

Member Spotlight – Packerland Websites



A website is more than a brochure; it's a tool for a business to tell its story, in its voice, to the people it's trying to reach. According to Bill Koehne, founder and owner of Packerland Websites, a company's website is meant to reinforce its brand and show its corporate culture to its audience.

After 25 years in construction and manufacturing, Koehne started Packerland Websites 11 years ago to help businesses build websites as effective tools for their marketing toolboxes. Having grown to a sevenperson team, the company now manages more than 500 websites nationwide-most of them owned by small businesses and nonprofits. The team consists of developers with different areas of expertise that offer clients a robust catalogue of features, including search engine optimization, content writing, e-commerce and custom coding projects.

Packerland Websites assists businesses of all types, no matter the size of the project. The company has built sites ranging from paper companies to municipalities to small businesses like lawn care services. Koehne explains that his company accepts projects from small to large.

For a company just starting its website, Koehne offers this advice: "Create a vision; your website is a tool, what would you like to obtain

from it? Next, create a mission of how you will get to your vision. Then, create goals that align with your mission that are attainable, timely and measurable. And overall, speak in your voice to the people you're trying to reach."

As a way to make the whole process easier and to help increase a company's business, Koehne and his team bring wide-ranging marketing experience and skills to the table. The team works to meet the specific needs of each of their clients by reinforcing brands and telling a business' story. "A good website shows how much a business cares about their presence," says Koehne. "For example, you don't go to a job interview poorly dressed."

This is why the Packerland Websites team specializes in WordPress builds. The platform offers neat, efficient design templates that the developers can customize to fit each unique client. Packerland Websites also offers free and continued training for clients to learn how to use their sites and make updates themselves. Plus, for e-commerce sites, clients have access to a very affordable and easy-touse system to manage taxes, shipping, inventory and data security.

Packerland Websites offers more than just new sites; the team also specializes in content writing, creating newsletters, sending press releases and search engine optimization both on and off the site. There is also a discount available for nonprofit and association websites.

Koehne ends his advice for company websites with: "Show value; don't brag about value. A website is just one of the tools to tell a company's story, show its value and show why a person should want to work or buy from them instead of a competitor."

For more information or for a free internet health checkup, visit PackerlandWebsites.com.

CHAMBER EVENTS AT A GLANCE

Power Networking Breakfast Tuesday, Feb. 1, 7:30 a.m.

Join fellow Chamber members at the National Railroad Museum for a round-robin-style introduction to you and your company. Thank you to Staples for providing breakfast.

Free to members & nonmembers.

Current Young Professionals Dine n' Develop: How to Grow Your Career through Professional Planning Thursday, Feb. 3, 4 p.m.

Join CYP at Stadium View with speaker Jessica Lambrecht and start planning your next career moves.

Free for CYP members. \$20 for guests.

Current Young Professionals CYP Plays – Pickleball Tuesday, Feb. 8, 6 p.m.

Join CYP ambassadors at the Greater Green Bay YMCA for an evening of pickleball.

Free & open to all.

Business After Hours – Lodge Kohler Wednesday, Feb. 9, 4:30 p.m.

See ad in spread.

Free to members & nonmembers.

Current Young Professionals After 5 with Give BIG Green Bay Thursday, Feb. 17, 5 p.m.

See ad in spread.

Free for CYP members. \$5 for guests.

Learn more about all events at events.GreaterGBC.org



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Jan. 31, 2022

LET'S GIVE **BIG** GREEN BAY!



Current Young Professionals is partnering with the Green Bay Community Foundation for an After 5 meet and greet with this year's chosen Give BIG Green Bay nonprofits. This is your chance to connect with local organizations and see how they benefit the community.

Thursday, Feb. 17 | 5 – 8 p.m. Festival Foods MVP Deck at Lambeau Field

Give BIG Green Bay is a 24-hour online giving event from noon on Feb. 23 to noon Feb. 24 to rally our community around local non-profits! A grant from the Green Bay Packers Foundation will help every dollar donated to go further.



REGISTER NOW!





Take in the view from Taverne in the Sky

The Chamber and Lodge Kohler are teaming up for a Business After Hours. Take in the sight of Lambeau Field while sipping on a hand-crafted cocktail at the panoramic bar or choose from a wide variety of beers and wines from around the world. Attendees will enjoy complimentary hors d'oeuvres and a cash bar.

Wednesday, Feb. 9, 2022 | 4:30 – 6:30 p.m. | Taverne in the Sky This event is free for everyone to attend! Please register beforehand.



Scan to register:





greatergbc.org

THURSDAY, FEB. 24, 2022

REGISTRATION IS NOW OPEN!

Let's celebrate the 2022 Future 15 recipients and the finalists for the Young Professional Awards with style. We're hosting this year's Future 15 & Young Professional Awards event with a formal night at the Radisson Hotel & Conference Center on Thursday, Feb. 24, 2022.

The night will kickoff with some music from Tae Popour during a cocktail hour featuring a mystery raffle. Then, after a delicious meal, we'll congratulate all of the recipients and finalists for their hard work, ingenuity and dedication to the Greater Green Bay area.

SCAN TO REGISTER NOW!



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