

Manufacturers
Resource Center



MRC
7200A Windsor Drive
Allentown, PA 18106
(610) 628-4640
mrcpa.org

MARKETING



Presenters

MarCom Alliance
77 W. Baltimore Pike, Suite 200
Media, PA 19063
www.MarcomAlliance.com

The MarCom Alliance business model is a new third option intended to disrupt an entrenched either-or choice. MarCom Alliance, LLC is eleven marketing communications firms in one. Each of the partners owns and leads a specialty firm known for deep expertise in one or more Marcom services. The firms collaborate to provide a comprehensive array of services to business, education and nonprofit organizations in Pennsylvania, New Jersey and Delaware.

Target Audience – Business owners, presidents, CEOs, other executives & managers having responsibility for innovation and/or IP management.

Cost: \$250/person up to Oct 17th
\$300/person after Oct. 17th
(Continental breakfast, lunch, and refreshments are included.)

Manufacturing Marketing 2020: *Everything You Need to Know to Hit Your Goals This Year*

March 3, 2020
8:30 am—4:30 pm

Location:
Manufacturers Resource Center
7200A Windsor Drive | Allentown, PA 18016

Marketing a manufacturing company has changed dramatically in recent years, and 2020 will be no different. Now is the time to take a hard look at the marketing organization, budget, strategies, and tactics.

The *MarCom Alliance*, the leading collaborative of marketing agencies across practices, is partnering with the MRC to present a full-day learning opportunity exclusively for manufacturers. Participants can move back and forth between the **2 Tracks** in order to customize their experience to best fit their individual growth goals.

B2B Track

- Understanding Your Customer & What Drives Their Purchases — Why You Need Market Research
- Rethinking Cold Calling: Insights and Tips for Lead Generation and Beyond
- Content is King, Part 1: Photography for Online Product Marketing
- #IRL (In Real Life) Marketing: How to Step Up Your Trade Show Program and Drive More Traffic to Your Exhibit
- Show Them the Love: Customer Meetings and Events
- Beyond Google Translate: Effective Strategies for Reaching International Markets

B2C Track

- Branding Inside Out: Building Your Brand Internally for a Stronger External Brand
- Is Direct-to-Consumer marketing a Smart Strategy for Your Business
- Is Your website Stuck in the 90's? Time to Turn it into Your Best Salesman Yet!
- Content is King, Part 2: Video for Online Product Marketing
- Promotion is Queen: Getting Attention for Your Brand
- Trade Shows, Out-of-Home, and Experiential Strategies

REGISTER at
www.mrcpa.org/events

Register soon!