

## Using Your Chamber Toolkit

The LAX Coastal Chamber of Commerce is here to help you succeed, and in that endeavor we have a variety of opportunities for you to take advantage of. Use the below information as a handy “toolkit” to elevate your business—the LAX Coastal way.

**Questions or comments? Contact your Creative Director, Kirby Israelson, at 310.645.5151 / kirby@laxcoastal.com**

### Online Membership Portal



#### How to access the Membership Portal

- Visit the LAX Coastal Chamber website at [www.laxcoastal.com](http://www.laxcoastal.com)
- Click “MEMBER LOGIN” in the upper-right corner and enter your Username and Password
  - *Don't have a member login account? Contact Kirby at 310.645.5151 / kirby@laxcoastal.com*
- You're in!

#### What can the Membership Portal do for you?

##### Talk to fellow Chamber Members

- Once you've logged into the Membership Portal, you can post messages, links, photos, and videos to fellow chamber members using the featured social feed
  - *Think Facebook, but only for LAX Coastal Chamber members!*

##### Update Your Membership Page

- Click “Personal Information” on the left-hand “Shortcuts” menu to update your personal information
- Click “Company Information” on the left-hand “Shortcuts” menu to update your company information
  - *All changes to your company information will be reflected on your company's membership page at [www.laxcoastal.com](http://www.laxcoastal.com)*
- **Pro Tip: Make your membership page robust! Add a company description, a photo gallery, a promotional video, link it to your social media accounts, add your company logo, and more!**

##### View Membership Visibility Reports

- Click “Reports” in the upper navigation menu to view how many times your membership page, banner ad, hot deals, or job postings have been viewed and/or clicked throughout the year

##### Post a Hot Deal

- Click “Hot Deals” on the left-hand “Shortcuts” menu
- Select “Add Hot Deal” blue button in the upper-right corner
- Fill out the information and select “Submit for Approval”
  - *Once a member of Chamber staff has approved your submission, your Hot Deal will be live at [business.laxcoastal.com/hotdeals](http://business.laxcoastal.com/hotdeals)*
- **Pro Tip: Hot Deals are great exposure for any specials, discounts, or sales you want to promote!**

### Post a Press Release

- Click “News Releases” on the left-hand “Shortcuts” menu
- Select “Add News Release” blue button in the upper-right corner
- Fill out the information and select “Submit for Approval”
  - *Once a member of Chamber staff has approved your submission, your News Release will be live at [business.laxcoastal.com/news](http://business.laxcoastal.com/news)*
- **Pro Tip: Anytime you’ve done something noteworthy or are featured in the news, post a News Release! You can also send News Releases directly to [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com) to be featured in the weekly e-newsletter.**

### Post a Job Listing

- Click “Job Postings” on the left-hand “Shortcuts” menu
- Select “Add Job Posting” blue button in the upper-right corner
- Fill out the information and select “Submit for Approval”
  - *Once a member of Chamber staff has approved your submission, your Job Listing will be live at [business.laxcoastal.com/jobs](http://business.laxcoastal.com/jobs)*

### Add Yourself to Chamber Groups/Interests

- Click “Personal Information” on the left-hand “Shortcuts” menu
- Click “Groups/Interests” under the left-hand “Personal” menu
- Select any/all of the Committees and Programs you are interested in to be kept up-to-date with future events
- Click “Save Changes”
  - *Chamber staff will contact you about updates and events in any of these groups as they are scheduled*

## LAX Coastal Website



### What can the LAX Coastal website do for you?

#### Homepage Advertising

**Featured Ad Rates / 1 Month for \$250/mo · 3 Months for \$225/mo · 6 Months for \$200/mo · 1 Year for \$150/mo**

- The LAX Coastal website attracts over 4,000+ viewers with 6,000+ pageviews per month
- All website advertisements are prominently displayed on the homepage of [www.laxcoastal.com](http://www.laxcoastal.com), and displayed on the footer of every secondary page
  - *For more information, contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

#### Targeted Banner Ad Sponsorship

**Banner Ad Rates / 1 Month for \$150/mo · 3 Months for \$125/mo · 6 Months for \$100/mo · 1 Year for \$75/mo**

- Your Banner Ad Sponsorship can be customized on the LAX Coastal website to target a specific audience and/or landing page, such as the website calendar, business directory search, or specific industry listing
- All banner ad sponsorships are prominently displayed on the page of their choice at [www.laxcoastal.com](http://www.laxcoastal.com)
  - *For more information, contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

### Add a Calendar Event

- Visit the LAX Coastal Chamber website calendar at [business.laxcoastal.com/events](http://business.laxcoastal.com/events)
- Click "Submit New Event" teal button in the upper-right corner
- Fill out the information and select "Submit for Approval"
  - *Once a member of Chamber staff has approved your submission, your event will be live on our Community Events calendar at [community.laxcoastal.com/events](http://community.laxcoastal.com/events)*

· **Pro Tip: We want a robust Community Calendar, so feel free to include multiple events if you have them!**

### Become a Guest Blogger for Coastal Comments: An LAX Coastal Blog

- Visit the Coastal Comments blog at [www.laxcoastal.com/chamber-blog](http://www.laxcoastal.com/chamber-blog)
- Peruse our blog at your leisure; like, comment, and share with friends!
- Apply to become a guest blogger by sending your contact information and a brief description of your topic to Kirby at [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)
  - *Once your application has been reviewed, Kirby will get back to you with further details*

### Access LAX Coastal Chamber Resources

- Access Chamber resources by visiting [www.laxcoastal.com/resources](http://www.laxcoastal.com/resources)
- Download our logo, membership information, advertising applications, room rental paperwork, scholarship applications, and more
  - *Need something specific? Contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

## Weekly E-Newsletter



### How to access the Weekly E-Newsletter

- As a current member, you should already receive the Weekly E-Newsletter every Wednesday!
- If you do not receive the newsletter, simply visit [www.laxcoastal.com/newsletter](http://www.laxcoastal.com/newsletter) to sign up

### What can the Weekly E-Newsletter do for you?

#### E-Newsletter Advertising

**Spotlight Ad Rates / 1 Week for \$50 • 3 Weeks for \$125**

**Basic Ad Rates / 1 Week for \$40 • 3 Weeks for \$100**

- The Weekly E-Newsletter is sent via email every Wednesday to over 2,000+ professionals
- Spotlight advertisements are prominently displayed at the top of the Community News section of the newsletter, followed by any Basic advertisements.

· *For more information, contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

#### Social Media Advertising

**Sponsored Social Media Post Rates / 1 Post for \$40 • 3 Posts for \$100 • 1 Week (1 post per day) for \$150**

- The Chamber has over 2,800+ followers on social media, with steady engagement, likes, and shares to Facebook, Twitter, and Instagram.

- Each Sponsored Social Media Post is posted once on Facebook, Twitter, and Instagram with appropriate links and/or hashtags
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

### Be Featured “In The News”

- Has your company done something news-worthy lately? Send us any press releases or article mentions to be featured in our “In The News” section of the Weekly E-Newsletter
- *Send all articles or press releases to kirby@laxcoastal.com no later than the Tuesday before you’d like your information to be published*
- **Pro Tip: You can also post your press release on the LAX Coastal website. See “Post A Press Release” in the Online Membership Portal section.**

### Host a Chamber Event

- Looking for some extra exposure? Let us know if you are interested in hosting a Chamber event! We are always in the market for venues for committee meetings, happy hours, and networking mixers
- All event hosts are featured in the Weekly E-Newsletter with an event story and photo, and posted on the Chamber’s website calendar
- *Let us know you’re interested in hosting a chamber event by contacting Kirby at 310.645.5151 / kirby@laxcoastal.com*

## Promotional Ceremonies



### What can a Promotional Ceremony do for you?

#### Host a Celebratory Event

Basic Package Rates / Weekday \$50 • Weekend \$150

Publicity Package Rates / Weekday \$250 • Weekend \$400

Framed Proclamation \$50 / “Congratulations” Postcard \$250 / Set of Digital Mailing Labels \$75

- As your local chamber, we are here to celebrate your accomplishments. Hosting an official LAX Coastal Chamber of Commerce Promotional Ceremony offers you the opportunity to celebrate your grand opening, memorialize an anniversary, or break ground on a new project
- All Promotional Ceremonies are featured in the Weekly E-Newsletter with an event story and photo, posted on the Chamber’s website calendar, and sent via personal invitation to the Chamber’s Board of Directors. With a Publicity Package, you also receive a set of digital mailing labels, an official framed Chamber Proclamation, and a Press Release is distributed to our media contacts
- For companies looking to celebrate an achievement but don’t have time to host an event, the Chamber will provide an official framed LAX Coastal Chamber of Commerce Proclamation to display, a branded “Congratulations” postcard mailer, or a set of mailing labels for current Chamber members for a direct mail campaign
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

## LAX Coworking - Your Business Resource Center



### How to access LAX Coworking

- Visit the LAX Coworking website at [www.laxcoworking.com](http://www.laxcoworking.com)
- Drop on by the LAX Coastal Chamber office for a free tour of our in-house LAX Coworking program

### What can LAX Coworking do for you?

#### Cowork at LAX Coworking

Day Pass \$10/day • \$109/mo (autopay only) • \$129/mo (pay as you go) • Part-time Parking Pass \$25/mo

- LAX Coworking is your unpretentious coworking space, built with the modern business owner in mind. We are a family of dreamers and doers, working together (and separately) to accomplish our goals and will do whatever we can to elevate your business.
- Need a spot to work? Drop on by the Chamber office and take a tour of our coworking program
- *For more information, contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

#### Meeting and Event Space for Rent

Private Office (groups up to 4): \$20/hr • \$50/half-day • \$80/day

Small Conference (groups up to 14): \$50/hr • \$125/half-day • \$225/day

Board Room (groups up to 35): \$100/hr • \$350/half-day • \$450/day

Available Monday-Friday, 9a-6p / Weekends and After Hours available at an additional charge

- Meeting space is not always easy to come by, but your local chamber is here to help. Our LAX Coworking program is aimed at being your resource center and is looking forward to hosting your next meeting, event, or workday.
- *For more information, contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

#### Attend a Lunch N Learn Workshop

- As a resource center, LAX Coworking is also here to elevate your professional skills by hosting monthly Lunch N Learn workshops with topics ranging from to best fundraising practices to the pros and cons of different business formations.
- *Keep an eye on the Chamber's calendar for upcoming events at [business.laxcoastal.com/events](http://business.laxcoastal.com/events) or by reading the Weekly E-Newsletter*

#### Present a Lunch N Learn Workshop

- LAX Coworking is always looking for qualified speakers to present topics and our monthly Lunch N Learn workshops. Do you have an important topic to discuss? Are you looking to help elevate local professionals? Let us know!
- *For more information, contact Kirby at 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)*

## Looking for additional opportunities?

**The LAX Coastal Chamber is always looking for new and improved ways to support our business community. If you have a service or product you think we should offer, or are looking for a reference to another business that provides it within our community, let's talk.**

Kirby Israelson / Creative Director / 310.645.5151 / [kirby@laxcoastal.com](mailto:kirby@laxcoastal.com)