



ChamberMaster

Serve and Empower Your Members.

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
- Enter your login: _____
- Enter your password: _____
- Use the menu on the left hand side to access your online benefits
- Always remember to click **Save** if you make any changes

KEEP IT UPDATED!

MEMBER INFO - The Chamber's Database

- **Business 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
- **Business Categories**
 - This shows where your business will be listed in the Chamber's Online Directory
 - Notice that each specific Category has a general QuickLink category assigned
 - Your business is listed under each of these assignments
 - Please contact the Chamber if you are listed in an incorrect category
 - If your Chamber only prints each member under one category in the printed directory, the category you have marked as primary will be that category
- **Employees & Reps**
 - Keep the Chamber current on staff changes; If people are hired or leave, all you have to do is change it here to 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
 - Check **Display on the Member Webpage** check box and any other info you would like displayed for them and click **Save**
- **Login/Password**
 - Change the login and/or password you were issued initially to something more memorable; click **Save**

- ▶ Home
- ▶ Find Members
- ▶ Member Info
 - Business Info
 - Bus. Categories
 - Employees/Reps
 - Login/Password
- ▶ Webpage Info
 - Webpage Info
 - Map Pin Info
 - Photos & Logos
 - Keywords
 - Links
 - View Homepage
- ▶ Advertising
 - Hot Deals
 - Job Postings
- ▶ Reports
 - Hot Deal Hits
 - Job Posting Hits
 - Profile
- ▶ User Manuals
- ▶ Logout

WEBPAGE INFO: Your Listing on the Chamber's Website

- **Webpage Info** - Update your business description, hours of operation, and general location information
- **Map Pin Info** - Make sure that the map is pinpointing your business
- **Photos & Logos** – Generally not part of the Basic membership package, but can be added as an Enhancement (see **Opportunities** below - *You can add your logo, up to 8 photos/images and a larger description*)
- **Keywords**- Additional words that help identify your business when consumers search for your business



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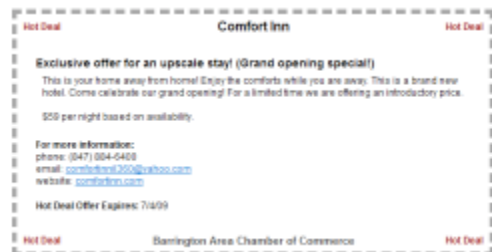
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- **Links** – Instructions and tools to help you connect your Chamber listing to your existing website and/or gives options if you don't currently have your own website
 - This section tells you how to buy a domain name for your business if needed, how to send people directly to your Online Chamber Listing from your own website, and provides the tool to generate the URL that may be copied into your own website for a link back to your Online Chamber Listing
- **View Homepage**
 - View what visitors will see when they visit your Online Chamber Listing. Click **Save** throughout the **Webpage Info** section to display the results immediately in the Chamber's Business Directory

FREE ADVERTISING!!

• ADVERTISING

- **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 a Hot Deal** and fill in the template
 - The expiration 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 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** (It will go to the Chamber for approval, plan on 24-48 hours)
 - The Chamber will post it for you
- **Job Postings** – Post FREE job postings 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
- **Calendar** – The Chamber and Community Calendar
 - You are able to see Chamber events, click on them for more detail, RSVP right online if asked 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 it to the chamber as a suggested event for the Community Calendar



Measure the Traffic!

• REPORTS

- **Sponsor Ad Hits:** If you have upgraded to have banners ads on the Chamber website (see **Opportunities**), you are able to view a report any time, by page and by day, to see how many times your banner has been viewed
- **Hot Deal Hits:** For any Hot Deals, you are able to see how many people clicked to see the details of each of your Hot Deals daily
- **Job Posting Hits:** For any job postings, you are able to see how many people clicked to see the details of your posting daily
- **Profile:** View all information in your Member record and choose to print if desired. Some members need this for compliance, for corporate records, or for their files

OPPORTUNITIES

Upgrade Your Listing – Stand Out from the Crowd

Contact ChamberMaster and talk to our Internet Marketing Consultant at 1-800-825-1785 or email info@chambermaster.com to learn more about or participate in these and other marketing opportunities.

- **Complete Website Sponsor**

- Very Limited Number of Spots Available
- Prominent Banner on the Business Directory Page
- Banner on Primary Category Page
- Banners on all Identified Frequently Visited Pages
- Banner on Quick Link Results Page
- Banners are linked directly to your website
- Recognized as Sponsor in Primary Category
- Guaranteed Top Priority Placement
- Enhanced Listing (see details below)
- Enhanced Map (see details below)
- Search Engine Optimization (SEO)
- Free Banner design & re-design

- **Premium Visibility Sponsor**

- Very Limited Number of Spots Available by Category
- Banner on Primary Category Page
- Banners on other selected Frequently Visited Pages
- Banner on Quick Link Results Page
- Banners are linked directly to your website
- Recognized as Sponsor in Primary Category
- Guaranteed Top Priority Placement
- Enhanced Listing (see details below)
- Enhanced Map (see details below)
- Search Engine Optimization (SEO)
- Free Banner design & re-design

- **Category Leader Sponsor**

- Very Limited Number of Spots Available by Category
- Banner on Primary Category Page
- Banner on Quick Link Results Page
- Banners are linked directly to your website
- Recognized as Sponsor in Primary Category
- Guaranteed Top Priority Placement
- Enhanced Listing (see details below)
- Free Banner design & re-design

- **Enhanced Listing**

- 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)
 - 2 additional Website links
 - Slideshow of up to 8 photos

- **Enhanced Map**

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

Contact Our Software Partner at 1-800-825-1785 or email info@chambermaster.com



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