

LET'S DO COMMERCE



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JOIN A CHAMBER & GET RESULTS

MEMBER TRAINING OUTLINE

Here is an ideal member training guide on how to explain the “Commerce” side of the Chamber.

WWW.LETSDOCOMMERCE.COM

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Introduction to this Program:

The following guide is designed around a proven training program called *ChamberNomics* created by Don McCoy of the Fulshear Katy Area Chamber of Commerce. This class has been used for over a year with hundreds of members participating and with excellent success.

Richard Scully, CEO of Chamber Nation, has attended several of these classes in person and decided to create this guide with permission from Don McCoy. We hope to help other Chamber Nation customers successfully launch their training classes.

The Typical Class Setting:

Don likes to support his member businesses, so he will hold these classes typically at a member restaurant where he and his team begin the setup at around 11:30 am and normally end at around 1:00 pm. Many members show up and buy their lunch between 11:30 and Noon. The training typically starts right at Noon.

By arriving promptly at 11:30 am, you will have time to set up your laptop and be plugged into the facility TV/Monitor. You will also want to bring your internet hotspot as a backup, but the locations Don uses typically have a good Internet connection.

Not only are members there, but the Chamber also invites non-members to come see all of the services the Chamber has to offer. I have seen those prospective members tell Don they would like to join their Chamber, so I know this works.

Frequency of This Class

Typically they run these classes every month or every three weeks, always on a Tuesday, and are advertised many weeks in advance. I've noticed that this chamber tends to cross-promote its events at every event.

If you want to see how they are promoted, you might visit their calendar at www.FulshearKaty.com.

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How Don Typically Starts Out:

Don thanks everyone for coming and being a member and asks if they would like to learn all about the services provided to them as a member. Many hands raise, and it feels like the people are pretty excited to be there.

He then talks about services like special member-only group rates and how the Chamber sits at the government table for the community and its members. Gives examples of past successes like offering PPP loan consultations, local and state government issues, etc.

Don also reminds people that the Chamber is also a support center for those who may be technically challenged or not. He wants everyone before he starts to feel like they have significant support regardless of their tech-savvy level.

(Chamber Nation typically handles this technology support for the members and explains this too)

From a Marketing Standpoint:

He explains how the Chamber can promote its members successfully through its syndicated calendar, directory, website, social networks, marketplace, mobile apps, and more.

He also contrasts how well the members marketing landing pages index because the Chamber has a very dynamic website and makes many changes often.

Chamber backlinks to the member sites are valuable in themselves.

During the meeting I attended on 8/30/2022, a member who owned a construction company commented how much they received on the marketing side for only a \$400 membership. He said out loud, "Where else would you get so much return for only \$400 per year."

Using the Chamber Website as Home Base:

I noticed that Don uses the Chamber of Commerce website as his home base to keep the program from getting complicated, and to me, it seems to work well. I'm also sure that it helps Don make sure that his members can quickly get to everything they need simultaneously.

He takes a lot of pride in their calendar and shares how members are allowed to use the calendar to promote their events. He tells them that when they submit an event, they offer a way to include their logo and a flyer so they can brand their business correctly on the calendar.

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Amazing Value in the Calendar:

I noticed in one of the meetings that several real estate agents were excited to learn that they could easily add their open houses to the community calendar. Others, like a dance studio owner, asked several questions about adding her special community dance events, etc. When Don explained that she could also add her event flyer and dance studio logo to brand her affairs, she was delighted.

Another essential aspect was when Don showed how many places the calendar was promoted.

Beyond the website, every member's mobile app connects back to the community app where the calendar is. Also, how they link their events through their social networks and how the search engines themselves pick up each event.

With all of this new information, you can tell that the members wanted to know how to add their events.

This is where he naturally transitions into member training.

Introducing the Members Area from the Chamber Website:

Now that the members are excited to know how to add items to the Chamber calendar, it is the perfect segue into the Members Area.

Don goes to their Chamber's home page and shows them the login link, which asks for their username and password. He then explains that if you don't know this, use the reset password by entering your email address so the system can send it to you immediately.

We are sure many members have gone there before and never thought about using this way to gain access.

Starting with the Member Area Tour and then Adding a Calendar Item:

Before he shares the member's area, he takes them on a tour of the membership directory from the home page of the Chamber website. He shows how it works and tours the members marketing landing pages right from the membership directory. He also leads them to the area where their video should be showing using the Chamber Recorder and then on the member catalogs. By this time, the members are impressed and anxious to learn more.

Don has his typical admin account on the Chamber Nation system, but he ALSO has his regular member plan, so when he goes in with a different email and password, his view is precisely like every member's. It's an intelligent way to do this because there is no confusion for the members. Their experience will be exactly like Don's.

When he logs in to the member's area, he explains the drop-down menus, tours the built-in modules, and then shows how to use the **press release** module and **add their events** to the calendar. With those two, he can share super member value while at the same time not overwhelming them. Once they talk through that then he shows them the button called "Member Advertising" and clicks it. Since he is logged in as a real member, the button works and takes him to the member advertising platform. From here he shows off modern dashboard.

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Now it's Time to Show The Member Advertising Program:

Since Don is familiar with the whole platform and has practiced using it, he finds it easy to demonstrate live. If you would rather share a video, we've created a video at www.MemberTrainingVideo.com.

Before you share this video or proceed below, you will want to show them the "Member Advertising" button in the member's area. The next series of items shared via video or live will be available once they click that button.

Taking Your Members on a Tour of the Member Advertising System:

1. Start from your Chamber of Commerce website and show them the login button.
2. Use your member-level credentials (or borrow an existing member that's built out) and log in.
3. Make sure they understand that they are in the **MEMBERS AREA** area where they manage their membership, events, press releases, etc.
4. You might want to show them how to submit their own events and include their own branding and flyer.
5. Also, show them how they can submit their press releases which are automatically forwarded to all local media outlets from the Chamber when approved. Please let Chamber Nation know if your Chamber would like us to show you how to set up your media outlets.
6. Now show the "Member Advertising" button and let them know once pressed they will be going into the **MEMBER ADVERTISING NETWORK**.
7. When you first log in, remind them that this is a powerful Internet Publishing System they can learn more about later at www.InternetPublishingSystem.com. Let them know that they have room to add another 85 to 90 displays that will improve their search optimization and presentation through the local advertising network.
8. Right in the beginning please share the bright **RED** and **GREEN buttons** at the top of their dashboard. This is where they can get help or access training information.
9. Now go across the top and go over each, starting with **Business Information**. Just go into the drop-down and share these areas so they can go in later and make any changes they would like. The connectors to **Social Media Accounts** are critical.

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Taking Your Members on a Tour of the Member Advertising System (Cont'd):

10. Under the **Catalog Tab**, explain that this is how their catalog works. If they convert their professional catalog into a commission-free store then areas like **Shopping & Delivery** and **Order Email Logs** are significant. If they are a professional services company not selling online, these areas are not as important.
11. **Virtual Booth** is for those who want to activate their virtual trade show booth for added exposure. If a member caters to the visiting public, it is essential to start their tourist booth. As the Chamber executive, you will want to be sure one of your members has set theirs up so you can show in through the welcome center. **Jobs** at the top is a duplicate of what you will be showing next in the below main menu section.
12. **Ads (Products & Services)** are at the heart of the system, and members should know how valuable advertising this can be when they expand their presence. You might mention when showing this area that these items are mixed up like bingo every day to keep the marketplace exciting and dynamic. However, they can use the Order Column on the right if they want certain ads to always appear in the same place.
13. **Manage Offers/Flyers** here is where the member can quickly build all kinds of **Offers** and distribute their **Flyers** that promote their own business or function in addition to the community calendar.
14. **Toss Us Stars** is sent when they receive a customer testimonial. These remain private until the member goes into this area and approves them for public viewing. All they need to do is promote their QR code in their restaurant and ask them to toss you some stars.
15. **Video Profile** tool is straightforward to use with your computer, phone, tablet, or any device with a camera and microphone. It counts down to set you up, and when done recording, you have the option to delete and start over or approve. It's sent to the support center for adding to your marketing landing page, catalog, and mobile app. It adds a lot to your overall advertising platform. If you already have a video, you can use that of up to 4 minutes and 59 seconds long.
16. **View Statistics** will show how well you are performing online, space remaining, cash value of the advertising so far and more.
17. **Job Postings** is a community-wide job board to make it easy for both large and small employers to promote their open jobs. If you are a small employer, you can use this as your career center for accepting applicants. You can include a URL to your current career center if you are a large employer. Since this is heavily cross-promoted through all the catalogs, chamber member marketplaces, mobile apps, websites, etc., it is a terrific way to centralize all community jobs.

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Taking Your Members on a Tour of the Member Advertising System (Cont'd):

19. **Tradeshaw Booth** is a tool the Chamber can use to promote its members further. It can also be connected to the member's current website and used as a customer support portal. It already has requests for an online meeting, contact information, and even a spot to add your FaceBook messenger code to expedite customer communications.
20. **Tourist Booth** is a fancy way to present your best eight photos of your business. If you cater to visitors or want to attract visitors, we recommend you set this up. You will now be part of the visitor area within the Chamber Member Marketplace.
21. **Mobile App QR Code** is available to download and save on your computer. By advertising this QR code, you can deliver all of your most important business information through your mobile app. If you have chosen to add pricing to your products or services, people can place actual orders right from their phones, tablets, or computers.
22. **Public Links** these are the links to your public endpoints. You may use the links for promotion or share them directly to your Social Media Accounts, etc.
23. **Messages and Subscriptions** will be stored here so you can build an email list. You can easily download these subscribers and add them to your outbound email marketing program. Ie. MailChimp, Constant Contact, Etc.
24. **Community Events** is simply a link to all the community events hosted by the Chamber and its members that you may want to attend.
25. **Right Side Links** will change depending on what the member has activated. Those links will show for easy access if they activate their trade show or visitor booth.

Program Resources:

- **Member Support** <https://www.MemberAdvertising.com>
- **History of the Chamber** <https://www.letsdocommerce.com/#HistoryofChambers>
- **Program Handouts** <https://www.letsdocommerce.com/handouts>
- **Internet Ad Publisher (The Tool)** <https://www.letsdocommerce.com/publisher>
- **Chamber Member Stores** <https://www.ChamberMemberStores.com>
- **Screenshots** <https://www.letsdocommerce.com/tools>