



FTA
Foreign Trade Association

Foreign Trade Association Presents: Social Media for Trade and Logistic Professionals Better Connect in a Global Market

WEBINAR

Date:

Thursday, August 23, 2018

Time:

11:00 AM PST

Cost:

\$20

Location

Your computer with call in number for audio.
Webinar details to be provided after
registration and prior to the webinar.

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COURSE DESCRIPTION

Your customers are no longer within geographic range of your company. Gone are the days of the salesperson working the local luncheon circuit or hopping in their cars for an hour or two to prospect for new business. Technology means that people from around the country or around the world are looking for people to represent their interests in ways they previously had not.

The importance of not just being found, but talking about your business persistently and through different channels, is a core part of any company's message today.

Companies need to embrace a marketing strategy that encompasses B2B selling - establishing their *bona fides* to prospects, but B2C selling - making individuals aware of their existence, knowledge and unique selling propositions, or USP's - in order to feel comfortable selecting them to perform a valuable service.

Free or paid? Promoted or sponsored? How do I measure the success of my efforts? What about podcasts and video? Do I really need an Instagram channel?

All of these questions are ones that companies should ask themselves if they're committed to a plan of growth. It's not just sales - it's marketing as well. Keep in mind they're not the same - they work hand-in-hand to grow and promote the business.

INSTRUCTOR

Scott Case is Founder and Chief Storyteller for Position : Global. Scott is a licensed US Customs broker and served as the IAC Security Coordinator and FMC qualifying individual at his previous firm where he worked for nearly twenty years. A former NCBFAA board member, chair and member of a number of their committees, Scott is an industry person who recognized that the sole sin for many companies was merely not telling their stories to their intended audiences.

Cancellations must be received in writing by 5 business days prior to the event to receive a refund or to avoid being charged. Payment for this event is not deductible as a contribution or gift under federal law, but is most likely deductible as an ordinary and necessary business expense.



