

PRESS RELEASE: Lake Almanor Chamber of Commerce

Title: Stepping up Support for Small Businesses

Description: Local chamber invests in small and home-based businesses by offering Membership Included, a program that propels community companies into the digital arena by creating an online platform that promotes them continuously to local prospective clients.

Small and home-based businesses struggle to maintain their footing in the midst of the current economic downturn. Finding the time and money to develop a strong ad campaign to promote products and services is the last thing most owners need to worry about, yet it's the very thing that a business needs to survive in this competitive climate. A mobile app is especially important as next generation buyers rely on tablets and smart phones to find what they need.

The Lake Almanor Chamber of Commerce wants to give member businesses an edge. Membership Included is a program the Chamber is now offering to new members. It's designed to propel a small or home-based business into the digital arena by establishing a strong web presence that allows it to be found by local prospective buyers who are searching online for goods and services.

Membership Included launched to chambers of commerce across the nation April 21, 2014. The system combines traditional membership with the tools needed to optimize search engine results and make information available to community buyers. Local businesses are showcased in a relevant, beautiful and functional way that appeals to the next generation of clients.

The Chamber is investing in new members by providing a website, a mobile app and many other tools, which were once beyond the budget of small businesses. Membership Included brings those benefits well within reach. An ad in the phone book and a website aren't enough to keep a business current anymore. As Kim James of the Lake Almanor Chamber of Commerce states, "If you're a small business online marketing is a necessary component. Membership Included takes the fear out of taking that needed step and is a 100% solution that covers the entire landscape of the online marketplace."

To learn more visit MembershipIncluded.com or contact your local Chamber of Commerce (530.258.2426; www.lakealmanorarea.com).