

## **Five Sparrows, LLC Announces Launch of New Online Program for Livonia Chamber Members**

LIVONIA, MICHIGAN, March 19, 2008 — Five Sparrows, LLC, today announced the launch of a new Online Business Expo designed specifically to help Livonia Chamber of Commerce members promote and market their businesses online. The online expo expands on the Chamber's physical Business Expo that is held each year in the spring by keeping the "Expo Experience" going all year long, as well as providing new promotional benefits to participating Chamber members.

"The annual Business Expo in May is typically well attended and is popular with the community," said Chamber President Dan West. "Our new online expo benefits both our members and the people in the community, making a Business Expo experience available all year long."

The online expo showcases local businesses through online virtual expo "booths" that have been customized with specific information, photos, coupons, and links for each business. All of the booths are part of the Chamber's virtual "Expo Exhibit Hall" that provides users with advanced searching features (by keyword, by business type, alphabetically, etc.), spam-protected email links, web site links, Google map links, and info request links.

"Participating businesses also get great marketing benefits from their expo booths, and the booths get a lot of attention from search engines like Google," said West. "Businesses get a lot of bang for their buck, and the community gets another way to do business locally, keeping valuable dollars in the local economy and strengthening local connections."

One of the fastest growing, most powerful ways to successfully promote a business is by using the Internet. The Chamber is very excited to offer its members this new opportunity to become a part of the online revolution and promote their businesses in a new way. The Chamber always strives to support its members and help them build their businesses, and the new online expo is a great way for the Livonia Chamber to do that.

The Chamber's new online business expo can be found at [www.livoniaexpo.org](http://www.livoniaexpo.org).

### **About Five Sparrows, LLC**

Five Sparrows specializes in web sites and online marketing services for small businesses and non-profits, including web site design and development, complete search engine optimization, web hosting, and content management systems. Five Sparrows also provides online advertising and marketing solutions including e-newsletters, search marketing, and email marketing programs. Five Sparrows is located in Hartland, Michigan. For more information, call 810.923.1874 or visit <http://www.fivesparrows.com>.

### **About The Livonia Chamber of Commerce**

The Livonia Chamber of Commerce's purpose is to enhance the success of our membership and Livonia business environment by providing leadership for a growing economy, high quality of life and supportive government. From networking events and promotional opportunities for members to working to build a better community, the **Livonia Chamber of Commerce** is here to support the growth and prosperity of the business community. For more information, please call Dan West at 734-427-2122 or visit [www.livonia.org](http://www.livonia.org).