



Amazon Strategies for Manufacturers: Create New B2B and B2C Sales Channels Today!

May 22, 2019 | 8:30 am – 10:30 am

Location

Manufacturers Resource Center | Hanover Office Plaza
961 Marcon Boulevard, Suite 200 | Allentown, PA 18109



In addition to leveraging Amazon as a direct to consumer (B2C) channel, manufacturers and distributors now have a targeted way to reach business customers (B2B) on Amazon. With a specialized suite of tools to enable B2B and B2C e-commerce, small businesses to large enterprises will find new ways to engage incremental business customers through a trusted Amazon experience.

Join us to learn how your manufacturing business can create new incremental sales revenue by selling on Amazon.

Attendees will gain a better understanding of overall Amazon sales strategy, go-to-market strategies and B2B/B2C customer targeting.

Target Audience: Business owners, General Managers, Presidents, Marketing Managers and Directors, Sales Managers

Presenters: Bechara Jaoudeh, Co-founder, Philly Marketing Labs (PML)
Derek Kulp, Paid Advertising Specialist

About PML: Philly Marketing Labs is a local digital marketing agency that works with companies seeking accelerated growth to thrive in the digital marketplace through e-commerce, paid search (PPC), search engine optimization (SEO), website design, web development and content strategy. Philly Marketing Labs is a Google Preferred Partner, managing over \$1 million per month in client ad spend.

Cost: No cost, but registration is required

To register, please go to: www.mrcpa.org/events