

Capture Tremendous Opportunities: eCommerce 101 for Manufacturers

written by Lauri Moon | September 14, 2022

With a new sense of urgency for manufacturers to create a strong digital presence, please join us for a discussion on the necessary steps to implement an effective eCommerce strategy for your business including:



- Receive an eCommerce Checklist for beginners
- Capturing 1st page rankings on Google
- Creating effective landing pages that convert into RFQ's & sales
- Targeting customers with Google Ads & Google Shopping
- Explore a step-by-step eCommerce success story with Falconer Electronics

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About the Presenter:

Curt Anderson founded an eCommerce company in 1995 that was ranked 3X on the Internet Retailer Magazine Top 1000 eCommerce Companies. Since selling that company, Curt has served as an eCommerce consultant targeting manufacturers including spending 4 years at the New York Small Business Development Center (SBDC). Curt is the author of "Stop Being the Best Kept Secret" and founder of B2Btail.com, an eCommerce resource guide for manufacturers.

Presented in partnership with B2Btail, Catalyst Connection, IMC, NWIRC

and MANTEC.