



Revenue Generation and Marketing Package Guide

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Additional Category

1. Set the maximum numbers of categories per member record. This is a number set and enforced by your staff outside of the database.
2. [Create a fee item](#) for your extra category. This will be needed for invoicing and adding to the member application.
3. Add [Additional Category to your online member application](#) as a package add on.
4. Once the additional category has been purchased you can [add it to the member record](#). Consider sending your member a list of categories to choose from or direct them to the business directory to see established categories.

Note: Try to keep your categories at a manageable number. Having many categories with 1 or 2 members in them could hurt their search statistics.

Hot Deals

Hot deals, sometimes called Community Deals, are specials that a member desires to post for consumer viewing on your organization's website. Hot deals can also be used as a non-dues revenue source. Below are the steps you can follow to set your Hot Deals up to generate revenue.

1. [Create a fee item](#) for your Hot Deal.
2. Setup the Hot Deals to create an invoice or receipt when submitted. This can be found by going to Setup > Hot Deals Options & Settings.
3. Once you are on the Hot Deals Options & Setting page complete the following fields
 - a. Select the email to receive notifications that a Hot Deal has been submitted
 - b. Select the appropriate fee item
 - c. In Edit Pricing set the pricing for the Hot Deals. You are able to offer a discount to any members that have an enhanced listing.
 - d. By checking this option you are allowing an invoice to be generated for payment. If this is not selected credit card will be the only payment option.
 - e. Displays an icon on the business directory search page. This icon makes it easier for people visiting your directory to see any Hot Deals that are running at that time.
 - f. Set the max character link for the description on the Hot Deal
 - g. Select how you would like the payment recorded in the database.
 - h. Update the name of the Hot Deals. If you prefer to use a different name you can enter the new name here.

General Settings

Purchase Notification Email: a

Fee Item : b

Item Price:

Basic Package Members:	<input type="text" value="10.00"/>	(per week)	c
Enhanced Package Members:	<input type="text" value="5.00"/>	(per week)	

d **Enable invoicing as payment option for Hot Deal purchases.**

e **Display icons in summary list.**

Max Description Length: characters f
(0 = unlimited)

* If a fee is not selected then an invoice or a receipt will not be able to be generated for credit card transactions.

Automatically create a paid invoice for credit card payments.**

g ** When selecting the Credit Card as the payment method on the Hot Deal Checkout screen, the selected fee will be reflected in an invoice assigned to the member. This option affect all credit card transactions not just Hot Deals.

Automatically create a receipt for credit card payments.***

*** When selecting the Credit Card as the payment method on the Hot Deal Checkout screen, the selected fee will be reflected in an receipt assigned to the member. This option affect all credit card transactions not just Hot Deals.

Hot Deal caption (singular): ****

Hot Deal caption (plural): ****

MemberToMember Deal caption (singular): ****

MemberToMember Deal caption (plural): **** h

**** Hot Deals buttons/icons will need to be created by you and replaced with your own new terminology.

4. Once the settings are completed your members can log in to their Member Information Center and submit a Hot Deal.
5. Check your Task List throughout the day to see if you have any Hot Deals to review and approve.

Task List	
0 Mbr Signups	
1 Hot Deals	
0 MarketSpace	
5 News Releases	
2 New Events	
2 Job Postings	
1 Pub. Requests	
0 Reminders	
0 Mbr Payments	
43 Invoices	
0 Web Leads	

MarketSpace

Users of the Plus edition or greater have a module designed to market items, specials or other offering to members and/or community.

1. [Create a fee item](#) for your MarketSpace Item.
2. Once the fee item is created use the steps below to access the MarketSpace Settings
 - a. Setup
 - b. MarketSpace Settings
3. **Default Priority** – This allows you the option to do different levels of MarketSpace items
4. **Purchase Notification Email** – This is the staff person that will be notified when a MarketSpace item has been created.
5. **Fee Item** – Assign the fee item created for MarketSpace. This will be used to create the receipt or paid invoice as well as reporting.
6. **Item Price** – Set the price for your MarketSpace item. You have the option to charge the same for members with a basic or enhanced member listing or offer a discount for customers that have an enhanced listing.
7. **Enable invoicing as payment option for MarketSpace Item purchases** – This can be enabled as a payment option otherwise the default will be credit card (credit card processing must be enabled in your database)
8. **Automatically approve MarketSpace Items** – Choose this option if you want the MarketSpace automatically approved if paid by credit card.
9. **Additional settings** – These options allow you to change the name of MarketSpace to fit your organization needs.

*Diagram on next page.

General Settings

3 Default Priority: Platinum [edit priority levels](#)

4 Purchase Notification Email*: Melissa Frame (MF@chambermaster.com)

5 Fee Item*: Fee Name (Membership Dues)

* If a fee is not selected then an invoice or a receipt will not be able to be generated for credit card transactions.

6 Item Price:

Basic Package Members:	10.00	(per week)
Enhanced Package Members:	5.00	(per week)

Use One Fee

7 Enable invoicing as payment option for MarketSpace Item purchases.

Automatically create a paid invoice for credit card payments.**

** When selecting the Credit Card as the payment method on the MarketSpace Checkout screen, the selected fee will be reflected in an invoice assigned to the member. This option affect all credit card transactions not just MarketSpace Items.

Automatically create a receipt for credit card payments.***

*** When selecting the Credit Card as the payment method on the MarketSpace Checkout screen, the selected fee will be reflected in an receipt assigned to the member. This option affect all credit card transactions not just MarketSpace Items.

8 Automatically approve MarketSpace Items.

Caption: MarketSpace

Item caption (singular): MarketSpace Item 9

Item caption (plural): MarketSpace Items

New MarketSpace RSS feed limit: 10

Sort MarketSpace categories alphabetically (default is by most populous).

Save

Cancel

Approving the MarketSpace item

1. Once the MarketSpace item is created and submitted in the Member information center you will see a notification on the Task List.



2. To review and approve the MarketSpace item click the link on the Task List to see the pending MarketSpace item. (If you have set the MarketSpace item to automatically approve you will not see it on the task list)
3. To approve the MarketSpace add click on the title of the application, review the content and make changes if needed, change the status from Unapproved to Approved.

Job Postings

Job postings are a way for your members to announce any job openings they may have. This can either be given away with membership or they can be sold for non-dues revenue. The setup for Job Postings is the same for Hot Deals.

1. Click **Setup** in the left-hand menu.
2. Click **Job Posting Settings** in the “Association Information” section
3. Configure (see sections below)
4. Click **Save**

Notification Email:

Fee Item*:

Item Price:

Basic Package Members:	<input type="text" value="10.00"/>	(per week)
Enhanced Package Members:	<input type="text" value="5.00"/>	(per week)

Enable invoicing as payment option for job posting purchases.
*If a fee is not selected then an invoice or a receipt will not be able to be generated for credit card transactions.

Automatically create a paid invoice for credit card payments.**
**When selecting the Credit Card as the payment method on the Job Posting Checkout screen, the selected fee will be reflected in an invoice assigned to the member. This option affect all credit card transactions not just job postings.

Automatically create a receipt for credit card payments.***
***When selecting the Credit Card as the payment method on the Job Posting Checkout screen, the selected fee will be reflected in a receipt assigned to the member. This option affect all credit card transactions not just job postings.

RSS List Size: (max)

Jobs module title:

Public Submission:

Allow public users to submit job postings (requires approval by staff before display) [?](#)
Selected member used for public job postings assignment: [Non member job postings](#)

Public Search:

Enable job search by postal code/city [?](#)

Enable custom search options [add/edit custom search attributes](#) [?](#)

- If the Fee Item option is left blank, members and the general public will not be charged for job postings.
- A fee item must be created in the Integrated Billing or QuickBooks module in order to have the Fee Item selection available here.
- A fee may be charged per job posting for the number of weeks the posting will be displayed. The payment methods for job posting may be selected as invoice or payment by credit card (if integrated).
- When credit card integration is setup with your software, it will always be available as a payment method for jobs.
- Cash payment is not available as a payment method for jobs.
- Fees for jobs are charged on a week by week basis only.
- You may choose to have job postings set to auto-approve if your software version has credit card integration in place. This must implemented by the MicroNet support team. Contact support@micronetonline.com for details.
- The Item Price option for Enhanced Package Members will only apply if you have purchased the Marketing Package.

Smart Text

SmartText allows you to contact your members, community, or other individuals via group text message. Use it to promote your own events or gain non-dues revenue by offering the service to your members at a fee.

1. To find SmartText in the database follow the steps below
 - a. click on **Communication** in the left hand navigation
 - b. Under **Other Communication Tools** click on **Smart Text**
2. To learn more about how Smart Text works click on the **Setup tab**
3. To use Smart Text as a non-dues revenue source you can increase the charge of \$.05 per message to a higher amount. This will cover your cost of sending the message and generate non-dues revenue.
4. To learn more search Smart Text in the [support Wiki](#)

Marketing Package

Those with the Premier or Pro edition or those with the optional Marketing Package add-on module will be provided with an option for supplemental non-dues revenue by allowing your staff to sell enhanced member listings and banner ads on your association website.

For a complete user guide for the Marketing Package click the link below.

[Marketing User Guide](#)