

WHAT'S A MARKETING LANDING PAGE AKA. TRAFFIC CATCHER SITE

A Chambers Purpose

The purpose of a Chamber of Commerce is to create a community where local businesses are promoted. By managing the local and regional information of the community, the chamber provides physical documentation (such as a visitors guide) for prospective customers and visitors to find exactly what they are looking for.

The Rise of the Digital Age

However, with the rise of instant information, people are turning to the internet to find what they need. And although Google® manages the world's information, it is often not possible to index the entire chamber community because the majority of members are not documented for internet search.

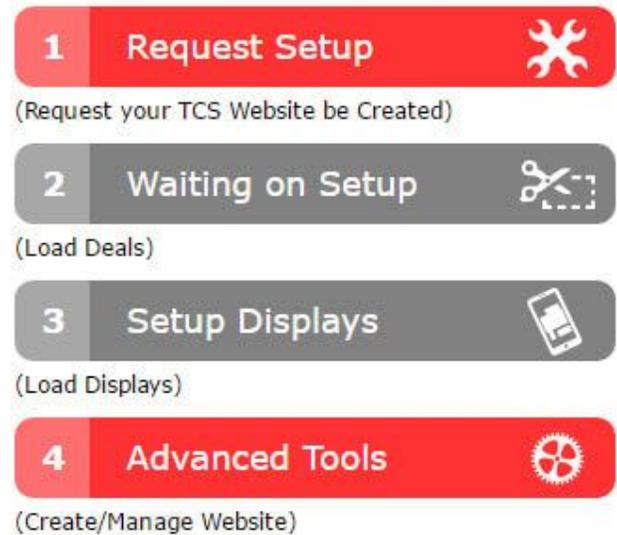
A Boost for Local Businesses

The system works by digitally documenting businesses for local and internet search; and because this system has been used to document thousands of other businesses belonging to Chambers of Commerce and organizations all over the country, prospective customers can find local business services just about anywhere.

Member Onboarding Overview

Your membership organization has invested in a state-of-the-art, community-wide, economic development infrastructure. This provides a SINGLE network that can host all of the businesses within the community. Members can now be connected in order to leverage significant prospect traffic coming into the local network which is hosted by the Chamber of Commerce (in most areas). Members receive the assistance needed to be sure their business is properly set up online at no extra cost as it is included with their membership.

Getting Started



Locate the login link on your organization's website. If you don't have your username and password handy, just use the lost / or reset password function. The system will email it to you immediately.

Once you log in, locate these buttons (above) and either click the REQUEST SETUP (if offered) or ADVANCED TOOLS to get started and make adjustments yourself.

If you are able to click the REQUEST SETUP button and answered the questions, we will take over and get back to you soon with a completed page.

Included Member Services

- **TRAFFIC CATCHER PAGES ARE INCLUDED IN TRADITIONAL MEMBERSHIP LEVELS**
Many people ask our support center if they will be charged for this service. The answer is NO. Although this type of targeted advertising would normally have a monthly fee, it is included in your membership dues. This program is provided to your members as a thank you for being a part of your organization.
- **INCLUDED SETUP SERVICES**
The first objective of the support team is to be sure that your business is properly connected to the local network. This is typically the Official Area Network for your community accessed by thousands of people looking specifically for local information. Most of the time they get to this

network through traditional search engines, which is where you want to be found.

- **SPECIFIC INCLUDED DELIVERABLES**
Support center staff assigned to your TCS project, Resource additional information when possible, Determine the modules to activate depending on the material, Interconnect and embed your Facebook business page, Link to other known social network sites, Upload available business images for the scrolling photo tour, License graphics and photography when required, Activate simple mobile website to accompany TCS page, Determine search engine keywords and add to TCS page, Add photo grid image (250x250) for photo-driven directories, Provide completion letter with account manager contact, Provide training and support via Free Members Support (www.FreeMembersSupport.com).
- **BUTTON CONNECTED TO VARIOUS SITES**
Traffic Catcher System (TCS) also gives you the option to launch your landing page from a button on your website. When one of your prospects clicks on your landing page button, it loads your page quickly with important information for a new prospect to see. Visitors can easily send referrals to their friends, family, and colleagues, without ever leaving the landing page.
- **MONTHLY REPORTING**
The TCS system tracks all of your visits from the Member Directory that are generated from the Area Search Engine and traditional search engines like Google.
- **COUPON CREATOR**
People love coupons... Your TCS landing page includes one area entirely dedicated to your specials. You can easily create online coupons with staging by date. You can also upload a graphic coupon to be delivered through the various promotional channels already set up in the program.
- **INTEGRATED VIDEO COMMERCIAL**
Easily upload your business commercial onto YouTube, then place the embedded code into the specified box. Your video will be automatically distributed through a link in the Member Directory and will also play within your landing page.
- **THINGS-TO-DO VISITOR AREA**
In many locations, we provide an automated Things-To-Do visitor area that is added to many community websites. Because these visitor areas are driven by photos for a pleasant

experience, each member business always has an attractive image for their electronic cover page. We create a grid image that is (250x250) for photo-driven directories.

- **SUBMIT A DAILY DEAL**
Daily Deals is an integrated platform available to members where the organization has it activated. It allows the public to subscribe and the members to submit a daily deal. Since they must be great deals to keep the subscribers, the deals are monitored by staff. Once approved, it will be included in the next community blast.
- **SYNDICATED CALENDAR SYSTEM**
Syndicated Calendar System designed for communities that want to offer individual calendars to various organizations and members for use in their own websites. This way it only shows their events on their own website, but automatically sends this up to a master community-wide calendar. Ideal for members that offer open houses or others that offer sales and training.
- **NETWORK REPORTING**
Is available to members in order to see how many times their information has been viewed or accessed. It also enables the member to see what people are searching for in the local community and finding (or not). If the list of "not found" search results match what the member offers, they may adjust their search keywords so that the next time that search will be matched with the member business.
- **SCROLLING PHOTO TOURS**
The membership directory is used by thousands and thousands of people. It is important that they find what they are looking for and then see an attractive presentation. For this, we add images to create a scrolling photo tour.

ADVERTISING VALUE

NATIONAL EXPOSURE

Although our focus is on delivering local prospects to you, the system is also set up to deliver national views. We send your TCS landing page information directly to Google through their site mapping API.

LOCAL TRAFFIC

- Local traffic is the most valuable traffic for most businesses.

- The Chambers of Commerce and other local membership organizations that we support typically rank well on search engine results.
- This results in traffic routed to members through various marketing channels provided with your membership.
- It's the perfect way to advertise locally online through your Chamber of Commerce.

CUSTOMIZABLE

TCS landing pages are customizable making it easy to match your marketing look and feel. You can customize messaging, add your logo, change the color theme, add custom headers and main images, include a scrolling business tour, and much more.

You can also easily test your search results and adjust keywords as needed for immediate impact through the Area and Chamber Search Engine. These adjustments can have a big impact on the number of prospects you receive.

COMPLETION EMAIL

The image on the right shows an example of the email you will be receiving once our team completes your marketing landing page setup.

SUPPORT

If you ever have any questions you can contact us at www.FreeMembersSupport.com or by calling (844) Its-Done / (844) 487-3663 during normal PDT business hours.

If your Chamber of Commerce or Membership Organizations Offer the Premium Membership Plan then these services are expanded significantly. You can learn more about this at www.Members.fyi

