



Today it is the Chamber of Commerce who can provide everything a business owner needs to get their business properly positioned locally online WITHOUT any of the frustration. With a unique combination of the Chamber of Commerce's reputation, terrific online automation, *Chamber Search Engine* and our *Free Members Support* program, some amazing things can happen in a community that's served by a progressive Chamber of Commerce. Are you looking for ways to solve big issues and improve commerce? Please contact the Chamber office at 419-877-2747 with any further questions regarding this plan.



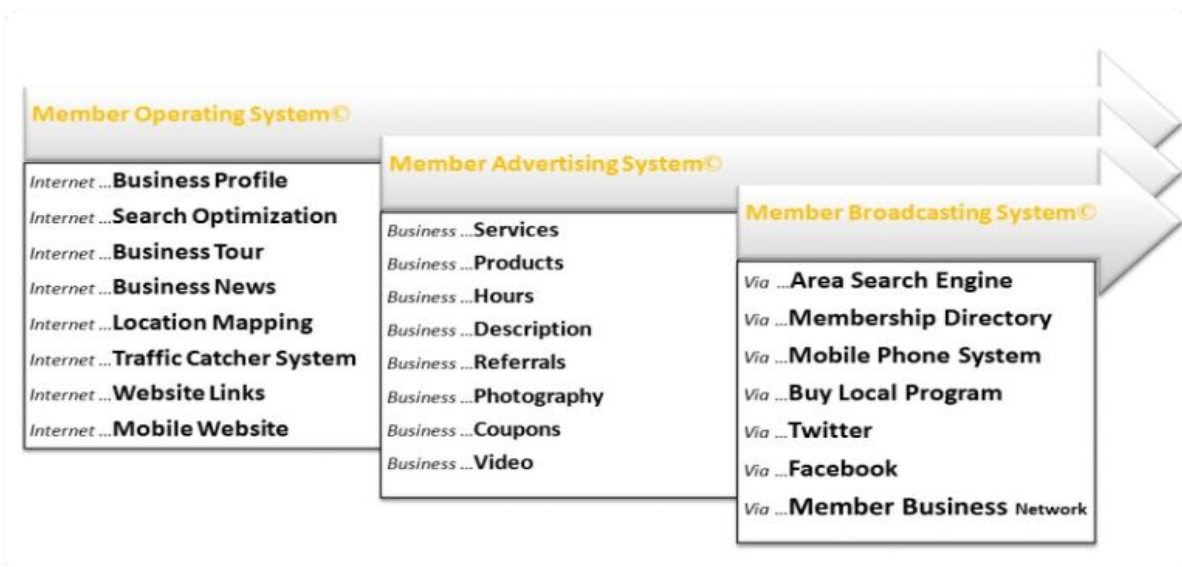
We automate and convert  
Chambers of Commerce into...



Efficient operations and  
powerful advertising systems.



Each Chamber member has the ability to build their own website page that is accessible through your own domain name as well as the Chamber website. The Chamber Traffic Catcher System (TCS) offers complete website design and setup with over 65 built in marketing modules and tools to customize for each business, here's to name a few:



## Area Search Engine© Powered by Google®

Did you know?

- 85% of buyers go online during the buying process
- 80% of those choose a vendor online
- 70% use search
- Of those who say they don't use search 27% actually do

Do you have a LOCAL search strategy for your business? You do Now!

The Chamber realizes that most of the people today looking for information on a business or within a particular community do their research via the Internet. Most people who want to find very detailed information on the community often use the Chamber's website to do this. This highly targeted traffic is now available to members in exchange for getting started and optimizing their online advertising program.

To expand the Chamber's reach, the Area Search Engine© is available for many communities powered by Google® and is designed to showcase the members. Participating members are impressed with results, but before we can help you attract this traffic you must OPTIMIZE your advertising system.

At the beginning of each month, each member will receive a Business Intelligence Report which provides you with the total of number of member exposures last month through the membership directory and the total number of your business' exposures.



### Chamber Member Website Training

We will teach you in Chamber 101 class how to build your very own website for just \$25. The class usually lasts between 1-1.5 hours, but the information that you will receive is priceless! The average website for any business to start-up costs between \$500-\$5,000, depending on features and services that you need to run your business online.



### Chamber Lab-For Members Who Have Set-up their own Traffic Catcher System

All labs will take place at the Chamber office during the available times. The Chamber does offer its members FREE Wi-Fi access to use with their own laptop computer. We don't have any computers available for members to use. Members must furnish their own laptop during these FREE labs. The Chamber Lab offers members the opportunity to get hands-on coaching and guidance on how to and maintain their Traffic Catcher Pages of their websites. It will also allow members to become educated on all aspects of the operating system and to eventually incorporate the 65+ modules to become optimized.

Please contact Josh Torres with any questions at the office at 419-877-2747. Reservations are required in order to reserve and guarantee a spot due to limited space. You can register online at our website from the date(s) that will best suit your schedule.



## Chamber Website Design Services

### Don't want to build your own website? Let the Chamber help you!

8+ Great Services Including TCS Website Setup for Only \$99.95 (One-Time) - No Monthly Fee for Hosting

1. Traffic Catcher Website Setup
2. Custom Website Header
3. Custom Website Main Image
4. Buy Local Program Provisioning
5. Custom Domain Name Provided\*
6. Easy Dashboard Management
7. Facebook Fan Page Setup\*\*
8. Twitter Broadcasting Setup\*\*

*We provide domain name services to their members at no charge. There may be an extra charge in a very few situations.*

*\*\*Your [Free Members Support](#) Representative will be glad to walk you through the process of setting up your Face book Fan Page and Twitter via phone call and screen sharing.*



## Chamber Texting Program

Chamber Texting is not only for play time... it was built with business people in mind too. We provide functionality that makes it fast and easy to manage different parts of your business from one portal. We have found many uses for Chamber Texting services. Here are just a few ideas.

- Real Estate Offices sending out reminders about open houses to increase traffic.
- Event Planners managing vendors, staff, security team and others needed to run an event smoothly.
- Restaurants managing staffing issues on a daily basis to reduce coordination headaches.
- Bars sending out specials and promo announcements to customer base to bump up sales on slow nights.
- Bands sending out appearance dates/venues and ticket deals to fan club members to fill venues.
- Temp Staffing Agencies quickly notifying job seekers of coveted temporary positions before competitors thus increasing placement revenues.
- Home Repair Services immediately contacting all available repair people in the field when an emergency request comes in to capture the business and increase sales.

The business will be able to send a 140 character text to the entire community of texting subscribers and not just your in-store subscribers. You will have access to the entire business network of subscribers.

There is a small charge of \$10 per text per business for this service and is managed by the Chamber office.

How can instant communications improve the bottom line of your business? Sign-up with Chamber Texting today and take it for a free test-drive! You will be provided with in-store materials to advertise this opportunity to your customers. Texting is the most personal way to immediately connect with a potential consumer.



**TEXT WHHOUSECHAMBER TO: (520) 248-8289**



### Capture-a-Customer© Chamber Check-In,

#### Your online dashboard for tracking and managing your customers

The Chamber CheckIn program creates tasks for the public to do within the community. They can view the tasks right on their smartphone, view local business directory and then use the deals to earn money.

For instance, a member business that owns a yogurt shop may offer a task; to buy a yogurt and receive 100 points (\$1.00) in credits right on their phone. Another member business might choose to pay the visitor 50 points for taking a photo of their restaurant and posting their visit reference on Facebook.

All we can say is it's fun and it will help grow commerce in the community... and isn't that what a Chamber of Commerce is all about? The technology runs on iPhones, Android and Blackberry Devices.



#### Online coupon directory

The Chamber has a coupon creator that is designed to stage coupon and special offer campaigns in advance and throughout the year. The special offer system is integrated with twitter, the membership directory and through the Chamber of Commerce's website to assure the ultimate in local **FREE** promotion of your business. The coupons are generated for website publishing, printing, forwarding and even for mobile phones, so that your customers can simply flash the coupon through their mobile phone. This is a perfect combination for twitter broadcasters using the system to build their local following.



#### Advertising Opportunities on our Chamber website

The Whitehouse Area Chamber of Commerce provides a top of the line website hosted by Chamber Nation. The web site lists all of our Chamber members as well as relocation information, event information, and much more. We keep it up to date and modern looking to attract more people.

Online advertising can benefit your business in many ways! Discover how with the Chamber's website.

Cost effective: Website advertising is one of the most cost-effective advertising methods available for creating, delivery, and executing ad campaigns, or top of mind awareness about your business.

Target: Reach a specific reader based on where on the website you would like to advertise.

Reach: There are now more Americans online than watching TV. Our Chamber website gets over 1,000 visits per month.

Act now: Direct response ad lead-generation campaigns have proven especially effective online. Consumers can immediately click through your logo or ad to access more information, make a direct purchase, or make reservations.

## Advertising rates for our website:

### **Platinum Ads** \$75.00 per member per month

Traffic Catcher Pages  
Directory Page  
Referral Submission  
Members Area  
Member Log-in

### **Gold Ads** \$50.00 per member per month

Calendar of Events  
Event Registration  
Links Page  
Photo Album

### **Silver Ads** \$25.00 per member per month

New Member Registration  
Classified Ads  
Relocation Guide  
Contact Us  
Mailing List Subscription

### **Broadcast Message Sponsor** \$20.00 per member per week

## Traffic Report for Nov 2010

**Member Directory Queries:** 4963

**Number of Member Exposures (statistic includes internet search engine visits):** 235,327

Directory Views- Recorded in Member Directory, anytime the member name shows up in search results. If the member is in the results list for a search query, one directory view is added to their total. One directory view is also recorded when a member's TCS page is viewed.

TCS Page Views-Recorded in the individual TCS pages, will add one to the TCS page views every time the TCS page is loaded / viewed.

### Google Map Views-

There is two scenarios that take place here:

1. If the Google map is sorted by a business category, then all of the members that are shown on the map for that query record one Google hit.
2. If the specific member map is shown from the TCS page link, then there is one Google hit added for just that member.

Member Directory Queries- This number reflects the number of times someone has searched for a keyword, category, or name in the directory. This also includes the number of times someone does a 'view all'. NOTE: This also includes search engines spidering through the data as well (bots).

Total Member Exposures -The total of the directory views for all members in a given chamber, does not include TCS page views or Google map views.





### **Buy Local Program©**

The Buy Local Program© is designed to support all types of members. Roughly 80% of members are not retailers, but professional services and contractors. We also support retailers in a significant way so that they may expand their local online presence and use the fully integrated PayPal system to close the deal!

The program was created to support the advertising needs of both retailers and professionals.

When a professional uses the *Buy Local Program©* each display ad is converted into a display page. The Buy Local Program© is very important to local commerce and requires a vast amount of local content to succeed. For this reason, we've carefully designed the program to be easy to load, manage and access. One of the ways we've made it even easier is to add the ability for members to create advertisements right from their camera enabled cell phone.

A perfect way for a restaurant to post their special dish for the evening or at all times, a contractor to post a photo and explanation on a project they just completed or for anyone who finds using their mobile phone as an easy way to post ads.

### **Towncast- Community Branding**

TownCast is an exciting new way to introduce the best of your community to the rest of the world. Your community's story – as authentically told by the people living it – will be shared online through a series of cleverly produced, authentic community clips and presented in a professionally designed custom-branded navigation system. The TownCast documentary process brings shape, texture and color to your community's story in a way that others simply cannot replicate.



### **Chamber Social Network**

The Chamber Social Network (“CSN”) offers incentives to members, does not require membership in an outside social network like Face book, but leverages Face book a great deal to lead people into joining the Chamber and keeps non-members out of your network; however they can view the network, but not participate in any lead generation or network-wide broadcasts without membership. The network focuses on returning significant value to members through its “Pass-A-Lead” technology. Additionally its ability to connect members to other Chamber Members throughout the country, who may run the same kind of business, is a real advantage to the member.



**We already offer an online business directory with great search capabilities along with the ability to create your own keywords to optimize search engines. There is a large interest in printed business directories with map printed quarterly & distributed to residents and businesses in the Whitehouse area. This is planned to launch in first quarter 2011.**



### PRINT MEDIA

The Chamber has reserved a full page in The Mirror Newspaper on the 1<sup>st</sup> and 3<sup>rd</sup> Thursdays of each month. We will highlight two businesses each month, feature our ribbon cuttings, groundbreakings, special events, as well a community events listing for the Whitehouse area.

We are offering our members a low-cost, high quality business card size ad for only \$60 per week or \$100 for two weeks, which includes design and layout of your ad. This full page business promotion layout will run in all 3 editions of The Mirror Newspaper and be delivered to 15,000 subscribers in Anthony Wayne, Maumee, and Holland-Springfield. There is NO contract required for members and you will pay The Mirror Newspaper directly and be responsible for paying their invoices to avoid being suspended from this very affordable marketing benefit.

Cost analysis:

15,000 subscribers at \$60.00 per week=\$0.004 per home or \$0.003 per home when you run two weeks. There is no limit to how many times that you ad runs, you must adhere to these deadlines:

Publish Date	Deadlines For Ad Copy
1 <sup>st</sup> Thursday of the month	4 <sup>th</sup> Friday of the month
3 <sup>rd</sup> Thursday of the month	2 <sup>nd</sup> Friday of the month



### Weekly Chamber E-newsletter

The Chamber sends its weekly e-newsletter to over 450 email addresses in our database which includes members and prospects on Tuesdays. Any member at no charge can provide a press release, news article, news column about your business in a Word document to the Chamber each Friday by 5 p.m. for consideration in the following week's e-newsletter. Email all correspondence to: [jtorres@whitehouseohchamber.com](mailto:jtorres@whitehouseohchamber.com)



### Coupons

Each Chamber member's Traffic Catcher System has a coupon creator that is designed to stage coupon and special offer campaigns in advance and throughout the year. The special offer system is integrated with twitter, the membership directory and through the Chamber's website to assure the ultimate in local **FREE** promotion of your business. The coupons are generated for website publishing, printing, forwarding and even for mobile phones, so that your customers can simply flash the coupon through their mobile phone. This is a perfect combination for twitter broadcasters using the system to build their local following.



### Village of Whitehouse Welcome Packets

The Chamber has teamed up with the Village of Whitehouse to ensure that each new resident becomes familiar with our area businesses and organizations. With this in mind, each business may place one flyer/brochure into this packet for distribution by the Village at their offices. You may contact Barb Knisely at 419-877-5383 to make arrangements on the quantity requirements needed for the packets and schedule a time to drop off.



## Ribbon cuttings and Anniversaries



Celebrate your grand-opening, your anniversary, or a special event with a ribbon cutting brought to you by the Chamber and The Mirror Newspaper. We will take the pictures and advertise your event for you and give you exposure along with a special feature story in The Mirror Newspaper on our full page publication.



## TELEVISION

### Why Television?

- Television provides the keys to success.
- Television reaches a larger demographic audience than any other major medium. These are potential prospects no matter what products or services a business is selling.
- Americans in households across the country spend more time watching television than with radio, newspapers, magazines, and even the internet.
- Potential customers perceive television to be the most influential, authoritative, exciting, and persuasive advertising medium.
- And, most importantly to the advertisers, television is the medium where consumers are most likely to learn about products that they are interested in buying.
- FOCUS AND DOMINATE!!!

### Recommended Schedule:

- M-F 7a-9a The Early Show 5x
- M-F 9a-10a Your Day 5x
- M-F 5p News 2x
- AM Saturday 8a-10a 2x
- AM Sunday 7a-9a 2x
- Weekend 6p News 4x
- Total: 20 spots for \$1500 (60 spots for \$4500 for 3 months)
- This schedule can be shared between 2 businesses at \$750 a month each or 3 businesses at \$500 a month each. This schedule reaches 51.4% of the female 25-54 demo with a 3 frequency. Production included.
- Please call Tracy Hayes at (419) 248-1136 or (567) 288-1155 with any questions.



## Downtown Digital Sign

Place your ad on this sign in the Anthony Wayne area where 7,000 to 10,000 cars drive by per day.

Sign is located at All Wear-10802 Waterville Street, Whitehouse

5% discount to all Chamber members who sign a 1-year, 6-month, or weekend contract, excludes set-up.

Contact Bob or Shelby Myerholtz at 419-877-0464 or Lynne Myerholtz at 419-877-2700.