

NETWORK

Boost Your Business: 6 Tips for Ramping Up Your Online Presence



Who's going to succeed in this new, increasingly online economy? According to Chris Hughes, a co-founder of Facebook, the companies that know how to tell their story online will be best positioned to succeed. Hughes shared this insight with me and a number of business leaders at last year's Saint Peter's University Business Symposium.



We all need to be good online story tellers in this new economy, which is defined by hyper-busy consumers who gather information about products and services on demand, online and, increasingly, on their smartphones. They Google or Bing what they're searching for. Then they find their way onto your website. What will they find when they click their way to your company's homepage? And it's not just your website anymore. Are you using the new "virtual" words of mouth known as Facebook, Twitter and LinkedIn?



Here at the Chamber, we've been working hard to take our 125 year-old organization into the 21st century by ramping up our online presence, the cornerstone of which is our re-fashioned our website. Here are some tips we've learned and can share with all our Members who are striving to ramp up their online presence.

Tip 1: Provide valuable and honest information to consumers on your website

Your website, as the cornerstone of your business, is your beacon. The best websites share information about the products and services you provide. It's not just about the hard sell. In today's information gathering age, potential consumers want to know how your company can help them to solve their problem or meet a need. You need to assure customers that you're the best expert for the job.

Tip 2: Be creative about telling your story

There are many online sites that can help you to easily build a website inexpensively and once you've built it, you can share information about your company in a number of ways. You can link your site to a blog about your products, produce a simple video to illustrate your service, or post testimonials from satisfied customers. You can collect contact information from visitors to your site and offer to send them discounts via email. If you need help finding a web developer to build or refresh your site...[Read more](#)

VALUE

Welcome Aboard

From the Depository Trust & Clearing Corporation in downtown Jersey City to Palisades Medical Center & Foundation in North Bergen, and Berkeley College in Newark, our diverse membership continues to grow!

35 New Members have joined the Chamber in 2013. We thank all of them for their support! The following is a list of Members joining between May 1st and July 20th. Each of these businesses and organizations has made a commitment to raise their profile and support our regional business community. Learn more about the products and services each of these new members offer by clicking through on their names below:

1. [Berkeley College](#)
2. [Depository Trust & Clearing Corporation](#)
3. [Jani](#)
4. [JetVacations](#)
5. [Alzheimer's Association Greater New Jersey Chapter](#)
6. [Palisades Medical Center & Foundation](#)
7. [Reaction Floors & Coatings Corp](#)

COMMUNITY

Recent Happenings



More than 40 business leaders joined the Board of Directors of the Chamber for a special reception at Michael Anthony's in Jersey City to introduce Ken Whitfield (pictured right), recently named publisher of The Jersey Journal, to our business community. Pictured (l to r), Jersey City Councilman Daniel Rivera, Chamber President Maria Nieves, Daryl Rand, Chair of Chamber Board and President of HarrisonRand, Jersey City Mayor Steven Fulop, and Sharon Ambis, Marketing Director of The Jersey Journal and Chamber Board Member.

EVENTS

Fall Kick-off: Super Business Networking at Maritime Parc

With Special Guest Speaker Chris Mead, Author of "The Magicians of Main Street: The Story of Chambers of Commerce in America"

Thursday, September 12th

5 PM – 8 PM

Exhibiting & Sponsoring Available!

Hudson EMERGE Networking Event at the University of Phoenix

Join our Young Professionals for How to Make Yourself Marketable!

Thursday, September 26th

6 PM – 8 PM

Grid Iron Glory: Business Networking at Liberty Science Center

Wednesday, October 2nd

6 PM – 8 PM

6th Annual Legends Ball

The Chamber Celebrates 125 Years of Making it Happen at our Premiere Gala!

Mac Mahon Student Center at Saint Peter's University

Thursday, December 12th



See the Chamber's [Calendar of Events](#) for all of our upcoming opportunities to connect!

VISIBILITY

This issue of the Hudson County Chamber of Commerce President's Report sponsored by:

WE'VE GOT MONEY TO LEND.

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