

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 local Chamber at 310.645.5151 / info@laxcoastal.com

Online Membership Portal



How to access the Membership Portal

- Visit the LAX Coastal Chamber website at 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 310.645.5151 / info@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*

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 Discount

- Click "Discounts" on the left-hand "Shortcuts" menu
- Select "Add Discount" 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 Discount will be live!*

Pro Tip: Hot Deals are great exposure for any specials, discounts, or sales you want to promote!

Post a Job Listing

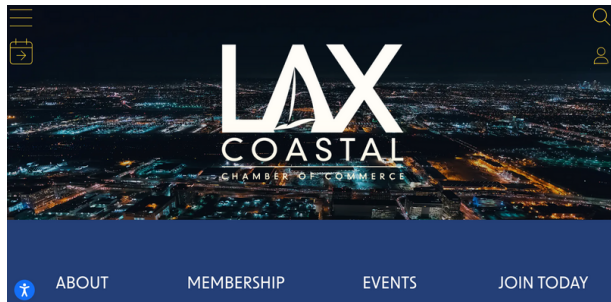
- Click "Job Postings" on the left-hand "Shortcuts" menu
- Select "Add Job Posting" blue button in the upper-right corner
- Fill out the information and select "Submit for Approval"

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

- 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, and displayed on the footer of every secondary page
- *For more information, contact 310.645.5151 / info@laxcoastal.com*

Targeted Banner Ad Sponsorship

- 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
- *For more information, contact 310.645.5151 / info@laxcoastal.com*

Add a Calendar Event

- Visit the LAX Coastal Chamber website calendar at 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*

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

Access LAX Coastal Chamber Resources

- Access Chamber resources by visiting www.laxcoastal.com/resources
- Download our logo, membership information, advertising applications, room rental paperwork, scholarship applications, and more
- *Need something specific? Contact 310.645.5151 / info@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 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 2,800+ local 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 310.645.5151 / info@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 4,000+ followers on social media, with steady engagement, likes, and shares to Facebook, Twitter, Instagram, and LinkedIn.

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 info@laxcoastal.com no later than the Tuesday before you'd like your information to be published*

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 310.645.5151 / info@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