

How can a chamber of commerce benefit? (please read our example)

The Springfield Chamber of Commerce (SCC) wanted to utilize today's technology to further connect with their members. SCC knew about Facebook and other social networks, but did not see the value of joining. Once they heard about the tools Homeingle.com provides for organizations to connect with businesses, SCC decided to help their community by teaming up with Homeingle.

SCC notified its organizations (nonprofit, community, religious) about Homeingle and how well it will help them communicate about their organization's own news, events, and needs. The organizations began using Homeingle to connect and manage their groups. They soon began utilizing Homeingle's tools and started creating needs for local businesses to respond to.

Chamber members of SCC noticed local organizations beginning to post needs on Homeingle. Since SCC was a Homeingle partner, their chamber members saved 75% on a Homeingle account. These businesses created profiles on Homeingle and began responding to needs in their community. With all of the activity on Homeingle, individuals realized which businesses support their community. Those businesses increased local sales while also improving their image.

As Homeingle's reach began expanding throughout the community, other businesses noticed the value and increased sales that came with being a chamber member. Many chamber members provided business to others through Homeingle. The chamber of commerce began seeing increased memberships and better member retention.

By providing additional tools, beyond just for socializing use, Homeingle is able to increase the SCC's effectiveness in the community. Because Homeingle focuses locally, individuals and organizations in Springfield became aware of the SCC's role in the community and how successful it is. SCC improved the sales of its members while also adding value to a SCC chamber membership.



Connect. Plan. Succeed.