



2019 Seminar Series

MARKETING FOR MANUFACTURERS

Monday, April 15, 2019
Paradigm Center



Manufacturing companies face a unique set of challenges to develop and implement a successful marketing strategy. Besides complicated products and manufacturing processes, most companies have to deal with diverse target markets with limited time and financial resources to update their marketing and sales approach to include new digital trends that can increase sales and revenue.

Today's ever-changing digital world presents new opportunities (and challenges) to effectively target prospective and current customers. For manufacturers, digital marketing is a cornerstone of connecting with consumers and encouraging them to make a purchase.

This seminar will provide attendees with a basic understanding of key elements needed to have a successful digital marketing strategy to increase your visibility in the U.S. and abroad, attract both national and international visitors to your website and convert visitors into sales. Digital marketing and international business experts will discuss new emerging trends and tools to enhance branding and B2B operations at a global scale, including:

- *What social media sites give you the most marketing traction and how to use them*
- *How to create appropriate and relevant content*
- *Adapting your website for international trade*
- *Building an international web strategy*

SEMINAR SCHEDULE

- 8:30 AM** **Registration**
- 9:00 AM** **Digital Marketing Basics for Manufacturers**
Biljana Lovrinovic, Equus Group, LLC.
- 10:45 AM** **Is Your Website Ready to Go International?**
Dr. Mercedes Sanchez-Moore, City of Mentor
- 12:00 PM** **Q & A and Networking**

EARLY BIRD REGISTRATION \$35.00
REGISTRATION (After April 9) \$40.00

Presented by the City of Mentor International Trade Initiative and the Mentor Area Chamber of Commerce. Continental breakfast and light refreshments will be available.

Contact Mercedes Sanchez-Moore, PhD, International Trade Manager at sanchez@cityofmentor.com or (440) 205-3743 with any questions regarding this seminar or other needs.



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Register today at www.mentormeansbusiness.com