Marketing Package User Guide

Contents

Introduction

Congratulations! You've made the decision to utilize your website to increase the value of Chamber membership and add non-dues revenue to your bottom line.

FAQ's

What options do I have?

- **Do it yourself** – Use the provided materials here to explore, research, create and run your own campaign to market ads and listing enhancements to your members. Within this document you will find definitions, descriptions, and additional links to instructions on how to implement the features, sample documents, videos, recorded or live webinar access and other useful tips.
- **We do the work** – Participate in a revenue sharing relationship by inviting GrowthZone to provide a full-service campaign on your behalf. Contact gena.buchite@growthzone.com for more information.
- **We show you how to do the work** – Benefit from the expertise of our Internet Marketing Consultants who will analyze your website metrics, consult on how to price your ads, recommend the marketing approach to take in your community and provide other helpful tools and tips. Contact gena.buchite@growthzone.com for details on this additional fee-based service.

Where can I get, help using the Marketing Package?

- Live webinar offered every month-view current webinar list at
  http://micronet.memberzone.org/eventcalendar/
- View the recorded webinar - http://www.screencast.com/t/rnL5C36MDu
- Knowledgeable support staff available by
  - o phone 1-800-825-9171 opt 4,
  - o email support@growthzone.com,
  - o chat/support wiki http://supportwiki.micronetonline.com/Main_Page

What type of advertising can I do with the Marketing Package?

- **Advertisements on your website** – Banner ads may be placed immediately, without any additional website code, on any ChamberMaster/GrowthZone integrated module pages like the Member Business Directory, the Events calendar, Hot Deals, Member to Member Deals etc. Ads may also be placed on other non-ChamberMaster/GrowthZone pages if the appropriate code is added by a web master.
- **Member listing enhancements** – the member's listing on the Online Business Directory may be enhanced to catch the eye of the visitor in the Search Results and in the visitor, click-throughs to the member's information page. Priority placement in the Business Directory is also included with these enhancements.

How can I use the Marketing Package for revenue generation or adding value?

Your Marketing Package may be used with a goal to generate revenue, add value to a tiered membership structure, or for other reasons. Here are some ideas on how to implement these two? targeted goals.

Revenue Generation – Sell enhancements and/or banner ads

1. Sell during specific time frame with a focused sales effort
    a. Select a dedicated staff member or volunteer to learn the software and manage upgrades
2. Combine year-round selling with a focused set of campaign weeks.

Adding value – bundling ads/enhancements to provide extra value

(Which may justify a fee increase, but does not necessarily support independent cash flow.)

1. Bundle with tiered membership
2. Bundle with other sponsorships
3. Use in member retention efforts
4. Use enhancements/banners as promotional tools for events sponsors, in-service trades, etc.
5. Use on special occasions or for special reasons.

Enable marketing upgrade

To learn how to enable the enhanced features you can watch the Marketing Package and Revenue Generation workshop or review the Activate the Marketing Package Options for a Member page in the support wiki. It is suggested to set a reminder in the database for the day the upgrade should be renewed or disabled if they are only to run for a set amount of time. For other billing and management options you may contact GrowthZone Support.

Ideas for a successful marketing campaign

- ☐ Set up a **dedicated staff person to manage** the campaign, sales and upgrades. Timely fulfillment ensures the member receives the full value of their purchase.
- ☐ **Review your website** to see if there are any improvements such as SEO improvements that can be made (e.g. prominent Business Directory links, funneling attribute pages into the Business Directory or if there are additional locations available for banner placement).
- ☐ **Research** on the cost of other marketing options in your area. Use this information to create your own packages and pricing.
- ☐ **Banner ad creation** – will you require the member to supply their own banner, will you create the banners in-house or will you outsource banner design?
- ☐ **Collect** stats on your website - find out what pages are getting the most hits, how much traffic is visiting your site, how many are unique visitors, how many are new visitors, etc.
- ☐ Use the cost research results and stats to **create your packages**. If you are using a discount deadline establish that date.
- ☐ **Send training information to your members**
- ☐ **Create marketing material** that can be shared with your members. This information will layout package details, pricing options, and additional information (some material is supplied in the Marketing Package User Guide). Clearly indicate sales timeline if applicable.
- ☐ **Load sample marketing banners** by going to Advertising > View Sponsors > click on Marketing Banner > Edit all > upload your marketing banner > Save
- ☐ **Enable the Promote your Business** button in the MIC
- ☐ **Promote your website efforts** by setting up the Social Network Publishing, add the website URL to your outgoing Chamber voice messaging system, e-signature in all Chamber emails, etc. Announce efforts at Chamber events, in newsletter, e-blasts, add to Events Calendar.
- ☐ **Set up your association as a courtesy member** in the database and utilize all the enhanced features as an example to share with your members.
- ☐ **Create a page on your website** that explains the marketing upgrade option you have available and who they can contact with questions or add the information to an existing marketing opportunities web page.
- ☐ **Add a note to the MIC welcome message** or add a custom menu link that will take them from the MIC to the upgrade options on your website.
- ☐ **Send a mass email to your reps** asking them to log in to their MIC and verify and update their information. You may want to add the log in or forgot password link in the letter and mention the member enhancements that will soon be available.
- ☐ **Create a list of key members to contact** about the marketing upgrade. These may be board members, most active members, ambassadors, active advertisers in the community or known supporters of your organization.
- ☐ **Schedule a lunch and learn for your members or member 101 online training session.** This is an opportunity to share the details of the marketing upgrade or help them understand the MIC and the benefits that come with their membership. Hold a drawing for a free enhancement.
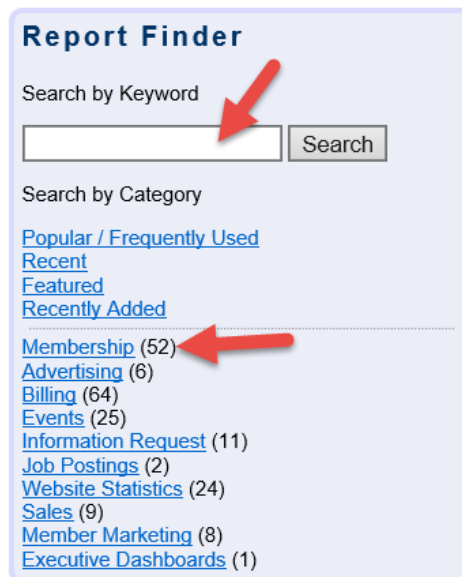
Common Marketing Reports

These reports can be found in the database by following these steps.

1. Click on **Reports**
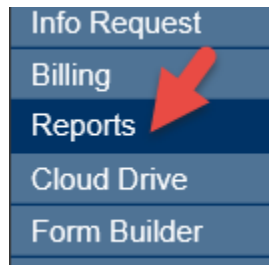
2. In the Report Finder, you can either enter the report name in the Keyword box or click on **Membership** and search the list.

Suggested report and descriptions

1. **Member Benefit Batch Print or Email** – Allows you to print or email the Member Benefit report across a group of members by renewal month.
2. **Member Engagement (Most Active)** – This report will assist you with finding your most involved members to approach for the marketing upgrade.
3. **Member Listing by Category** – See how many members are in each category so you can see how many enhancements you will be offering by category.
4. **Website Statistics** – Any report in this section would have helpful information for sharing with your members to support the value and visibility of the upgrade or ad.

Banner specifications

****For the official technical information required by your web designer, please see
http://knowledge.micronetonline.com.php53-15.dfw1-1.websitetestlink.com/banner-ads-overview/

Default Banner ad size:

- Business Directory (Premium Page) 480x60
- All other database integrated pages (Standard Page) 480x60
- Non-database integrated pages default to 480x60
  - Note: default size may be altered within the database under **Setup > General Options and Settings > Sponsorship Ads > banner code dimensions must match size in Setup.**

Format

- gif, jpg, or png
- When adding a banner, make sure the file name has no special characters, spaces in the name, and has a short file name
- Try to load images that are close to the suggested size for best results

Rotation:

- ***Default:*** Up to 5 banner ads will rotate each time you refresh a page. If you have uploaded more than 5 banners per page, each time you refresh the page the system will randomly select half of the ads to display. To change the default within the database, you can go to **Setup > General Options and Settings > Sponsorship Ads.**
  - The number of ads rotating can be changed in the database Setup area and in the banner code, view the link above.
- Ads will display every 4.5 seconds.
- As a default, listings with banner ads rotate at the top of the listings, enhanced members with no banner ads rotate next and basic listings rotate at the bottom.

Page Location Options: Change the location of the banner ad on the page in the database by going to **Setup > General Options and Settings > Sponsorship Ads.**

- Top of Content
- Embedded in Header
- Bottom of Content Area

Example marketing banner images

To use this image right click on the image and Save As, this will save it to your computer to load in to the database
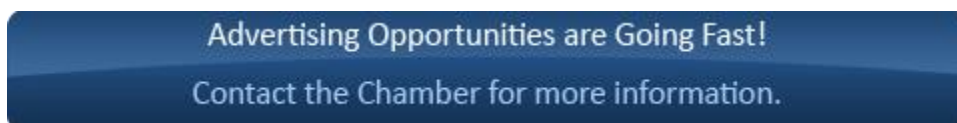
How do I add banners to non-database integrated pages?

1. Add integration/settings to the end of your A name. Follow this example Aname/integration/settings
2. This will bring you to a log in page. From here you can log in with your database username and password.
3. Once you are logged in, follow the steps below
   a. Click on the Widgets tab
   b. In the Widget Type select Sponsor Ads
   c. Context = Non-GrowthZone Page
   d. In Custom Context Identifier enter a 3-digit number between 101 and 199
   e. Update the additional default settings if needed
      i. Adjust the Maximum Results if you want more than 5 ads to display without refreshing the web page
   f. Click Generate for the HTML. This HTML can be added to your website – insert it where you want the banner ad to display on the web page.

Page Templates	Page Layouts	Domains	Template Tags	Appearance	HTML	Widgets	MIC

Create a Widget

1. Widget Settings what is this?

Widget Type **b**

Sponsor Ads

Context **c**

Non-MicroNet Page

Custom Context Identifier *(101-199)* **d**

101

Maximum Results

5

Animation
◉ Rotate ○ None   **e**

Rotation Delay

4500

(eg. 4500 = 4.5 seconds)
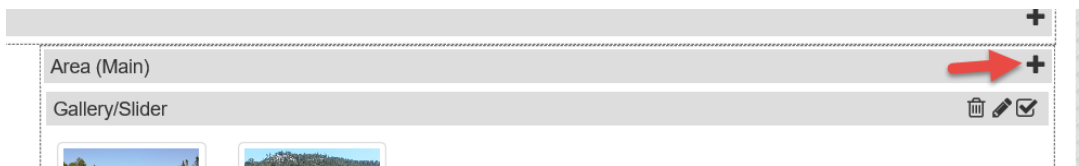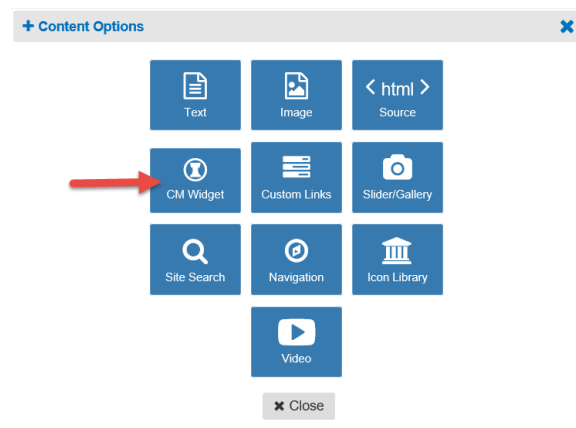
Styling Options
◉ Default
○ Custom
○ None

Generate **f**

How do I add banner ads to Non-GrowthZone pages using SmartCMS

1. Log in to your SmartCMS site so that the page is editable.
2. In the Area, you would like to place the banner click the + sign

3. This will open the Content Options window > select CM Widget

4. Select the Widget Type of Sponsor Ads > Context to Non-GrowthZone Page > enter a Context Identifier (between 101 – 199) > adjust the Maximum Results if you want more than 5 ads to display without refreshing the web page > click Save

5.

Note: The widget will show at the bottom of the area. You can click and drag the widget to the preferred location.

Additional web developer information

1. **SEO** - Search Engine Optimized (SEO) module integration, the current method of website integration since Spring 2010, refers to a method of integrating the database with your website - the "SEO method of integration" - that increases your search engine results in multiple ways and will continue to offer more features than our legacy method.
Note: If your integration with the database was completed prior to Spring 2010 and has not been redone since then, contact [customer support](#) to receive instructions on re-integrating your links using this new Search Engine Optimized (SEO) method. GrowthZone can implement this new fee-based? integration for you or provide your own webmaster with personalized instruction. Going forward, all new integrated website features will require SEO website integration.

2. **Enable Member Page Header** – Log in to your ISCP > on the General Settings tab go to option 11 > Select Yes > click Save Changes

3. **Customize the Business Directory Search** – This can also be done from the ISCP > Go to Appearance > update the font and color from this area > click Save Changes.

Features of the basic listing

1. Business address and contact information
2. 200 characters for Business description
3. 100 characters for Hours of Operation
4. 200 characters for Driving Directions
5. 240 characters for keywords – this information is used for keyword searches within the Business Directory
6. Basic map pin
7. Share links (this may not be turned on for all member pages)
8. Random placement on a Business Directory Search

Features of the Enhanced listing – Business Directory Search

1. Banner ad
2. Thanked as a Sponsor
3. Priority placement highlights the listing and keeps it above the basic listings
4. Search results icon shows
5. Search Results summary shows
6. Web link on search results listing

Features of the Enhanced member page

1. Member page header
2. Member page logo
3. 1600 character description
4. 5 bullet points that can link to different pages of member website
5. Ability to show a YouTube video and 8 photo slide show.
6. Shows any current Hot Deals or Job Postings
7. Enhanced map pin

Image specifications for Enhanced members – All images can be JPEG, PNG or GIF

- Member page Header – Max size 800x400 pixels. This is enabled by going to Dashboard > Customer Service box > View Website Integration Instructions > Click on Settings Page and log in > General Settings tab # 11
- Member logo – Max size is 150x100 pixels
- Search Results Icon – Max size is 75x75 pixels
- Banner ad – 480x60 pixels
- Photos for photo gallery – 200x200 pixels
- Video link – The video must first be added to your YouTube channel, then the share link is added to the listing through the MIC

Powerful Visibility on the Chamber Website!

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

Statistics indicate that people searching the internet are experienced, educated consumers who use the web to help make purchase decisions! In fact, 87% of American adults use the internet* Are you reaching this targeted market?

Many members realize the benefit of their membership and the value of targeting the market already driven to the Chamber's Online Business Director. It is about utilizing the web and the Chamber name to promote your business.

Call or email the Chamber for more information regarding these upgrades/opportunities and how to gain additional, **exclusive** visibility in front of the Chamber website traffic.

Available Ad Packages Annual payments reflect 1 month FREE – incentive	Complete $1749 annually or $159 monthly	Premium $979 annually or $89 monthly	Category $539 annually or $49 monthly	Enhanced $228 annual only
Main Business Directory Banner Ad	X			
All Other Available Banner Ads	X			
Select Other Available Banner Ads	X	X		
Map Pin Upgrade with additional text, web link, photos	X	X		
Category Banner Ad (your category only = lodging or restaurant, etc.)	X	X	X	
Business Directory Quick Link Search Results Banner Ad	X	X	X	
Business Directory Alpha/ Keyword Search Banner Ad	X	X	X	
Priority Placement in Business Directory Search Results (above basic listings)	X	X	X	
Recognized as Chamber Website Sponsor	X	X	X	
Banner Ad Display Tracking	X	X	X	
Enhanced Member Page Listing:	X	X	X	X
• additional photos and video link	X	X	X	X
• 1600 character description	X	X	X	X
• 5 linking bullet points	X	X	X	X
• logos	X	X	X	X
• map link	X	X	X	X
• Additional key words (improves search results)	X	X	X	X
• additional website link on search results page	X	X	X	X

*Pew Research 2014

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Call or email the Chamber for more information regarding these upgrades/opportunities and how to gain additional, exclusive visibility in front of the Chamber website traffic.

Available Ad Packages Annual payments reflect 1 month **FREE** – incentive	Complete $2409 annually or $219 monthly	Premium $1419 annually or $129 monthly	Category $759 annually or $69 monthly	Enhanced $348 annual only
Main Business Directory Banner Ad	X			
All Other Available Banner Ads	X			
Select Other Available Banner Ads	X	X		
Map Pin Upgrade with additional text, web link, photos	X	X		
Category Banner Ad (your category only = lodging or restaurant, etc.)	X	X	X	
Business Directory Quick Link Search Results Banner Ad	X	X	X	
Business Directory Alpha/ Keyword Search Banner Ad	X	X	X	
Priority Placement in Business Directory Search Results (above basic listings)	X	X	X	
Recognized as Chamber Website Sponsor	X	X	X	
Banner Ad Display Tracking	X	X	X	
Enhanced Member Page Listing:	X	X	X	X
• additional photos and video link	X	X	X	X
• 1600 character description	X	X	X	X
• 5 linking bullet points	X	X	X	X
• logos	X	X	X	X
• map link	X	X	X	X
• Additional key words (improves search results)	X	X	X	X
• additional website link on search results page	X	X	X	X

*Pew Research 2014

Sample tiered pricing

Membership Levels	Platinum $4,000	Gold $2,000	Silver $1,000	Bronze $500
Additional Features & Benefits	X			
• Tickets/highlighted recognition – Annual Banquet	X			
• Tickets/highlighted recognition – Annual Golf Tournament	X			
• Spotlight recognition in newsletter	X			
• Home page banner ad on chamber website	X			
• Annual Banquet recognition	X	X		
• Annual Golf Tournament recognition	X	X		
• Banner ad in online directory	X	X		
• Online directory search results website link & logo	X	X		
• Enhanced online directory listing	X	X	X	
• Chamber meeting room/equipment use	X	X	X	
• Newsletter insert	X	X	X	
Core Membership Benefits	X	X	X	X
• Advocacy & referrals	X	X	X	X
• Basic online/printed directory listing	X	X	X	X
• Chamber newsletters	X	X	X	X
• Networking opportunities	X	X	X	X
• US Chamber discounts/services	X	X	X	X
• Member to member discounts	X	X	X	X
• Chamber events	X	X	X	X
• Authorized use of Chamber logo	X	X	X	X
• Volunteer opportunities	X	X	X	X
• Membership decal/plaque	X	X	X	X

Examples of promotional material

On the following pages, you will find example communications and pricing that can be used to create your marketing upgrades and notify your members. To use these communications, you can copy the text and paste it in to the email editor in the database and you can save each email as a template for future use. Please use the database fields in the editor to personal the communications. Here is the suggested order for sending out these communications:

1. **Powerful Visibility on the Chamber Website –** This is a good starter email to inform your members/reps of the options they have available to them through their Basic listing.
2. **Using your online benefits -** In this letter, they are given details of the features available with their membership.
3. **Update member information –** This template can be populated with database fields to show your member/reps the information that you have on file for them and encourage them to log in and update their personal and company information.
4. **Remind of upgrade options –** This template should be send halfway through a campaign. It is a reminder that Enhanced member pages are running out and they need to contact the chamber as soon as possible for an Enhanced member page.
5. **End of campaign and thank you letter –** To end your marketing campaign, this is a good way to thank all the people that upgraded to the Enhanced member page or purchased a banner ad.

POWERFUL VISIBILITY ON THE CHAMBER WEBSITE!

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

Statistics indicate that people searching the internet are experienced, educated consumers who use the web to help make purchase decisions! In fact, 87% of American adults use the internet*

Are you reaching this targeted market?

Many members realize the benefit of their membership and the value of targeting the market already driven to the Chamber's Online Business Directory. It is about utilizing the web and the Chamber name to promote your business.

Upgrade opportunities are available, including the ability to display your logo in our Online Business Directory, increase visibility to your own web link, and provide enhancements that give a professional first impression. Contact the Chamber for more information.

Stand Out from the Crowd!!!

- **Enhance your Listing**
  - o Logo, Photos, Priority Placement in the Online Business Directory, a 1600 Character Business Description, with an additional 200 Character Description right in the Search Results.
- **Receive an Enhanced Map Listing**
  - o Pin which includes more information when clicked.
- **Be Highlighted in your Business Category**
  - o Display a custom banner ad as one of our Limited Business Category Sponsors
- **Select Premiere Visibility on High Traffic Page**
  - o Choose to become a Complete Website Sponsor

Also available – A Free Basic Listing instructional video can be provided!

Your **FREE LISTING** on the Chamber's Online Business Directory includes:

- 200 character business description
- Hours of operation
- Driving directions
- Personalized keywords
- Free online job posting
- Free online promotions
- Ability to register for Events
- Update the Chamber's database without having to call or email

The basic listings require your attention to update your **business description, 240 characters for keywords/search terms, hours of operation and driving directions** to enhance your 'searchability'

For more details regarding these opportunities, please contact the Chamber

*PEW Research - 2014

GrowthZone
smarter association software

formerly **memberzone**

Provider of ChamberMaster and GrowthZone

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

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

KEEP IT UPDATED!

- **Update your Information with the Chamber**
  - o **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
  - o **Shortcuts**
    - Personal Information
    - Company Information
    - Hot Deals
    - News Releases
    - Job Postings
  - o **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

Account Settings ▼
Personal Information
Company Information
Billing
Help
Switch User
Log Out

Shortcuts
Personal Information
Company Information
Hot Deals
News Releases
Job Postings
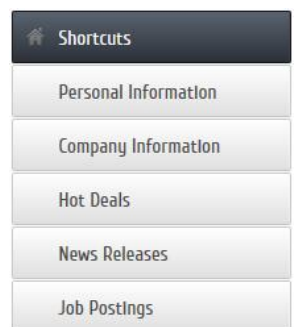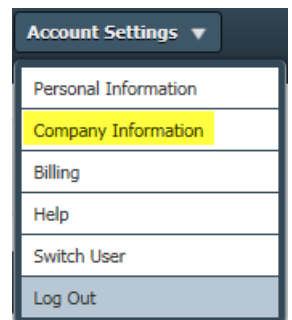
- Click on the Rep name to update Rep info and any other info you would like displayed for them on the web and click **Save**
  - o **Account Settings or Shortcuts > Personal Information > Username/Password**
    - Edit the login and/or password you were issued initially to something more memorable

- **Update your Listing on the Chamber's Website**
  - o **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
  - o **Company Information > Map Pin Information** - Make sure that the map is pinpointing your business
  - o **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*)
  - o **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**
  - o **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:
        - o You don't have to worry about having to delete an ad when it is over
        - o 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
  - o **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

o **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

Update member information

DON'T FORGET, Your Chamber Membership Includes Searchable Visibility Through Our Online Business Directory!

Thousands of people visit the Chamber website's Online Business Directory each year looking for an area business. As a member, you have a listing in the online directory. Make sure your information is complete, accurate and searchable. To drive consumers to your listing, or directly to your website, complete and update your online information:

Company Name:

Primary Phone:

Physical Address

Website:

Contact Email:

Description:

Hours of Operation:

Driving Directions:

To learn more about how to update your personal information <u>Click here</u> and to learn more about updating your company information <u>click here</u>.

To log in to your Member Information Center click here (use database field to populate link)

If you have forgotten your log in information please click here (use database field to populate link)

Take a few minutes to update your information and take advantage of your online potential!

*Note to the chamber – Copy and paste this in to the communication editor, once this is in the editor use database fields to populate the member information

Dear [chamber member] Use database field

<p style="text-align:center; color:green">BE THE LEADER IN YOUR INDUSTRY</p>

Within the Online Business Directory, **be a featured industry/category** and have the first right of renewal each year.

LIMITED TIME
You only have a few seconds to make an impression. Find out what the Chamber's website can do for you!

People are searching for local business information; the Chamber's website has high creditability and marketing trends are moving to local online advertising. **Now** is the time to take action and gain valuable visibility from your Chamber's website.

Online featured positions available
- Banner on the Chamber website
- Featured business in your category
- Enhanced member listing with a map, photo gallery and more
- Enhanced map pin
- Banner on the main business directory search page
- First right of renewal each year
- Affordable

NOW is the time to take action and make money from your Chamber's website

Contact the Chamber for more information

Thank you!

#5 End of campaign and thank you letter

Dear {use database field for member name}

Your response and participation in the online opportunities offered through the Chamber website is appreciated. Thank you!

Our members realize the benefit of their membership and the value of targeting the market already driven to the {use database field for organization name} Online Business Directory. It is **targeted, affordable, exclusive, trackable and changeable marketing** to consumers looking for information about businesses in our area. It is about utilizing the web.

If you would like to take advantage of the upgrade opportunities or would like **more information about the exclusive internet marketing opportunities that were offered to the other members**, please connect with your chamber to get more information.

We would like to thank the following sponsors

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