Marketing Package User Guide

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Introduction

The Marketing Package is a great way to provide added benefit to your members while also earning some non-dues revenue. The Banner Advertisements allow you to offer ad space to your members on your website. You are also able to track clicks and views on those Advertisements! The Enhanced Directory listings allow your members to build out their directory listings with images, videos, logos, and more! This gives them more visibility and provides great added value for them, which in turn improves your member retention.

Within this guide, you will find ways to market these add-ons, how to price them depending on your market, graphics, instructions for how it will look on your website, and more! Feel free to reach out to Engagement@growthzone.com if you would like to add these features or support@growthzone.com if you already have the Premier or Pro edition and are looking to learn more about these features that are included in your package.

FAQ's

Where do I start?

- Use the provided materials here to explore, research, create and run your 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.

Where can I get help using the Marketing Package?

- Knowledgeable support staff available by:
  - o phone 1-800-825-9171 opt. 4
  - o email support@growthzone.com,
  - o chat/support wiki
- Schedule an Engagement Team Consultation
  - o They can provide you with a structured training session that will provide you with the tools to kickstart your marketing initiative

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 webmaster.
- **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 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 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
  - o Sell during a specific time frame with a focused sales effort

- Select a dedicated staff member or volunteer to learn the software and manage upgrades
  - o 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.)

  - o Bundle with tiered membership
    - Track these bundles with our Member Benefit Tracking module (available with the Pro Edition or as an add-on to Plus and Premier)
  - o Bundle with other sponsorships
  - o Use in member retention efforts
  - o Use enhancements/banners as promotional tools for events sponsors, in-service trades, etc.

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 any improvements such as SEO improvements 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 packages and pricing.
- **Banner ad creation** – will you require the member to supply their 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 – located in the Training for your member's section of this page***
- **Create marketing material** that can be shared with your members. This information will lay out package details, pricing options, and additional information (some material is supplied in the Marketing Package User Guide). 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, adding 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**
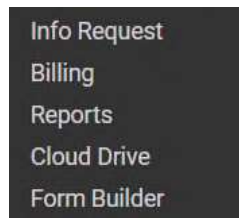
2. In the Report Finder, you can either enter the report name in the Keyword box or click on **Membership** and search the list.

Suggested Reports and Descriptions:

- **Member Benefit Batch Print or Email** – This allows you to print or email the Member Benefit report across a group of members by renewal month.
- **Member Engagement (Most Active)** – This report will assist you with finding your most involved members to approach for the marketing upgrade.
- **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.
- **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

Reference the [official technical information](#) required by your web designer.

Default Banner Ad Size

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

Advertising Opportunities are Going Fast!

Contact the Chamber for more information.

How do I Add Banners to Non-Database Integrated Pages?

- Add integration/settings to the end of your A name. Follow this example Aname/integration/settings
- This will bring you to a log-in page. From here you can log in with your database username and password.
- 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
- Adjust the Maximum Results if you want more than 5 ads to display without refreshing the web page
  o 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 and GZ CMS?

- SmartCMS
- GZ CMS

Additional Web Developer Information

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.
  - o **Note:** If your integration with the database was completed before 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 webmaster with personalized instruction. Going forward, all new integrated website features will require SEO website integration.

Enable Member Page Header

- Log in to your ISCP > on the General Settings tab go to option 11 > Select Yes > click Save Changes

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. Basic map pin
6. Share links (this may not be turned on for all member pages)
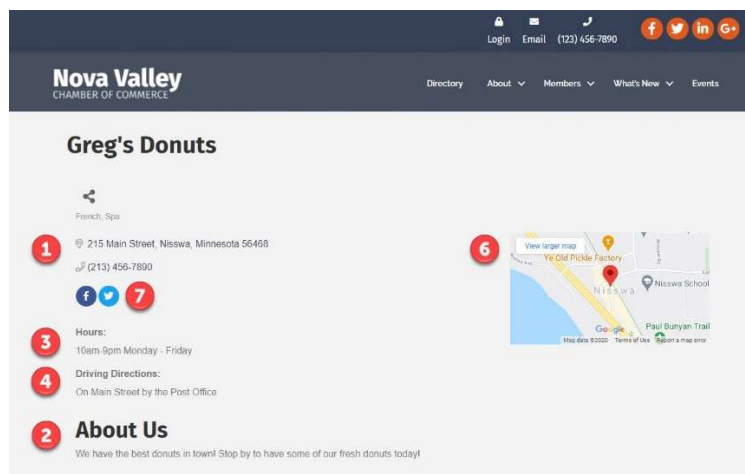
Features of the Enhanced Listing – Business Directory Search

1. Banner ad
2. Priority placement highlights the listing and keeps it above the basic listings
3. Search results icon shows
4. 240 characters for keywords – this information is used for keyword searches within the Business Directory
5. Random placement on a Business Directory Search
6. Search Results summary shows (Shows if directory is viewed in list view)
7. 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 a member's website
5. Ability to show a YouTube video and 8 photo slide shows.

Image Specifications for Enhanced Members – All images can be JPEG, PNG, or GIF

- Member page Header – Max size 1200x225 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

(This area is intentionally blank.)

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! 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.

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

Sample Ad Package Promo Info – Large Market

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.

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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.

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

Resources for your Members

We have included some links to our member-facing training videos that give members step-by-step instructions on editing their directory listing, adding events, paying their bills, and more!

Training for your Members

*Note: The resources here were created for you to share with your members. The videos and PDFs walk them through the day-to-day processes of the Member Information Center (MIC). To share a video or PDF, **right-click** on an icon and select **Copy link address**. You can then paste the link by holding down the **Ctrl** button and pressing the letter **V** on your keyboard. If you would like to customize one of the PDFs, you are welcome to copy and paste the text into a document and update the wording to meet your needs.*

How To Pay Bills Online
Learn how your members can pay their open invoices online from within the MIC.

How To Post a Hot Deal
Learn how members can access, create and manage their Hot Deals and Member to Member Deals from within the MIC.

How To Add a Job Posting
Learn how members can access, create and manage their Job Postings from within the MIC.

How to Add a News Release
Learn how members can add News Releases to the MIC.

How To Update Your Profile
Your members can update all of their personal information from within the MIC. This video explains how.

How To Update Your Company Profile
Your members can update all of their company information, including logos and contact details, from within the MIC.

How To Update Your Staff
Your members can update their staff, add new staff, and deactivate staff.

How To Store your Credit Card in the MIC
Your members can easily store their credit card information via the MIC for use when registering or events and even use it in paying recurring fees & dues.

How To Manage and Use Events
Your members can learn how to use, manage, submit, and register for events from within the MIC. Length 13:00