contact for your business
  - For each Rep, you can also choose whether or not to display their name (title, email, phone, fax) in the your Online Member Information Page
  - Click on the Rep name to update Rep info and any other info you would like displayed for them on the web and click **Save**
- **Account Settings or Shortcuts > Personal Information > Username/Password**
  - Edit the login and/or password you were issued initially to something more memorable



- **Update your Listing on the Chamber's Website**

- **Company Information > Website Information** - Update your business description, hours of operation, general location information, including a link to your website, social network links, keywords and additional bulleted links.
  - **Keywords** - additional words that help identify your business when consumers search for your business
  - **Bulleted Links** - tool to help you connect your Chamber listing to other informative links
- **Company Information > Map Pin Information** - Make sure that the map is pinpointing your business
- **Company Information > Logos & Photos** – Generally not part of the Basic membership package, but can be added as an Enhancement (see **Opportunities** below – *You can add your logo, additional photos/images and a larger description*)
- **Company Information > Website Information > Preview Web Page**
  - View what visitors will see when they visit your Online Chamber Listing by clicking on 'Preview Web Page' on top right of **Web Page Content**. Remember to click **Save Changes** at the bottom of the **Webpage Info** section to display the results immediately in the Chamber's Business Directory

## OTHER BENEFITS!

- **ADVERTISING**

- **Shortcuts > Hot Deals > Add or Manage Hot Deals** – Post ads, coupons, and specials on the Chamber's website
  - What is a Hot Deal?
    - Anything you want to print or post, can be considered a Hot Deal
    - Don't have to be discounts or specials; consider them free, extra exposure
    - Do you do free estimates? Are you giving a seminar or special event?
  - Click **Add Hot Deal** and fill in the template
    - **Offer End Date** is what will show/print on the 'coupon', not when the ad runs which is selected at the bottom
    - Toward the bottom you select the **Publish Start & End Dates** you want it to appear on the Chamber's website. Benefits from selecting your own dates:
      - You don't have to worry about having to delete an ad when it is over
      - You can proactively put a number of them out in queue ready to appear when you want them
  - If you want to supply more information and you already have a webpage with this information, you can change the Website Address in the Hot Deal to go directly to the desired website
  - Click **Submit for Approval** (It will go to the Chamber for approval, plan on 24-48 hours)
  - The Chamber will post it for you
- **Shortcuts > Job Postings** – Post your job opportunities on the Chamber's website
  - Click **Add a Job Posting**
  - Fill in the template, making sure to select the dates you want it to run at the bottom
  - If you list jobs on YOUR website, you can create a general posting and change the Website Address to go directly to that page on your website
  - This is also handy if you have an online application process or form
  - Click **Submit** (It will go to the Chamber for approval, plan on 24-48 hours)
  - The Chamber will post it for you
- **Home Page > Events** – Calendar
  - You are able to see Chamber events, click on them for more detail, RSVP online and in some cases, even prepay by credit card for the event
  - The Chamber needs your help keeping the Community Calendar current
  - Are you involved in an organization with an upcoming event - Relay for Life, Red Cross Blood Drives?
  - Click **Add an Event**, fill in the information and **Submit for Approval** to the chamber as a suggested event for the Community Calendar



# OPPORTUNITIES

## Upgrade Your Listing – Stand Out from the Crowd

Contact our ChamberMaster Internet Marketing Consultant, Ward Thompson, at 800-825-1785 x227 or [ward.thompson@chambermaster.com](mailto:ward.thompson@chambermaster.com) or his assistant, Michelle Bursch, at 800-825-1785 x320 or [michelle.bursch@chambermaster.com](mailto:michelle.bursch@chambermaster.com) to learn more about or participate in these and other marketing opportunities.

### Banner Ad & Enhanced Listing Opportunities

- Prominent Banner Ad Visibility on:
  - **Business Directory Page**
  - **Quick Link Results Page**
  - **Primary Category Page**
  - **Other Available Frequently Visited Pages**
- All Banners are linked directly to your website
- Recognized as Sponsor in Primary Category
- Guaranteed Top Priority Placement
- Enhanced Listing (see details)
- Enhanced Map (see details)
- Search Engine Optimization/SEO (if available)

### Enhanced Listing Details

- Search Results Listing
  - Priority Placement over Standard Members
  - Logo/Image next to listing
  - 200 character description under company name on Search Results
  - Your Website link above phone number on Search Results
- E-Brochure
  - Logo/Image next to company info
  - Expanded Description of 1600 characters (standard 200)
  - Slideshow of additional photos or video

### Enhanced Map Details

- Pin mark
- When clicked on:
  - Picture/Logo
  - Name
  - Phone Number
  - Address
  - Description
  - Web link
  - Contact Email
  - Directions Link