

Five Sparrows, LLC Announces New Online Expo Program for Westland Chamber Members

HARTLAND, MICHIGAN, March 18, 2009 — [Five Sparrows, LLC](#), today announced the launch of a new Online Expo program designed to help Westland Chamber of Commerce members promote and market their businesses online. The Online Expo provides Chamber members with versatile online exhibitor “booth” space, giving them a cost-effective web marketing opportunity to reach new customers and generate new leads online.

“The Online Expo gives our members another way to promote their businesses to the community and beyond,” said Brookellen Swope, President & CEO of the Westland Chamber of Commerce. “Plus, added visibility in the search engines is very important to many of our members, and the Online Expo is a very affordable way to help them get noticed by the search engines, too.”

The Online Expo showcases Chamber member businesses through virtual expo “booths,” where each booth is a customized, 3-page micro-website. Each company’s booth displays its business description, contact information, logos, photos, online coupons, web site links, and marketing materials such as brochures and catalogs. All of the booths together make up the Chamber’s virtual “Expo Hall” that provides visitors with advanced searching features (by keyword, by business type, alphabetically, etc.), spam-protected email links, additional web site links, one-click access to business locations on Google maps, and custom info request forms in each Expo booth.

“The Westland Chamber is focused on helping its members effectively promote and market their businesses, and the Online Expo is a great way to give members even more value for their membership,” said Lauren Hobson, President of Five Sparrows, LLC. “The Online Expo booths also make it easy for Chamber members to be proactive with online marketing and new web technology, meaning they can get their businesses out on the web where customers can find them,” said Hobson.

Chamber members will also benefit from a set of new features that will be integrated into the Online Expo in Version 4.0, which is scheduled to be released in Q2 of this year. New features will include the ability to add video, social networking profiles, and RSS feeds to Expo booths, along with access to statistics for tracking booth visitors and usage. Five Sparrows provides free training seminars for Chamber members to learn how to update and maintain their own Online Expo booths, or maintenance plans are available for a small annual fee.

“For many Chamber members, the Online Expo gives them access to web advertising and online marketing that they would not otherwise have,” said Hobson. “It’s an easy, affordable way for small businesses to get started with online marketing and learn to promote their businesses in a new way.”

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 us toll free at 877-451-0145 or visit www.fivesparrows.com.

About The Westland Chamber of Commerce

The Mission of the Westland Chamber of Commerce is to support, stimulate, strengthen and assist in the growth of the business community. The Westland Chamber of Commerce advocates integrity in business and works in harmony with local, state, and national groups for the development of its members. For more information, please call Brookellen Swope at 734-326-7222 or visit www.westlandchamber.com.