



CATALYST CONNECTION™



## The Manufacturing Executive's Guide to Building Business in the Online Channel

### Meet the challenges of marketing and advertising in the digital age

This session will help you, the decision maker, gain an understanding of the most important online marketing channels, convert and retain customers and how to measure the performance of these channels in your marketing mix.

There has been a dramatic shift in how and where engineering, technical and industrial buyers and sourcing professionals research and seek products and services, components and suppliers.

This change in behavior is what is driving many business executives to take a look at how they can leverage their website, search engines, email and social media to build exposure, drive qualified leads and enhance relationships, sales and marketing opportunities

**92%** of people use the Web to evaluate purchase options, yet less than

**30%** of businesses allocate dollars for online marketing.

As a decision-maker, your participation in **The Manufacturing Executive's Guide to Building Business in the Online Channel** will provide you with tactical knowledge to help you prepare, plan and budget for online marketing. This opportunity will help you make informed decisions when hiring and managing talent and help you ask the right questions when outsourcing e-marketing services to a third party.

This session will shed some light on online marketing as it applies to industrial business models. You will hear cases and examples that will help you learn how other manufacturers use a mix of online strategies to make their product and service lines more visible. In addition, you will learn how the online lead generation process can be used to connect to an audience you want to reach and discover its potential to reach new markets.

### What You Will Learn:

- Online marketing definitions and incentives
- How each channel is used including , reach, leads, conversion, retention, advantages, disadvantages and more
- How to innovate; reduce costs, and speed time to market with your information, products and services
- How almost all online marketing activities offer "real time" tracking and measurement capabilities providing you intelligence like page views, downloads, e-mail sign-ups, opens and clicks or phone calls so you can make adjustments as needed
- How to address internal skill gaps and capabilities to effectively apply new media marketing for business success and how to acquire those skills
- Build vs. Buy: reasons to work with a service provider

#### Date

March 31, 2010

#### Time

8:30 am to 12:00 noon

#### Location

Catalyst Connection,  
2000 Technology Dr.  
Pittsburgh, PA

**\$199** Sign up today ▼  
Per Person

For more information or to register, visit [www.emarketinglearningcenter.org](http://www.emarketinglearningcenter.org) or call 814-898-6500

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