

Introducing: Online Directory & Chamber Passkey

WHAT IS YOUR “PASSKEY”? Free new Tool for all Chamber members

● **Technology can be confusing! The right tools can SIMPLIFY.**

- The Web & social media have drastically changed the way technology affects your business. The most critical purpose is making key info available to potential customers in your area via the places they are already looking (e.g. social media) **and on all MOBILE devices.**
- Next to word of mouth, the most common way someone finds a local business is through **online search.** This already gives your Member page a huge advantage.
- The **new Member pages** on the Chamber website harness the power of directory search with vast amounts of data gathered in one place. Even if you don't have a website, chances are high that your Chamber listing will be among the top places an online search will reach.



What do you want your customers to be able to do with just a single click?

- The Member pages present your essential info along with your **entire online business profile.** From **a single page**, a visitor can call or e-mail you, find you on a map, view your restaurant menu, subscribe to your newsletter, visit your website or Facebook page, and more - **all without having to remember or type a URL.**
- By building a listing that is **thorough & up to date**, your business becomes extremely accessible within a **single click.** Including keywords helps visitors find you faster.
- This tool is offered **free of charge** to Members. You can use the "**Manage Your Listing**" tool on our website and we will help improve your custom page.
- *It is important to be aware of your online presence, so you know what local customers see when they find you on the Web. We can offer resources to help get you started.*

Next: Chamber Passkey >

Your Passkey

What if there was an even easier way to share your info with local customers?

- **With the Chamber's new promotional tool, each Member will be issued a unique QR code or "Passkey" that connects to their listing.** Anyone who views this image with a smart phone scanner will go directly to your listing - no search necessary, no need to remember a URL or a Facebook page. **This is a powerfully simple FREE tool at your fingertips!**



Like a barcode, a QR has a unique electronic link to your Chamber page.

- You will receive an image to use anywhere:
Print it on business cards, flyers, or banners, even on display in your store window.
The possibilities are endless!
- Your Passkey will be printed with your listing in our annual Chamber Directory publication, for added exposure.
- **Impact:** Our web tools allow us to see exactly how many times a local visitor scanned & visited your page, so you know how best to utilize it for your business.

● Opt-in

- **Not sure if the Passkey is right for you?** It's free and totally optional. If you don't use your Passkey, it remains linked to your listing so you can advertise it at any time.
- **Note:** The Passkey only works for active listings. If your Chamber membership is inactive, your page will be archived. Maintaining your Chamber membership ensures that your Passkey will always be valid.

This tool is a great way to reinforce your presence among local customers. Not everyone uses smart phones or code scanners - but the use of this kind of technology is rapidly growing in our community. Why not use this tool to improve & extend your visibility to a growing audience?

We are glad to help promote our community in new ways. The Chamber offers this program in cooperation with our local web developer ECT Web Designs. If you have questions about using your Passkey, your listing page, or managing your social media accounts, please contact directory@clintonarchamber.com.

Clinton Area Chamber of Commerce Member Listing Checklist

Send your listing information via e-mail to:

directory@clintonarchamber.com

Want to edit your listing online? Visit our website & click "Manage Your Website."

- Contact Name** (Owner/Manager)
- Business Phone**
- Business Street Address**/Mailing address
- E-mail address** (Public address used to contact your business)
- Website URL**

- Please **copy & paste** the page URL's of the social media representing your business/organization (if applicable):

Facebook

TripAdvisor

Other social media profiles

(e.g. **YouTube, Instagram, Yelp**)

Google+

Pinterest

Photos

Please attach photos you would like to add to your directory listing. These may include photos of your business, staff, or samples of work/products/services. These will be selected and/or modified to optimize your listing. Images larger than thumbnails are best for display.

- Description:** Please include a brief description of your business or organization. Some facts you might consider sharing:

- **Products/services**
- **Hours, menus, online services**
- **Mission statement**
- **Staff experience**
- **Year opened**
- **Awards & recognitions**

Please include all applicable information in your e-mail. Once your listing is completed, it will be published on the Chamber website and you will receive a link for approval. Feel free to ask us any questions!

<http://www.clintonarchamber.com>