



www.MemberAdvertising.com

User Guide: Business Features

Welcome to Member Advertising! This user guide will walk you through the various business features on the platform. Whether you're looking to enhance your online presence, gather customer feedback, or explore new marketing opportunities, Chamber Nation has covered you through the general Internet and locally through the Community Marketplace. Let's dive in!

1. Business Dashboard:

The Chamber Nation dashboard is your central hub for managing your business's presence on the local and full Internet platform. Here, you can load advertisements, update your company's content, access analytics, manage job postings, and more. Take some time to familiarize yourself with the dashboard layout and navigation options. If your business has been onboarded, you can log in through your community website.

2. Business Information:

Chamber Nation makes it easy to create and share detailed business information. Update your company's content, include social media platforms, and give your catalog and mobile app a fresh look. Keep your business information up to date to engage customers effectively.

3. Business Education:

Chamber Nation offers a Learning Management System as part of your community subscription. Take advantage of this feature to improve your digital technology skills and safeguard your business operations. Explore the educational resources to enhance your proficiency in utilizing digital tools.

4. Business Ratings and Reviews:

Gaining insights into customer experiences is crucial for your business's success. Encourage

customers to rate your business by promoting your QR Code either inside of your business or through emails and more. Customers can provide ratings from 1 to 5 stars and leave optional comments. You can choose to keep the feedback private or make it public. Leverage this feature to gauge customer satisfaction and gather valuable feedback.

5. Business Offers and Flyers:

In the community marketplace, there's a dedicated section for community offers and flyers. These offers can be printed and compiled into a community special offer booklet. Each offer has a QR Code for convenient redemption via the community mobile apps. Use this feature to enhance accessibility and ensure a hassle-free redemption process for community viewers.

6. Business Video Profile:

Capture and share your unique business story through Chamber Nation's comprehensive video software. This feature helps build trust with potential customers and increases sales. Chamber Nation offers an all-in-one solution for video production and sharing. Showcase your authentic business story across various channels, including your mobile app and catalog.

7. Business Statistics:

Chamber Nation provides valuable insights into the services that resonate most with people. Analyze search engine requests, views, and user votes to identify popular offerings. Use this data-driven approach to make informed decisions about expanding specific services and align your business with customer preferences.

8. Business Job Postings:

Utilize Chamber Nation's dedicated job board within the community marketplace. Cross-promote your job postings through mobile apps, catalogs, and the community website. Manage all job postings effortlessly from your dashboard. Direct applicants to your existing career center or allow them to apply directly through the job post.

9. Business Trade Show Booth:

Participate in digital business expos using Chamber Nation's trade show booth tools. Showcase your

business with billboard messages or engaging videos. This versatile feature helps you stand out in the digital expo environment and effectively display your offerings. This tool may or may not be used in all communities.

10. Business Kiosk Booth:

If your community has a kiosk network for tourism promotion activated, ensure your business is included. Add your business details and facility photos, and select the appropriate category within the kiosk network through your Chamber Nation dashboard. Increase visibility and exposure to tourists and visitors exploring the region through the community kiosks.

11. Business QR Code:

Share your business information easily using a unique QR code. Print it on physical materials or add it to digital platforms. When people scan the code, they can access your mobile app, catalog, contact information, and more—leverage QR codes to build business awareness and enable convenient access to your offerings.

12. Business Links:

Connect your website and social media accounts to expand your business services beyond the community marketplace. These links provide seamless access to your advertising catalog, mobile application, trade show booth, and visitor center booth. Reach a wider audience and maintain a comprehensive online presence.

13. Business AI-Powered Ad Descriptions:

Save time and generate remarkable advertisements using Chamber Nation's AI-powered description generation. Quickly produce compelling descriptions for your services or products. You can generate additional marketing content for the same product or service with a single click. Benefit from the efficiency and effectiveness of generating marketing materials within Chamber Nation.

14. Business AI-Powered Business Content:

Access Chamber Nation's Pippily.AI tools integrated into your dashboard for crafting professional cover letters, proposals, marketing plans, and more.

These resources support the growth of your business and contribute to its success. Explore the AI-powered business content tools to streamline your business processes.

15. Business Reporting:

Receive monthly reports that provide valuable insights into the effectiveness of your advertising efforts. These reports include information such as ad value, ad impressions, click-through rates, search engine requests, and more. Utilize this data to assess the impact of your advertising and optimize your business's visibility within the community.

16. Business Messages and Subscriptions:

Engage with your audience through Chamber Nation's contact form and messaging feature. Manage messages efficiently from your dashboard and download subscriber lists for integration with email marketing platforms—Foster effective communication and engagement with interested individuals.

17. Business Community Events:

Submit your events to the community calendar for promotion within the community marketplace and network. Maximize the exposure and reach of your events. Stay informed about other community events directly from your Chamber Nation dashboard.

18. Business Support Team:

Chamber Nation has a dedicated business services department ready to assist you. Contact the support team for any issues, inquiries, or assistance utilizing the platform's features. They can help with onboarding, troubleshooting, and ongoing support to ensure your business's success. You can access FREE support at www.MemberAdvertising.com.

Congratulations! You're now equipped with the knowledge to make the most of Chamber Nation's business features. Explore the platform, engage with the community marketplace, and watch your business thrive!