

As a higher-level investor, you have greater marketing exposure associated with your membership. To take advantage of these advanced benefits, please follow the recommendations below:

Member Profile

To manage how your profile appears on our [Member Directory](#), please log into your Member Information Center (MIC) [account](#) and select “Company Information” > “Website Information”.

- The first section titled, “**Web Page Content**”, will automatically populate with the information provided in the “Company Information” tab when the checkbox on the top left side is checked labeled, “Use Organization Information”. Please make sure the “Organization Information” section is completed prior to this step and make any necessary changes in the “Web Page Content” section.
 - If you work remote, please be sure to remove your home address from this section as it will be advertised via your member profile.
- The second section titled, “**Social Network Services**”, allows you to link and advertise your organization’s social platforms when the box is checked and the URL is provided.
- The third section titled, “**Web Description/Text Content**”, is your organization’s “About Us” section.
 - Description: Things to include are organizational history, how you are different from your competition, a mission/value statement, and the products/services you offer.
 - Search Result and Meta Descriptions: Think of when you type a question into your preferred search engine, like Google or Bing. When results populate onto your screen, you will typically see a couple of sentences summarizing the source. That is what these sections do, so make sure to include one for each section!
 - Hours of Operation: Consider listing your office hours (and if there are holiday exceptions), if you offer on-call support, if you have a 24/7 support line, and if by appointment only, how far in advance you require notice.
 - Driving Directions: You can list parking instructions, how to navigate if located in a business complex, or if you require folks to “buzz in” a specific entry.
- The fourth section titled, “**Highlights**”, offers you the ability to link a webpage to your profile. This is best used for service packages such as insurance or event rentals, if you have a form for prospects to request more information, or if you have a reservation link.
- The fifth section titled, “**Keywords**”, allows for search engines to provide users results. For example, if I typed “Restoration Services” in Google or Bing, companies who have included those keywords will populate as a result. The greater match in keywords, the further up your organization will appear.

When you have completed these sections, you can see how it would look prior to making it live by selecting “Preview Web Page” at the top right in blue lettering. If satisfied, select “Save Changes” at the bottom of the screen.

Next, please select “Company Information” > “Logos” and upload your organization’s preferred logos in a jpg, jpeg, png, or gif format. Please be mindful of their recommended graphic specifications. If your image is larger, the system will reduce it. However, if your image is smaller, your image may appear distorted.

Once your Logos are uploaded, select “Company Information” > “Photos”. If you have any marketing materials as a franchise or would like to share images or your space/team, please upload in this section and remain mindful of recommended graphic specifications.

If you have proportional footage, you can include it under “Company Information” > “Video”. Please note it will only allow Youtube URLs, meaning you will have to upload footage to a Youtube channel before being able to link it to your profile.

Listing Multiple Locations on the Member Directory

Your membership level means you can list multiple locations on our Member Directory. If you would like to do so, please email info@mountpleasantchamber.org with the following information:

- Business Name (We recommend differentiating each profile by location):
- Location’s Address:
- Website URL:
- Location’s Number:
- Location Manager/POC and their contact information:
 - Title:
 - Email:
 - Phone:

This location Point of Contact (POC) will be able to update the location’s profile through the Member Information Center (MIC). Although you can remain the POC for each location, we recommend assigning this status to an on-site employee as you will then have to manage multiple, separate, profiles. Some of the benefits this POC will be able to take advantage of on your behalf are...

- Posting Member to Member Deals
- Listing MarketSpace items
- Uploading Job Postings
- Submitting events for our Community Calendar
- Celebrating recognitions received or requesting public support through News Releases
- Managing how your profile appears on our Member Directory

To learn how to take advantage of these benefits, please find detailed guides under “Resources” with the folder icon in the top row of your MIC home page.

Once your additional locations are uploaded, you will be made the Billing Contact with a relationship tied to the location you initially applied for membership. This serves administrative purposes and is not visible to the public.

Sponsorship Credit

As a higher level investor, you have sponsorship credit. The amount is determined by your level of membership:

Silver Member: \$250

Gold Member: \$500

Platinum Member: \$1,000

This credit can be applied to any regular programming or special event [Sponsorship Opportunities](#). We encourage higher level investors to first consider our special events and luncheon sponsorships given they receive a greater level of exposure. Please contact MPCC Director, [Rebecca Imholz](#), for availability and further coordination. _

We value your membership and investment in our mission to build business and community success East of the Cooper. Please reach out with any questions, concerns, or if there is any support we can provide throughout your membership.