Eastham Hot Deals

The Eastham Chamber is offering our members a new weekly *Shop Small-Shop Local* promotion, **Eastham Hot Deals**.

Members can use this business promotion to help drive new business to your doors! This is a new **FREE** member benefit.

Each week we will purchase and post a 5-Day Facebook Ad linked directly to the **Eastham Hot Deals** page. This digital promotional campaign allows any member to post specials for just a day or up to a week with as many items or services that they wish to feature (Realtors, only one listing per week).

It's simple as 1 - 2 - 3

1. Login to your Member Information Center (*EasthamChamber.com>The Chamber>Member Login*).
2. Click the **Hot Deals** button and enter your product item(s) or service(s) with the time-period set for one to seven days.
3. Follow the Eastham Chamber of Commerce (@easthamchamber), find the current **HOT DEALS** post on your social media pages and share it with your community of Facebook friends to make this promotion a real success!

- The following link helps you with **Setting up your own Hot Deals**. Get creative and post a different special each week.
- Contact me if you need any assistance.

Jim Russo
Executive Director, **Eastham Chamber of Commerce**
P.O. Box 1329, Eastham, MA 02642
508.240.7211 ofc
508.241.7500 cell

The Eastham Chamber of Commerce supports and advocates for the economic health, environmental awareness, and cultural richness of our community.

Setting up your Hot Deals

Add a New Hot Deal

Hot Deal Information

Member: A Place for Dogs

Title:

❓ Image: ⊕ Add

Description:
▸ edit

❓ Meta Description:

Short Description *:
Chars remaining: 512

* Description displayed in search results listing

Tag Line:

Category: Cat Boarding ▼

Offer Valid: Through:

Visibility: ⦿ Community Hot Deals
○ Member-To-Member Only

Contact Information

Phone: (218) 546-5413

Email Link Text: lacherie_2000@yahoo.com

Email Address: lacherie_2000@yahoo.com

Website Link Text: http://www.growthzone.com

Website Address: http://www.growthzone.com 🌐

Active Dates

NOTE: Enter the dates you want your hot deal to run (end date is inclusive). Dates can be changed by chamber staff after the hot deal has been submitted.

Publish Start Date: 3/17/2020   Publish End Date: 3/24/2020

▸ Preview   ▸ Save   ▸ Hot Deals List   Save & Exit

1. Complete the fields in the **Add a New Hot Deal** screen:
     - Enter a **Title**. The title is displayed for the consumer on the public website; get their attention with this phrase. The title also shows as a highlight in the online directory search results.
     - Select an **Image**. Click the **Add Image Button** to upload an image.
     - Enter a **Description** of the hot deal. To enter the Description, click the **edit** hyper-link.
     - Enter a **Meta Description**. The meta description is often visible in search engine results, social media posts and shares. Having the meta description customizable, gives you the opportunity to better target your message and hopefully improve your click-through-rate. **NOTE:** If this field is left blank, it will automatically populate with the first 160 characters of the Deal Description.
     - Enter a **Short Description**. The short description will display "teaser text" in the deals search results on your own website.
     - Enter a **Tagline**. The Tagline text appears on the Hot Deal Listing page in the highlighted box – a quick phrase to grab their attention.
     - Select a **Category**. Categories listed are those that this member belongs to. Click the **Category** hyper-link if you wish to add a new category.
     - Enter the **Offer Valid** and **Through** dates. These dates will display for the public on the website coupon.
     - Select **Visibility** for this hot deal. Deals will be Community Hot Deals (displayed on your public website).
     - The **Contact Information** will automatically be populated with the information of this member, but may be changed.
     - Enter the **Active Dates**. These dates determine when the coupon will display on the public website.
2. Click **Save Exit** Hot Deals are setup at no charge, the deal is automatically approved.