

## About the Product

Written by Kyle J. Sexton  
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### **Show your members you care about their business**

Chambers all over the world look for ways to support membership. We have truly developed a Chamber product that gives your members a decisive edge in your Community. Chambers are an important part of local businesses. Your Chamber is not only a gathering place to exchange business cards, member to member business is important. But it can be so much more, a tool to launch local businesses into the age of the Internet advertising and social media. Social media is the way of the future.

In 1768 the encyclopedia was invented, it is now replaced with Wikipedia and the Internet. Our horse and buggy is now a Ferrari and our Webster's Dictionary has been replaced with Dictionary.com. You can probably name more of the same. If the encyclopedia or Webster's Dictionary had kept pace with the times, you might think they would own their counterparts, but sadly they don't. Support your new members and retain base membership with a cutting edge Chamber website. Social Media is the mark of the 21st century and Chamber Web Pro can make your chamber members as comfortable with Social media as we are with handling a car.

### **Why Chamber Web Pro?**

Wouldn't it be great if this is the last website your Chamber would need to buy? Axiom Media, Inc. is our parent company and we have developed hundreds of websites that cost thousands of dollars. But now with the open source solutions, Our clients decided they needed a low cost power house of a website that every Chamber and its members could use and afford. It's only about 3 years into a new website that chambers want to and need to revise their sites to keep them fresh. That was very expensive until Chamber Web Pro came on the scene. It's as easy as posting to Facebook. Change site skins and themes, pictures, content, even add pages for new events... golf tournaments, mixers... you name it and create a page for it and link it to your home page.

### **Did you say non-dues revenue?**

With 80% of Chamber revenues dependent on member dues, it's no wonder that advertising and web based marketing opportunities need to come from the Chamber for the members. Chamber Web Pro has created new ways members can use the Chamber site to increase local business for them and generate cents to the chamber. Our product has a 'Basic listing' for every member and a 'Featured listing' for those who see the web based marketing opportunity. A 'Featured Listing' is click-able to members website and allows members to post photos, videos, radio spots, testimonials, link to Facebook, Twitter and other media platforms.

**Go ahead, decide. ☐ We are hear to help you succeed.**

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The phone book has become obsolete to most customers. And with the smart phones we now have, our computers are becoming out dated when finding phone numbers, we do it on the run. Customers find a business, show the coupon for a discount that is on their phone...(because the coupon is posted on the Chamber site). Information is literally at the tip of our finger. Take your entire chamber to the edge of technology, the cutting edge. You will also reap the benefits of improvements to come as technology continues to progress when you select Chamber Web Pro.