

MYCHAMBERAPP

USER'S MANUAL



www.mychamberapp.com
support@mychamberapp.com
phone - 800.431.5105
fax - 888.900.6101

10866 Wilshire Blvd #970 Los Angeles CA 90024

Table of Contents

Introduction and Overview	3
The Mobile Marketplace	3
What is an App?	3
How Does MyChamberApp work?.....	3
How To Download MyChamberApp.....	4
Getting Started	5
MCA Agreement.....	5
Submitting Payment	5
Getting Your Chamber Loaded	5
Using the Password Protected Portal	7
Loading Your Members Discounts.....	9
Loading Chamber Events	10
Marketing	12
14 point Marketing Overview Checklist	12
Staff Downloads and Reviews.....	13
Auto Redirect Software on Website	13
Banners on Your Website	13
Banners on Bulk Emails	14
Letter from the President or Executive Director	15
Social Media Announcements.....	15
Press Release to Local Media	15
Add to Member Benefits Materials	16
Chamber Window Stickers.....	16
Popular Places.....	16
Sales within MyChamberApp	17
Sales Structure	17
The 4 Levels of Members Ads	17
Standard Business Listings	17
Featured Business Listings	17
Premium Business Listings	18
Complete App Sponsor.....	18
Customer Support.....	19
Built for Chambers By Chamber Professionals:.....	19
Referral Program	19

Introduction and Overview

Welcome to MyChamberApp! We are delighted that you have joined our network of chambers and we know that you are committed to making an investment in your community and to your members. We take pride in our award-winning mobile application and we strive to provide excellent customer service. So please feel free to contact us at any time with questions, suggestions, or comments: support@mychamberapp.com Phone – 800.431.5105

The Mobile Marketplace

The mobile industry is BOOMING. The way consumers access and receive information is changing user expectations and social behavior. Purchasing intent and buying decisions are increasingly moving towards mobile platforms. Mobile is now a key component for businesses wishing to increase their sales and customer base.

Fun Statistic: 85% of people that go to the Internet for their first time today will do so from a mobile device.

What is an App?

Also called mobile apps, it is a term used to describe Internet applications that run on smartphones and other mobile devices. Mobile applications usually help users by connecting them to Internet services more commonly accessed on desktop or notebook computers, or help them by making it easier to use the Internet on their portable devices. A mobile app may be a mobile Web site bookmarking utility, a mobile-based instant messaging client, Gmail for mobile, and many other applications.

How Does MyChamberApp work? Search, Click, Connect.

MyChamberApp is a software application designed for smartphones. It is FREE and easy to install. To download go to: mychamberapp.com/download. Once installed, MyChamberApp detects the user's location, and then immediately syncs the user up with the closest Chamber of commerce in the MyChamberApp system. This is now marked as the user's "home chamber" and will automatically link the user with this chamber upon opening the app. Users can change their home chamber by selecting a different chamber under the "Chambers" button located on the home page in the upper left.



User's Manual For Chambers

After the home chamber has been selected, all searches are drawn from that chamber. Member businesses, events, and discounts that are associated with their home chamber are found on the app. Search results are based on a “distance meter” and appear in order of closest to furthest away from the user’s current location. After the user finds the desired business, MyChamberApp connects the user with the contact information that allows for instant dialing to the business number, driving directions and mapping, and a link to the business website. In addition, the selected business can be added to the user’s address book, and shared with the user’s friends on Facebook or Twitter.

How To Download MyChamberApp

Apple Products - iPhone, iPad, iPod, iTunes

Open the app store
Search For: “MyChamberApp”
Select MyChamberApp
Download



Android Products

Go to Google Marketplace from your phone
Search for MyChamberApp
Press Install



BlackBerry / Rim Products

Go to BlackBerry App World from your Phone
Search For MyChamberApp
Press Install
Allow permissions



If you like the app, please give it a rating and review!

Getting Started

MCA Agreement

To begin using MyChamberApp your chamber needs to sign and return the mobile app Agreement provided by MyChamberApp. For more details on the terms of the Agreement, contact: support@mychamberapp.com or call us 800-431-5015

After signing you can send it to us via email support@mychamberapp.com or Fax 888-900-6101

Submitting Payment

We will send you an invoice for payment. Payments can be made with a credit card or check. If you would like to pay with a credit card please request a credit card authorization form. For all billing questions please contact: Denise Garbuzov at: Denise@mychamberapp.com or call: 800-431-5015. All checks need to be made out to "ADAM Inc", and mailed to: MyChamberApp, 10866 Wilshire Blvd #970, Los Angeles, CA 90024

Getting Your Chamber Loaded

Before loading your chamber's membership data, we need to have some key information about your chamber so we can add you to the MyChamberApp platform:

Go To:

<https://mychamberapp.wufoo.com/forms/add-a-chamber-to-mychamberapp/>

NOTE: If you're a ChamberMaster client you can skip this step; just send us an email that says its ok for ChamberMaster to send your data to MyChamberApp.



User's Manual For Chambers

Chamber Update

Chamber Name:

Active?:

Street:

City:

State:

Country:

ZipCode:

Website:

Email Sales Leads To:

Partner Organization ID:

Thumbnail Image:

Dimensions: 64w x 34h

HQ Image:

Dimensions: 300w x 170h

My Chamber App

BROWSE

BROWSE

Sales Partner: Enter your name, as you will be our partner.

Chamber Name: Enter your chamber's name exactly how you wish it to appear on the app.

Chamber email: This email address will be the email that connects app users to your chamber.

Phone Number: This is the phone number that will connect app users to your chamber.

Address: This address will be used as your chamber location and we will provide driving directions to this address when users want to go to your chamber.



User's Manual For Chambers

Logo: Attach a JPEG of the highest quality possible, this logo will be used throughout the app. Acceptable logo sizes are 128x68 to 60x34, and for the iPad 128x68.

For Featured listing: 480x320

Member File: Attach a CSV or JSON – This is where you can attach your members' information. A CSV (comma separated value) file is how most member management systems export data. Excel allows users to "Save as" a CSV file. JSON files are used by .Net programmers and if you have easy access to that, you can attach it here instead of a CSV file. Please include a listing for your chamber. Your chamber automatically receives a Featured Listing. Your listing will appear under the primary category of: Professional Services.

Note: Please be sure to advise us as to when you want to tell your members that the app is live.

Submit: Once you have completed the form, review it and make sure you approve of all the entries. Press the "Submit button" and all of this information will be sent to us.

Using the Password Protected Portal

MyChamberApp.com/Admin is the Password Protected Portal that powers MyChamberApp.

NOTE: If your chamber uses ChamberMaster software you will Not need to use our Admin system. All of your member data in MyChamberApp will automatically be pulled from your ChamberMaster software. If you have questions with your ChamberMaster software or linking it to MyChamberApp, contact your ChamberMaster rep at: 800.825.9171. You can skip to the Marketing section of this guide.

To access Admin we will need to assign you a username and password from MyChamberApp. We will assign you a username and password once the agreement has been signed. If you do not receive this information, contact us: 800-431-5015, or support@mychamberapp.com.

Logging into Admin:

Go to: www.mychamberapp.com/admin

Enter your Username and Password in these places:

Note: If you forget your password you can reset it at the login screen.



Once logged into Admin you will see the following tabs at the top of the screen:

Listings: This is all of your members' listings. They're placed in alphabetical order. You will see the options listed below for filtering listings at the top of your page:

Listing view: [All](#) | [\(Premium | Featured | Standard \)](#) | [Active](#) | [Inactive](#) | [Uncategorized](#)

Events: Shows a calendar view of all of your chamber's events

Reports: Data on your chamber's usage of the app: – Chamber Report allows you to view day by day, and Category Report allows you to view graphs of usage according to primary categories.

Loading Your Members

Adding members to MyChamberApp:

Bulk Method: You can add many members at one time by uploading a CSV (comma separated value) file. A CSV file is how most member management systems export data. Some member management software exports to Excel, Excel allows users to "Save as" a CSV file. Send this file to support@chamberapp.com to have us load up your membership in bulk.

Detailed Method: To add members one at a time

Click the “listings” tab in Admin,

Click the “add a listing” link found towards the top left of the page

This will take you to business listing window:

Listing Level: Standard: Featured: Premium:

Active or Inactive? Active: Inactive:

Business Name:

Contact:

Business Email:

Primary Category:

Sub-Category:

Address:

City:

State:

Country:

Zip:

Phone Number:

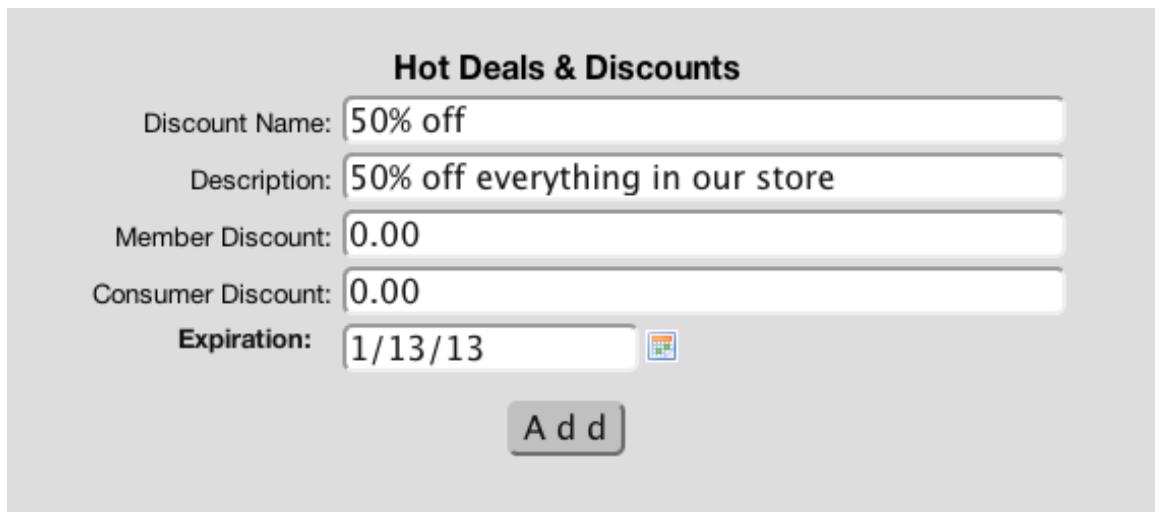
Note: Primary Categories are the home page on the app. Selecting this will determine where this member will appear in search results. Sub Categories are recommended, but not required.

Images: All images need to be JPEG, highest quality possible, and have no spaces or unusual characters in the images file name.

Loading Your Members Discounts

Member Discounts are one of the primary reasons consumers and members download the app! Try to push your members for exciting and deep discounts that would drive a consumer to take action! We recommend discounts above 25%.

At the bottom of the Members Listing Form you will see our Hot Deals & Discounts:



Hot Deals & Discounts

Discount Name:

Description:

Member Discount:

Consumer Discount:

Expiration: 

Add

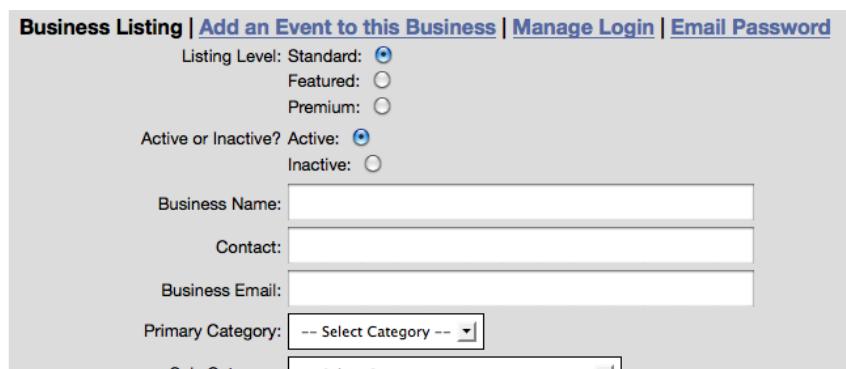
Complete this form and your members' discounts will show in the app!

Note: Please allow up to 20 minutes for it to process

Loading Chamber Events

All Events need to be attached to a business. If it is a chamber event, you can attach the event to the chambers listing within the app. We recommend that Events be limited to chamber only, or chamber-sponsored Events.

Select the business listing that you want to attach the event to
At the top of the listing page select the link "Add an Event to this Business"



[Business Listing](#) | [Add an Event to this Business](#) | [Manage Login](#) | [Email Password](#)

Listing Level: Standard: Featured: Premium:

Active or Inactive? Active: Inactive:

Business Name:

Contact:

Business Email:

Primary Category:

Sub Category:

“Add an Event to this Business” link takes you to this form:

The form consists of several input fields and dropdown menus. At the top, there are fields for Event Name, Address (190 Emerald Parkway), City (Creswell), State (Oregon), Zip (97426), and Phone Number. Below these are two large text areas for Event Details and Website. Further down are fields for Latitude and Longitude. A note says "You may add images after saving." There are also fields for Start Time, End Time, and Display Time, along with Start Date and End Date (both with calendar icons). At the bottom is a large "Save" button.

Event Name: This will be the name of the event displayed in the app.

Details: Add details about the event that make it easy for an app user to know everything they need to prepare, register, and attend the event.

Latitude and Longitude: You do NOT need to put anything here; our system will do it for you automatically.

Enter info for all of the Time and Date fields, this will allow the app to show the Event on the appropriate date and remove the Event once the date has passed.

Save: After pressing “Save” the Event should show live on the app within 20 minutes.

NOTE: With all Admin additions and edits we highly recommend looking at the app on a phone 20 minutes after you have made the changes to ensure that all info and images appear correctly. Please contact us if you are not 110% satisfied.

Marketing

Local Mobile Advertising is the best way for local businesses and organizations to connect with local consumers! By being a part of MyChamberApp you are providing this for your members! Be proud, and get the word out!

Marketing is the key to success for your chamber and your investment in MyChamberApp.

MyChamberApp provides materials, strategies, and statistics to help your chamber market the app. There is a direct correlation between marketing and the success of the app in your community. By far the best strategy is to have a designated staff member become the champion of MyChamberApp

Have fun with marketing: you can be creative and add your own personal touch. Please share your “best practices” with us so we can spread the word and help other chambers across the country.

Materials provided by MyChamberApp can be found by logging into admin and clicking on the “Marketing Materials” Tab.

14 point Marketing Overview Checklist

- **Staff Downloads and Reviews**
- **Add Auto Redirect Software to your Website**
- **Banners on Your Website**
- **Banners on Staff Emails Signatures**
- **Banners on Bulk Chamber Emails**
- **Letter from President to Members**
- **Social Media Announcements**
- **Press Release to Local Media**
- **Flier to Hand out at Events**
- **Flier for New Members**
- **Add to Member Benefits Materials**
- **Chamber Window Stickers**
- **Trade with Local Media**
- **Popular Places**

Staff Downloads and Reviews

Reviews Count! Start by asking your chamber staff to download and review. Ask your friends and family to download the app and review it in the app marketplace they have access to. For every 1 good review in the app stores we will see an additional 50 downloads. We are often approached by chambers who tell us that they did a search in the App Store and found us by typing in "Chamber".

Auto Redirect Software on Website

When someone visits your website from a device that can use MyChamberApp, will auto redirect the user and automatically detect what device they are on and will offer the user an opportunity to download your new app. If the user selects to not download the app they will be able to continue to the site like normal. If the select to download the app the software will automatically take them to the correct place for the download for their phone, or tablet. We can either send you this software and your webmaster can install it, or you can send us the needed info for your website admin and we will happily install it for you at no cost to your chamber.

Banners on Your Website

Banners need to be placed throughout your website. On the home page the banner should appear high up or on the left side of the website "above the fold" which means placed high enough that the website visitor does not need to scroll down on the page to see the banner. Banners can link to a web page on your website that explains the benefits of using MyChamberApp, or they can link to our download page that helps guide users to downloading the app: MyChamberApp.com/download.

Banners provided by MyChamberApp can be found in this document but also in the marketing folder attached.

Banners on Staff Emails

Add a banner to your signature block. When chamber staff send emails they all have signatures that help readers contact them. Adding a MyChamberApp banner or link to all of those signatures is one of the best ways to consistently remind people about this new and powerful tool.

Banners on Bulk Emails

Most chambers use Constant Contact or similar service to send emails to all of their members or prospective members talking about news, events, or other chamber related updates. Adding the MyChamberApp Banner to the template that is used helps make sure as many people as possible are exposed to your new app, and support your members' businesses! See the following banners which can also be found in the marketing folder.



My
Chamber
App



Click here to
DOWNLOAD
NOW!

Quickly find businesses and events in
your community!

Click here to download now!

My  App



Letter from the President or Executive Director

An email letter from the chamber leadership to members and community is essential to the success of your new app. This signals the importance of embracing this new technology. The main theme of the letter is to talk about the chamber's consistent work to help promote local commerce, build a stronger local economy, and provide great benefits. The letter should inform readers about how to download the app and encourage them to use it as much as possible for buying decisions. We have provided a draft of the letter in the marketing folder. We recommend that the letter is distributed just prior to the app going live for your chamber.

Social Media Announcements

The majority of business people in the USA have a Facebook account. Many are also on LinkedIn and Twitter. **THIS IS FREE AND EFFECTIVE!** Take advantage of **Facebook, LinkedIn, and Twitter**. If your chamber is on these social networks **GREAT WORK!** If not...Have a staff member who is on these networks make the appropriate announcements. Either way the more people pushing this for your chamber the better. Announce the launch of the app and provide links to download the app: mychamberapp.com/download

When hot deals are added or you are pushing an event, remind people on the social networks that they can get this information with the app. When you add a new member to your chamber, remind people in these networks that they can connect with other members with the app, and encourage them to mark businesses as their favorites!

Press Release to Local Media

HOT STORY! Local Chamber of Commerce uses the newest technology to fuel growth to the local economy! Chambers that send out a press release will get their story picked up by local media. This media will help drive people to your chamber as well as the app, and this, in turn, will help drive business to your members. Send a press release to all the local media. Don't forget the local associations, bloggers website owners!

(A template Press Release can be found in the Marketing Folder.)



Flyer

As much as we love technology, we know that nothing is more powerful than meeting people in person. Chamber events are a great opportunity to get members to understand your new app, download and make a habit of using it. A 10 min App presentation at a few events will really create visibility for your app. Make sure you have a great Flyer to hand out to members in a highly visible location at all of your chamber events. Also, include a flyer in all new member packets. A template of a MyChamberApp flyer can be found their Marketing Assets folder.

Add to Member Benefits Materials

Chambers let current, new, and prospective members know about all of their benefits of memberships in many different ways. Usually there is a list on member benefits on the website, in the new member handouts, and at the chamber of commerce offices. If your member packet has a list of member benefits, make sure you add, "business listed on chambers mobile app" to the list. Add it to your website, and anywhere else you list these benefits. Make sure you really announce this benefit so you can land as many new members as possible. The average chamber member stays a member for 7 years; don't let them slide away without seeing this great tool you give to all of your members!

Chamber Window Stickers

NEW Window stickers are popping up like crazy. Yelp, Google, and many others are sending local businesses window stickers that show off their mobile directories and give the local businesses something to be proud of. Now your chamber is providing a great mobile solution. Give your members the chance to show off their membership as well as the chambers new app! Do you have window stickers now? Imagine a great looking sticker of your chambers logo and a tag line... "Find more great businesses with MyChamberApp", or "I'm a popular place on MyChamberApp"

Popular Places

On the home page of the app you will see a button called "Popular Places". This is a list of the most popular places in your chamber. Here's how this works: When an app user is looking at a business they can click an "add to favorites" button. When they do that it will take that business and add it to a list.

Sales within MyChamberApp

Sales Structure

Your members can pay to advertise within the app. This advertising is one of the ways that MyChamberApp can drive non-dues revenue to your chamber. MyChamberApp pays your chamber a share of all-sales made to your members. MyChamberApp works with Target Marketing, SouthComm publishing and ChamberMaster to sell these upgrades to the business listings. Please contact MyChamberApp, or review your Agreement to get specific details on sales and revenue share.

The 4 Levels of Members Ads

Standard Business Listings

When your chamber signs up with MyChamberApp, all of your members will be added to the app for FREE as a Standard Business Listing.

Standard listings Include:

- Business name,
- Address,
- Phone number
- Push to call
- Push to get directions
- Add to favorites feature

Featured Business Listings - \$395 per year

This is the first level of enhancement a member can purchase.

Featured listings include:

- All Standard Listing Features
- Improved Placement In Search Results (See search results Image)
- 2X Larger Listing
- Color Logo
- 3 Full Screen Images
- 5 Keywords
- 250 Character Descriptions
- Link to Website
- Share Feature – Send via Facebook, Twitter, or Email



Premium Business Listings - 995 per year

All Featured Listing Features

TOP placement in Search Results (See search results Image)

500 Character Descriptions

60 Sec Video Commercial – (Businesses need to provide the video)

Limited availability per category

Sponsored Category – 1499 per year

All benefits of a premium listing

Marketing opportunity for category

(e.g. a Lawyer would be under "professional services" when that category would be selected a banner or ad would appear and read "professional services are provided to you by...")

Complete App Sponsor - \$1,900 – \$7,500 per year

This position is only available to 1 business per chamber. It includes a Premium Listing, plus a Banner ad that will be seen by EVERY app user. The banner will scroll up and down across the bottom of the app, so it grabs attention. The banner can link directly to the sponsors website.

Customer Support

10866 Wilshire Blvd #970
Los Angeles CA 90024
Phone – 800.431.5015
Fax – 888.900.6101

www.mychamberapp.com
support@mychamberapp.com

You are very important to us. In fact, you are our top priority. Please contact us with any questions, comments, suggestions, or just to say hi (our favorite).

Built for Chambers By Chamber Professionals

MyChamberApp was developed with extensive input from many chamber professionals and consultants who asked: "How can we use mobile technology to help chambers the most?" We are constantly working to improve the app with the introduction of new features that will make it easier to use and more intuitive. We frequently interview chamber members and chamber consultants to see what we can do next to make MyChamberApp better. We are committed to continuous innovation.

Referral Program

Nothing Says Thank You like a Referral:

As we grow and gain new chambers, we are able to receive more input and make the app more robust for all of our chambers.

Think about chamber staff you know at other chambers. Would they benefit from using MyChamberApp? We hope that you will share our product with colleagues and other chamber professionals.