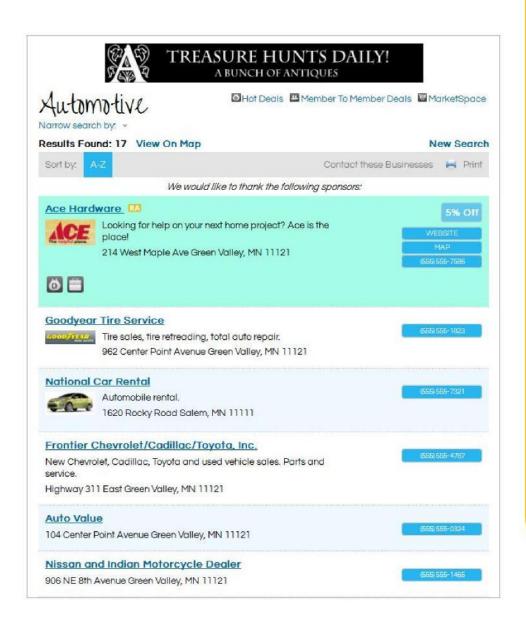
# **Marketing Package**

### **Business Directory Listing**

Each member receives a listing in your organization's online business directory. Member's online listings can be found by web visitors via category, Quick Link, keyword, or alphabetical listing searches.

All business directory listings include a **Basic Listing** with a member information page and can be upgraded to an **Enhanced Listing** at any time.



# Enhance a Basic Listing

By upgrading to an **Enhanced Listing**, members can add the following highlights to engage their

#### **Member Page**

- > YouTube video
- > Photo Gallery
- > Expanded Description
- > Logo and Links

And – the members search results listing has these added features:

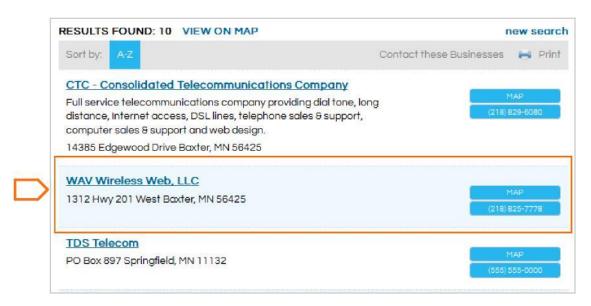
#### **Search Results Listing**

- > Priority Placement
- > Logo
- > Website Link
- > 200 Character Description





### Basic Listing - Search Results



### Basic Listing - Member Page

- > Business Contact Information: name, address, phone, fax & email
- > Rep/Individual Contact Information (opt.): Include selected contacts to display name, address, phone, fax & email
- > 200 Character Business Description in 'About Us' section
- > Hours of Operation
- > Location Map including 'What's Nearby?' Feature
- > Link to website
- > 'Request Info' Link
- > Social Networking Sites (may only apply to Plus edition software & requires version 2 web modules or better)
- > 8 Keyword Search Terms
- > News tab displaying Job Postings and Hot Deals







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# Enhanced Listing - Search Results

- > Search Results Logo
- > Priority placement in search results above Basic Listings
- > Website Link
- > 200 character description below name



## Enhanced Listing - Member Page

In addition to Basic Listing features:

- > 1600 character description
- > Media section for YouTube video and a Photo Gallery
- > Logo
- > 'Highlights' section with up to 5 bullet points
- > 20 Keyword search terms





