

I've Joined the Chamber. Now, What's Next?

We appreciate your membership with the _____ Chamber of Commerce. We want you to know there are several ways you can optimize your return on membership by following this list.

One of the many services provided as part of your membership includes the documentation of products and services you offer. Since the Chamber understands you are busy running your business, this build out is done for you and at no additional cost.

The First Month:

- Visit www.Members.fyi to see the amazing services you are being provided with for joining a Chamber of Commerce with the Chamber Nation advanced member services program.
- Once you get your notification that we have completed your initial business buildout, it's time to get your own Pocket Marketing Assistant and support app on your phone. Just text to the number **72727** the letters **PMA** in the text area of the message.
- Once you get that text message back, it will give you the option to test out a generic pocket marketing assistant app. Just enter your email address used with your Chamber membership to get your own app on your phone. Be sure you do this so you can track how well the Chamber is promoting your business by using the reporting system and to order additional documentation services or request support at no additional cost.
- Visit the chamber website to view other member services and to look for networking opportunities and so much more.
- While at the website be sure to click on the login button (use the lost password function to access the members area if you do not know/remember your password). Once logged in, you will see many options that may benefit you or your business.
- You might want to use the PRESS RELEASE module first... in many locations the Chamber has connected this system to all of the various media outlets. When you post an interesting press release and it is approved by the Chamber, it will be included in the next press release sendout to these outlets. Since the Chamber is typically a well respected source for local information, media outlets may in fact take your press releases more seriously.
- Look for the Texting Channel Guide on the Chamber's website home page. You can sign up for various texting channels there. In many cases you can ask the Chamber to add your business to their texting channel guide. You can learn more about this at www.MemberSenders.com.
- Attend a Chamber-hosted event (be sure to provide the Chamber with your mobile number so that you can receive text updates on the information that is important to you going forward).
- Locate the Chamber's Facebook page and be sure to "follow" to get social updates.
- Show your customers that you are a trusted Chamber member by adding the Chamber logo to your business website. Just ask us and we will be happy to provide the file.

The Second Month is time to commit to:

- Post a special offer and then elevate it to a Daily Deal within the special offer module. By elevating it to a Daily Deal, it will be broadcasted out to everyone in the community who has signed up to get Daily Deals from members. When you log in to the system from the Chamber's website you will see the LOAD DEALS button.
- Post your business event(s) on the Chamber Online Calendar. We can provide a calendar system for your own website. This way you can add events to your own site while at the same time being automatically posted to the community-wide calendar for expanded promotion. This is found under the ADVANCED SERVICES button > Calendar by logging in through the Chamber's website.
- Consider joining a project or committee at the Chamber by logging in from the Chamber website and scrolling down the page to the Project / Committee area. You can look through the list of available committees that might interest you and request to join.
- Attend a Chamber-hosted event.
- Expand your marketing by talking to the Chamber about advertising opportunities or to join their www.MemberSender.com program..
- Stop by the Chamber lobby and drop off your physical business materials for hand out.

Within the First Three Months commit to:

- Review your digital www.Members.fyi presentation and work with your Chamber Assistant to add, edit, and show you how your catalog, text prospecting, and mobile app works. Just visit this site and click on the support link to setup a time that works best for you. There is an online calendar there for you to schedule an appointment.
- Review the physical materials that you placed in the Chamber lobby and share what you do with the Chamber staff. This way more accurate referrals can be made to your business.
- Check your membership Directory listing (update as needed) or contact your Chamber Assistant for help. To do this go the Chamber website and locate the directory and then your business. Now click on the various links to be sure they all work properly.
- Look for potential business connections in the online Membership Directory and use the proposal request system. Your Chamber can help you find this service as it depends on how they have configured their site.
- Contact the Chamber to be sure you are using your membership to its fullest extent.
- Attend networking opportunities.

Within the First Four Months commit to:

- Share your Chamber experience with a non-member business that would benefit from membership while helping to grow your community.
- Asking questions about your membership.
- Attend a Chamber-hosted event.

- Look for additional engagement opportunities (marketing opportunities and possibly being a guest speaker).

Within Six Months commit to:

- Review your Membership Return on Investment (ROI) reports that are delivered to you monthly. Are you meeting the goals you set for joining? If not, call your Chamber.
- Contact your Chamber Assistant to expand your marketing platform at no added cost. Simply go to www.Members.fyi. We think you will be amazed at how well they serve you at no additional cost.
- Check for opportunities to do a member e-blast, etc.
- Submit your member testimonial to the Chamber as they are very much appreciated.