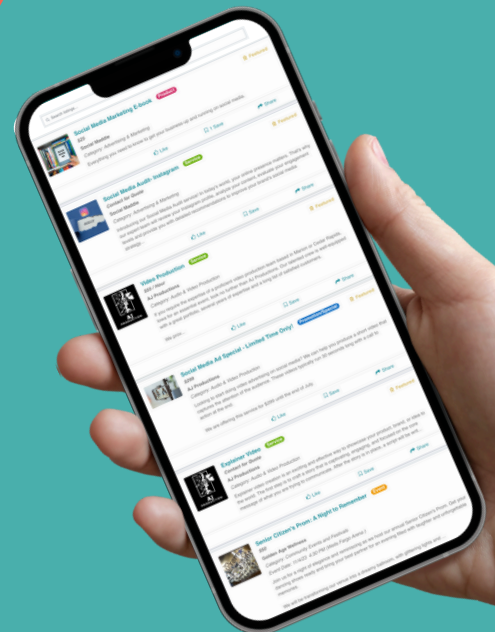
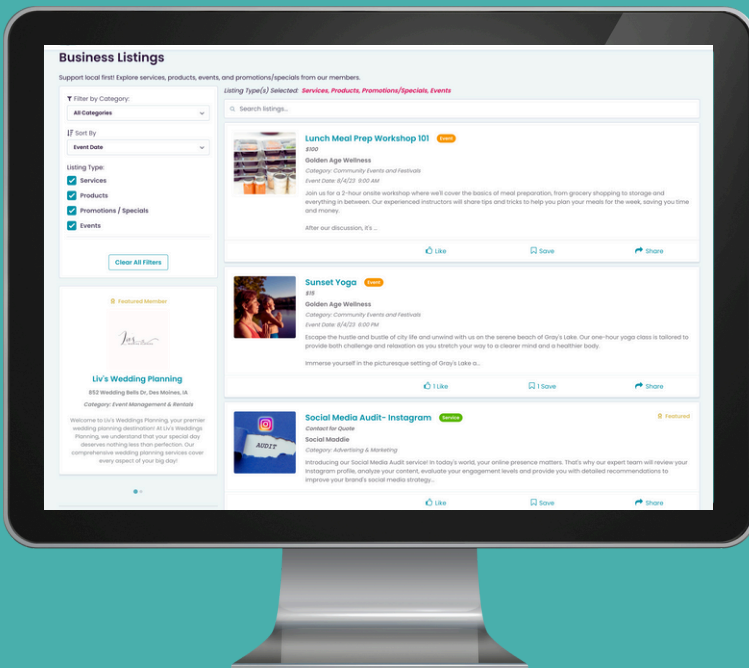




Launch Guide

Ideas and resources for a successful launch of your new member marketplace.





Hello there.

We are so happy to have you onboard! You now have new way to promote your businesses online through your member marketplace. With this system, you'll help streamline connections, maximize awareness, and boost business opportunities for your businesses.

This guide will give you ideas and resources to help you launch your member marketplace. We've worked hard as a company to make implementation of our system as easy as possible.

Beyond the software, our team is here to provide the support you need to get things moving. We can't wait to see how your marketplace grows. Thank you for the hard work you put into your community's growth and success.

Cherie Edilson
Founder and CEO



Steps to Launch

Follow this step-by-step guide and check them off as you complete them.

1 Get a few businesses onto the marketplace.

Before you officially announce your new marketplace to all of your businesses, you should recruit a few businesses that you have a close connections with (or ones you think would take advantage of the opportunity) to help you populate the marketplace with some listings.

By having a few businesses on the site with listings, other businesses will get a better idea of how the marketplace works and how they can take advantage of the opportunity. Encourage the businesses to post listings for all the services, products, specials/promotions, or upcoming events they have in order to have a higher chance to being found by potential customers and other businesses.

To have them join the marketplace, refer your businesses to your unique website url link (provided by your Member Marketplace representative). Ask the business to click the "Sign Up" button on the website and fill out the required information. Once submitted, our team gets notified and they will approve the account after confirming they are a member of your organization based on your directory or a predefined list you've submitted.

Once approved, the business will receive communications from the our system to complete their profile and start creating listings

We suggest you work to get at least 5 businesses onto the site with listings before announcing it to all businesses and/or the general public, but that's not required to get started.

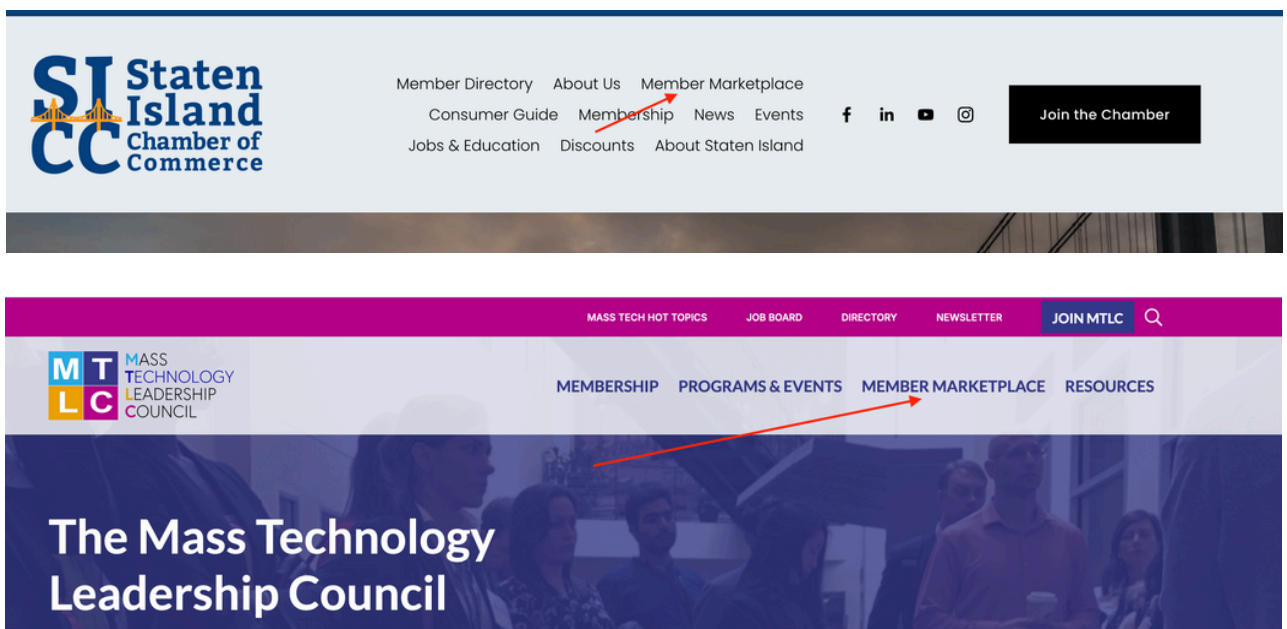
2

Link to the marketplace from your site

After completing step 1, a critical part of implementing your business marketplace is making it visible and accessible to your businesses and the public.

A) Website Menu Link

In your website navigation menu, you'll want to add a link for "Member Marketplace" that links directly to your unique website url link (provided by your Member Marketplace representative). We suggest you make it a top level menu item for most visibility. Examples below:



B) Website Footer Link

If your website has links in the footer (the bottom part of your website), add a link for "Member Marketplace" there as well.

3a Share your member list for importing

After completing step 2, we're ready to let your businesses know about your Member Marketplace. If you have an excel/csv list of your businesses, we can import them into the marketplace.

[DOWNLOAD THE THE TEMPLATE NEEDED FOR IMPORT](#)

The business import will create a profile in the business directory if, at a minimum, the following are included:

- a Business Name
- a Business Description
- a Logo URL link
- a Business Category
- and Business Address (including City, State, Zip)

Additional fields that can be imported include:

- Main Contact First Name
 - Main Contact Last Name
 - Main Contact Email
 - If we need to Hide Address (if home-based)
 - Phone
 - Website
 - Facebook Link
 - Twitter Link
 - Instagram Link
 - LinkedIn Link
 - YouTube Link
- If your import includes these fields, we can notify users via email about their addition to the Marketplace and encourage them to log in and start posting.

Ensure the Excel data is clean and free of formatting errors for a smooth import. If you're needing help with the data in your spreadsheet, please reach out to our team for support.

[CLICK HERE TO DOWNLOAD THE THE TEMPLATE NEEDED FOR IMPORT](#)

3b Communicate the new offering with businesses

After completing step 2, you're ready to let your businesses know about your Member Marketplace. If you did not have us import your businesses, here's an example email you can send to invite them to sign up.

***Sections surrounded by [] should be replaced by you before you send.**

Subject: Elevate Your Business Presence: Join Our Member Marketplace!

Hi [Business Owner/Manager],

We're thrilled to introduce the new Member Marketplace on our website, created specifically for member businesses like yours. This platform is a valuable space to promote your business, showcase your products and services, highlight special offers and events, and connect directly with other members and the community. This is a free service as a member.

Here's what you gain by joining:

1. Increased Visibility: Feature your business prominently.
2. Targeted Leads: Receive opportunities posted by users matching your business criteria.
3. Direct Communication: Engage with customers through our messaging system.
4. Weekly Exposure: Benefit from inclusion in our weekly email blasts.

Joining is quick and easy. Don't miss out on this chance to boost your business. Visit our marketplace to learn more and get started today by requesting a business account: [YOUR MARKETPLACE URL LINK]

Take advantage of this opportunity right away so we can build the marketplace quickly to be a resource that makes it easy for our community to find, browse and support local businesses first.

Best regards,

[Your Name]

[Your Title]

[Your Contact Information]

4

Ongoing communication ideas

Once you've announced the new member marketplace, you'll want to keep it in front of both businesses, and the community, so it continues to grow and provides opportunities for your businesses. Here are a few ideas to keep it top of mind.

Integrate into your benefits list/packet

This is a great benefit to highlight beyond a basic directory listing. Make note of the opportunity to be able to easily post their services, products, specials, promotions, and events to be found by other businesses and local customers on your member marketplace.

Have new businesses sign up

When a new business joins your organization/community, direct them to your member marketplace to sign up. It's quick and easy. *Additionally, when a business leaves your organization you need to inform our team to de-activate their account. A quick email works best:*
connect@membermarketplaceinc.com.

Ongoing email communications to businesses and community

You send out a lot of email communications, which is a great place to keep the member marketplace top of mind for businesses and others reading your emails.

Social media is a great place to share various posts from the marketplace to help amplify their reach.

Congrats on the launch!

We are thrilled to work with you to provide a member marketplace to your community. We look forward to witnessing the growth of your marketplace as it works to better connect your businesses with other businesses, and, make it easier for local residents to find and support local businesses first.

A few final notes:

- 1) As businesses request to join your marketplace, our team will verify if they are businesses of your chamber based on your public business directory. If you do not have a public directory or it's not updated frequently, please contact our team to work out another method of verification.
- 2) Our team may reach out to you from time to time for support related questions for monitoring your marketplace, or if any business has done something outside of the terms and conditions of the website.
- 3) If you ever have any questions, please contact us directly on the "Contact Us" page on your marketplace to reach a member of our team. You can also reach out to us directly with any contact method below.

info@membermarketplaceinc.com

833-278-2742



www.membermarketplaceinc.com