

Lunch & Learn
April 3rd 12 pm - 1:30 pm

WinCam meeting room
32 Swanton St
Winchester MA 01890

Lunch will be provided

\$15 pp

How to Benefit From Winchester Chamber Website & Social Media To Increase Local Reach



Leverage your membership rights & spread your voice

Refresher on your current privileges and discovery of newly introduced benefits to share more your offers and events



Advertise through the chamber website & target your audience

Learn about the new online advertising opportunities (launched AFTER the event)



Maximize your membership profile & get found

Same tips you could also use to improve other social media profiles



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COMMERCE



Register at <https://winchesterchamber.com/events>

Agenda - How To?



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Leverage your membership rights & spread your voice

Refresher on your current privileges and discovery of newly introduced benefits to share more your offers and events



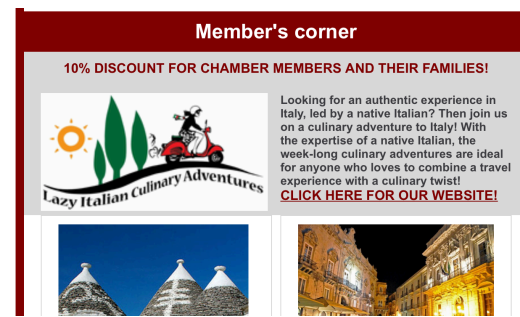
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The information (flyer, promotion, job offer...) you share with the chamber

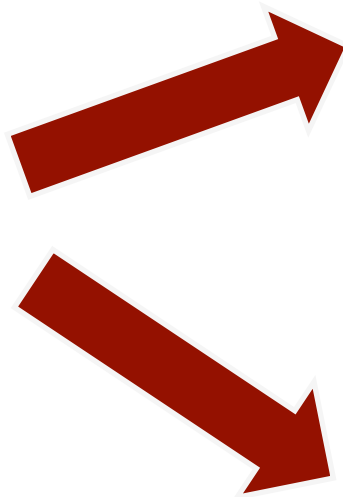
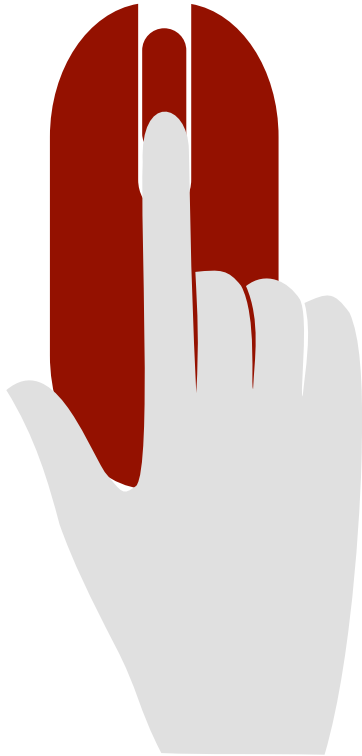
- ① Is shared through our Member's corner information in the chamber's bi-monthly newsletter (members' flyer, events ...)
- ① Becomes a "news" / "job offer" post in Winchester Chamber's website
- ① Is then shared in Winchester Chamber's Facebook & Twitter
- ① Is shared in Chamber's LinkedIn (coming soon)



**With ONE click
YOUR content sent to
info@winchesterchamber.com**

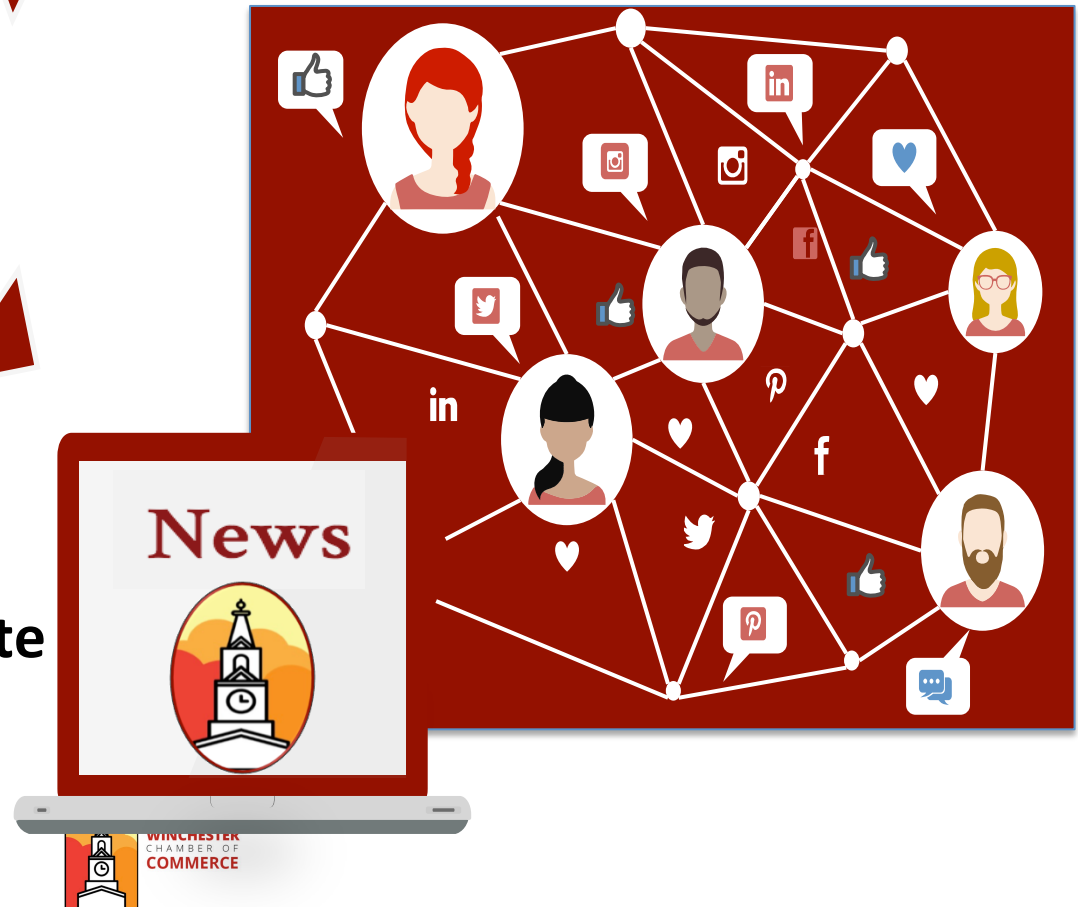


**Shared with all our members +
newsletter subscribers**



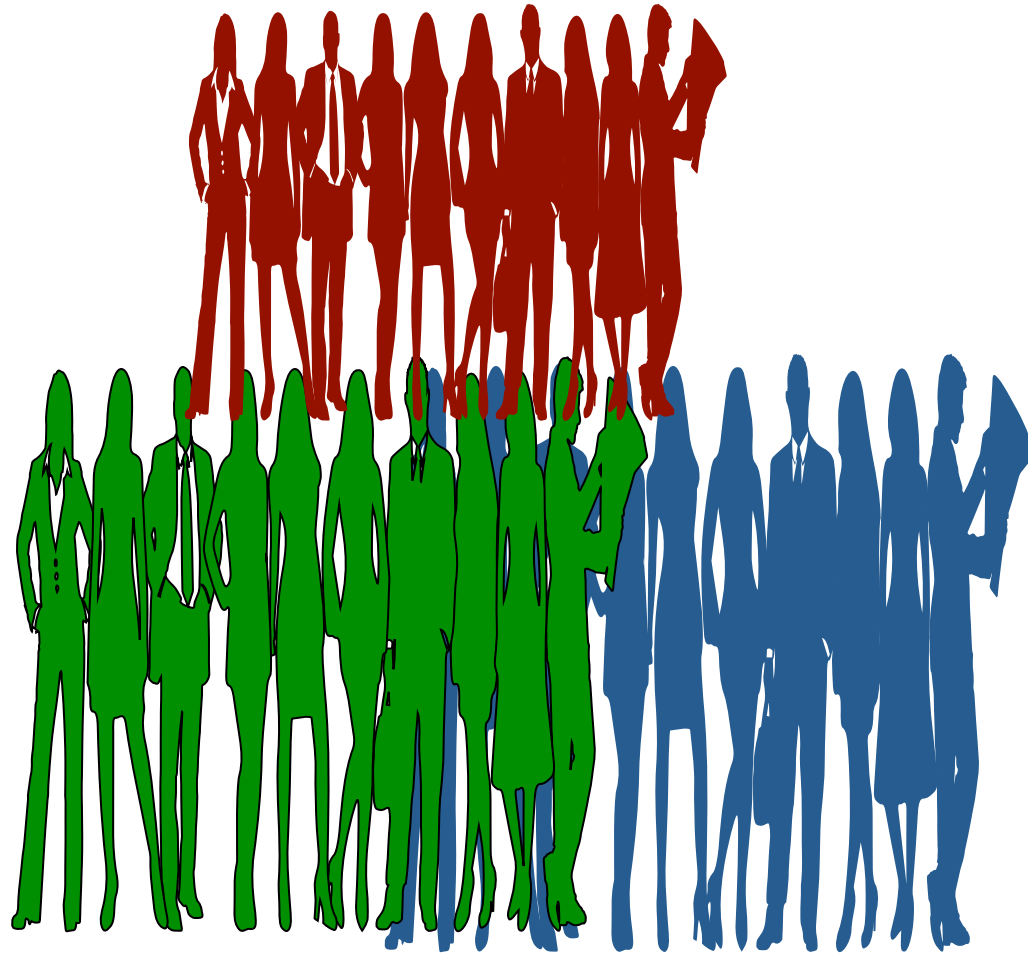
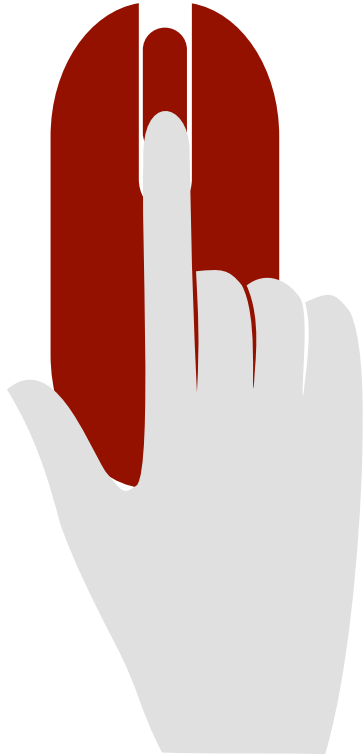
**Shared on
our website**

**& Shared on
our Social Media**



ONE click

**Helped you reached potential leads
in YOUR target audience**



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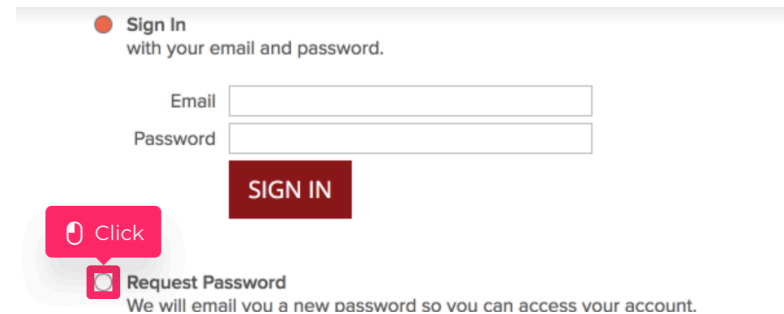
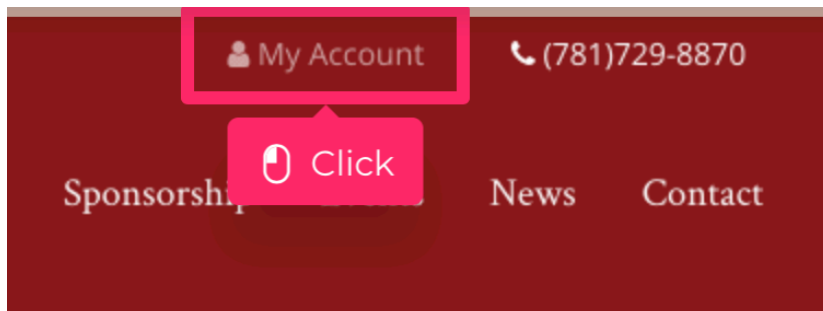
ADD YOUR EVENTS ON THE CHAMBER'S WEBSITE

- ③ AVAILABLE ONLY FOR CHAMBER MEMBERS!
- ③ EVENTS ARE DISPLAYED ON CHAMBER'S HOMEPAGE
- ③ EVENT ARE LISTED ON CHAMBER'S EVENT PAGE.



You must be logged in to add an event

- ① If you forgot your password, you can request a new one. Click on “My Account” in the homepage.



- ① If you forgot both login and password or changed email since you registered. Contact the chamber to update your profile with the correct information.



I changed all my passwords to "incorrect".

**So whenever I forget, it will
tell me "Your password is incorrect."**



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Taking advantage of the event option once login password issue is resolved ;-)

Home - FINAL - Winchester Ch x Winchesterchamber - How to / x +

https://www.iorad.com/player/1558386/Winchesterchamber---How-... ☆

English PDF

Citizen Of The Year

Accepting Nominations!

CITIZEN OF THE YEAR

[Learn More >](#)

Upcoming Events

- Lunch & Learn - How To Benefit Fro...**
Wed Apr 3 2019, 12:00 pm EDT
- Women of Winchester Event**
Thu Apr 4 2019, 12:00 pm EDT
- Multi-Chamber Women's Speed Net...**
Mon Apr 8 2019, 05:30 pm EDT

[Click](#) [More Events](#)

[+ Add An Event \(Chamber members only\)](#)

Try View

Perform the actions to advance.

1 OF 15

The first step is to open [Homepage](#) and click [New event](#)

2

3

4

5

6

[Next](#)

QUESTIONS
HIRING AN
MPANY

WSB WINCHESTER SAVINGS BANK
STRENGTH. SERVICE. COMMUNITY.

FD
FounderGate
Your Online Partner

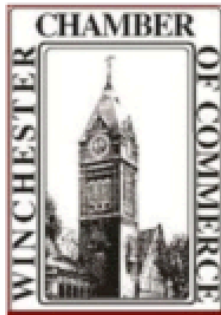
Ready to increase your visibility?
FREE CONSULT

SPONSOR
YOUR LOGO/AD HERE
400 x 200

Made for free with [iorad.com](#)

[Remove](#)

Your event is displayed in the Winchester Chamber's website calendar



Annual Chamber Luncheon

Wed Apr 10 2019, 12:00 pm EDT to 1:00pm EDT

Click



Jewelry Sales

Thu Apr 11 2019, 12:00pm EDT to 2:00pm EDT



Visitors can also share your event on Social Media

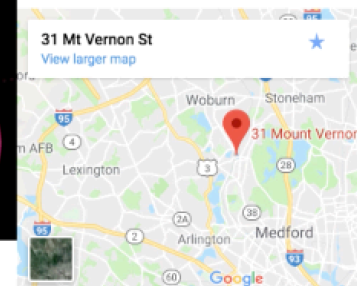


Jewelry Sales

Share this event:



One day only! Come In and enjoy 20% 2.01pm!

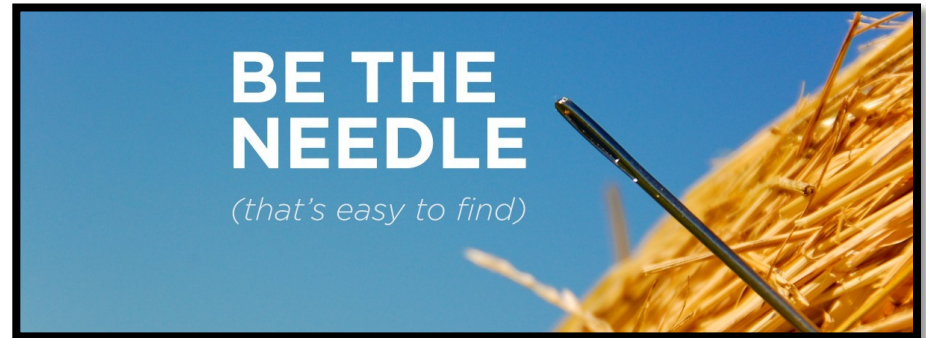


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Maximize your membership profile & get found

Same tips you could also use to improve other social media profiles



Use the same tips to optimize your social/local profiles and put all the chances to become the local needle in your industry.



OPTIMIZE YOUR CHAMBER PROFILE

Visitors search for your services / products either **by location, business category or by keywords.**

- ☑ **Your profile should be optimized for all, making it easy to find when people search for a business like yours**



AboutProfileAdditionalDeal

Search for...

Search by location ▾ Search by category ▲

Civic & Nonprofit

Civic Member/Non-profit

Education

Health & Wellness

Home Improvement & Real Estate

Product Repair & Service

Professional Services & Consult

Retail & Specialty Goods

Technology & Communication

SEARCH

CLEAR

CANCEL

Select your business category:

☐ Civic & Nonprofit

☐ Education & Family

☐ Financial Services & Banks

☐ Food & Beverage

☐ Health & Wellness

☐ Home Improvement & Real Estate

☐ Professional Services & Consult

☐ Retail & Specialty Goods

☐ Technology & Communication

Visitor searching for you business category will find you if your profile has the correct business categorie(s)

Select as many as relevant to your business.

This is even more important if you have selected one of the following at registration : 51+ Full-time Employees / 1-50 Full-time Employees / Civic Member/Non-profit/Home-based Business /Independent Contractor.

jewelry repair

Search by location ▼ Search

Map

Profile Description [? Learn more](#)

Describe your products & services:

EDIT ▼  **B** *I* U       

We specialize in **custom made jewelry**. We can customize a beautiful piece of jewelry with your favorite stones or an engraving. **Create a custom jewelry** that's as unique as the one who wears it. Just bring us your idea, then work with our **Jewelry** Consultant to **create** your very own **custom jewelry** design.

Are you looking for the perfect **engagement ring or wedding band**? Visit our local store in Winchester MA and discover our **engagement ring collection**. Select among beautiful precious metals such as white gold, yellow gold and rose gold. From the **classic diamond**

Visitor performing a general search, with keywords related to your business will find you if your profile's description has been optimized for this search

Include keywords related to your business category. Think about what sentences or phrases people might enter when trying to find your business.



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Other items

- ③ Photo / Logo: brand identity – Recognition is key, make your profile photos are consistent across all channels. Don't leave it blank.
- ③ Specify Your Location and business details - to gain foot traffic & calls. Make sure this information is accurate and consistent across the web.
- ③ Deal - You also have the opportunity to display a current promotion on your business profile. This will help bring more foot traffic / online traffic.
- ③ Reviews - Encourage happy customers to review your business



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Works the same for other social media or local profiles....

P.F. Chang's ★
3.6 ★★★★★ 186 Google reviews
\$\$ · Chinese Restaurant

Family-friendly chain offering creative takes on Chinese fare in a striking space.

Located in: Westlake Center
Address: 400 Pine St Ste 136, Seattle, WA 98101
Hours: Open · Closes 10PM
Menu: pfchangs.com
Reservations: pfchangs.com
Order: pfchangs.com, seamless.com, grubhub.com
Phone: (206) 393-0070

[Suggest an edit](#)

Category
Description
Attributes



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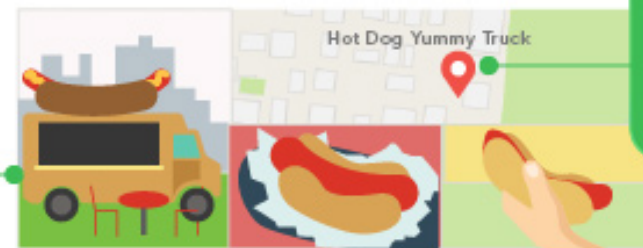
GUIDE TO GOOGLE MY BUSINESS SEO OPTIMIZATION

DO: Claim your business, otherwise you won't show up on local maps and listings.

DO: Add pictures. Businesses that do receive 42% more requests for driving directions from Google Maps than those that don't.

DO: Use Google My Business to see how customers search for your business and where they are from.

Google has a special team that creates business descriptions based on reviews and online resources.



Hot Dog Yummy Truck

4.0 ★ ★ ★ ★ ★

\$ Food Truck

Website

Directions

Simple, classic, and straightforward ... here you will find the tastiest hot dogs.

Address:

Phone:

Menu:



GUIDE TO FACEBOOK SEO OPTIMIZATION

Higher rankings mean you show up higher in searches.

Reviews are seen as content, so when new content is added, it's seen as a benefit.

Reviews affect rankability and business address new feedback, which impact reputation.

DO: Create a vanity URL to match your page name.

DO: Make your page name brandable and memorable. The first word of your page name is the most significant.

Page likes don't affect Google search rankings.

33,555 likes



Page engagement doesn't boost search rankings but increases exposure on user's news feeds.

I bring Ninja Catnip

DO: Emphasize who you are and what you offer in the page description.

All the information is in your chamber profile

English ▼ PDF

Estate Agent

Sign-Up Form/For new members

About Profile Add Deal

Click

Business Name

Contact Person

Address

Email

Phone

Fax

Website

1-50 Full-time Employees

Billing method: Pay by check
Membership expires on Mar 25 2019
Make payment of \$225 to extend membership to Mar 25 2020
Mail check to:
Winchester Chamber of Commerce
25 Waterfield Road

Try View

Perform the actions to advance.

1 OF 26

Check that your business information is correct

2

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4

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6

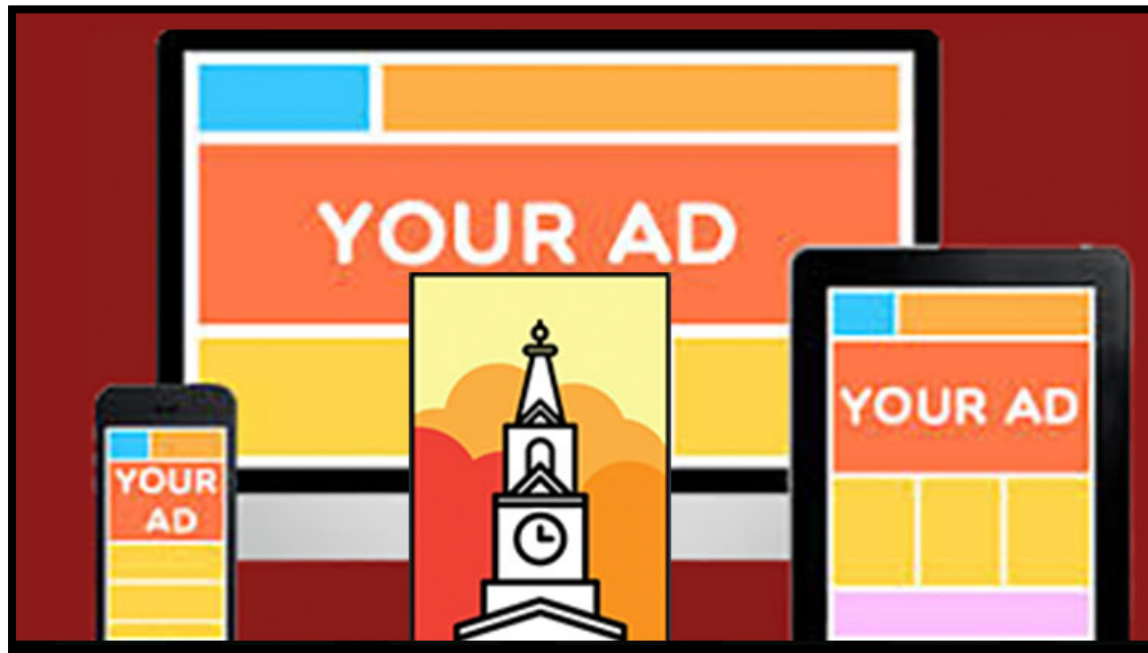
7

Next



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Learn about the new online advertising opportunities (launched AFTER the event)



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2 homepage Advertising options
 Event / promotion - 1 month on carousel
 Logo / Impact ad - 3 month



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Upcoming Events

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Women of Winchester Event
 Thu Apr 4 2019, 12:00 pm EDT

Multi-Chamber Women's Speed Net...
 Mon Apr 8 2019, 05:30 pm EDT

More Events

Add An Event (Chamber members only)

Carousel Advertisement opportunity

- ① One of your key upcoming event or announcement on the chamber carousel on the TOP of the homepage.
- ① Ad specifications: format: jpg, size: 600 px by 400 px.
- ① You also have the option to link your ad to the location of your choice. If you wish you can provide us with internet address visitors will be directed to when they click on your ad.
- ① Price: \$50 for 1 month



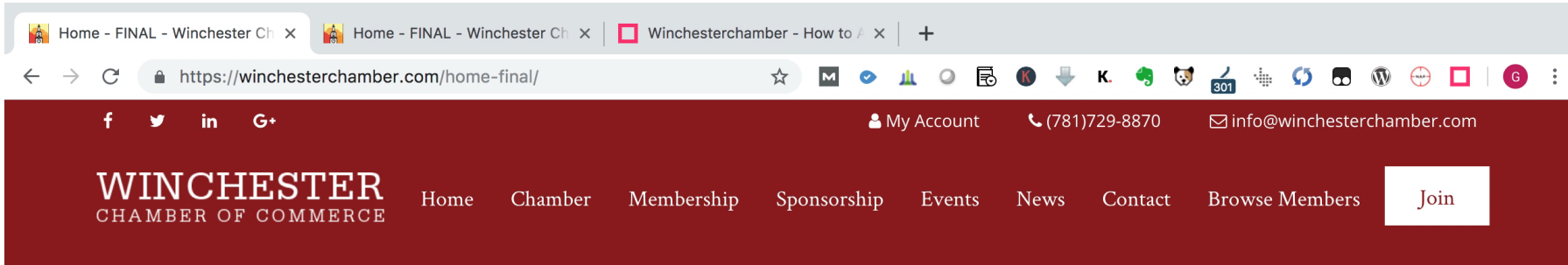
Logo / Impact Ad

- ◎ Your impact ad will appear in the top part of the homepage.
- ◎ Space is limited to 5 advertisers at any given time.
- ◎ Ad specifications: format: jpg, size:400 px by 200 px.
- ◎ You also have the option to link your ad to the location of your choice.
- ◎ Price: \$195 for 3 months



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New homepage



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[More Events](#)

[Add An Event \(Chamber members only\)](#)



THANK YOU !!!





Apr
4
Thu

Women of Winchester Event

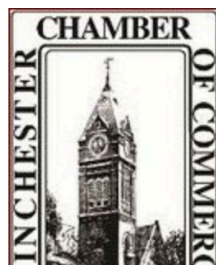
Thu Apr 4 2019, 12:00 pm EDT to 01:30 pm EDT



Apr
8
Mon

Multi-Chamber Women's Speed Networking Event

Mon Apr 8 2019, 05:30 pm EDT to 07:30 pm EDT



Apr
10
Wed

Annual Chamber Luncheon

Wed Apr 10 2019, 12:00 pm EDT to 1:00pm EDT



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