

SPARK NEW GROWTH.

*Reminder to Mute Your
Phone/Mic/Camera*

**eCommerce & Digital Disruption is Driving
Digital Transformation for Manufacturers Faster
than Ever**

Presenter: Jeffry Graham

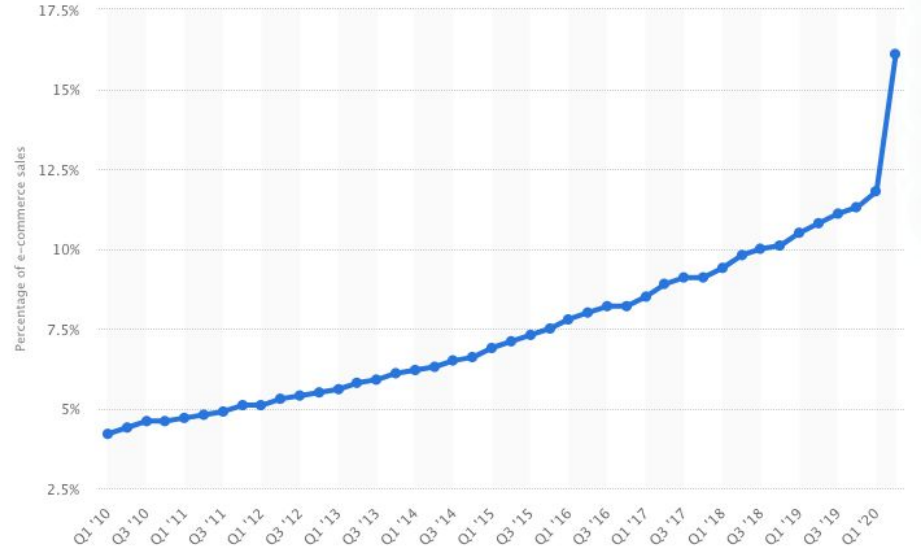
February 9, 2021

Jeffrey Graham

Founder & Ecommerce Machine Nickname: COMIR

Built first site in 1998 High School / On Frontpage
Professional Motocross rider for 5 years MX / FMX
Sold First website in 2005
Sold sites at auction for many years while working
Owned and sold around 1000 domains
Sold a software company in 2012
Started my first consulting firm in 2014
Co founded Exit Your Way in 2016 | Growing and selling companies
Have grown client companies by close to a billion dollars over 6 years.
Started the University of Ecommerce 2020 Sold courses 4+ Ivy league schools
DMI uses my course content now
Help found and exciting new co op called Ecommerce MGMT this week.

Spoken at SXSW
Digital Summit
AFP - Association of Financial Pros
Spoken at Google blah blah blah



Ecommerce & digital disruption is driving digital transformation for
Manufacturers faster than ever. Here are some solutions to help
guide you through the process.

One of the areas Ecommerce has grown into is manufacturing.

A push for more convenience, efficiency, customer satisfaction, and cost savings is creating evolving supply chains and sales mechanisms that are eroding the line between B2B and B2C business lines.

Traditional sales channels are eroding and direct to consumer is starting to stand out to manufacturers as an opportunity. Repeat business and margin enhancements due to no longer having the "middle man".

Manufacturers who aren't investing in ecommerce may not be positioning themselves as B2B companies leading within their industries now and in the future. They're also giving up critical foundations that might be relevant, as more companies sell directly to consumers. Find out more about ecommerce for manufacturers and how your company can use technology to create a lasting competitive advantage with Ecommerce MGMT.

Business Strategy comes first before investing anything

Staff Capabilities and retraining / rehiring / employees fear of being replaced / remote work challenges

Ecommerce Design

Website / Cart Choice / Marketing / Multi Channel Sales / Online Merchandising and more. PPC / SEO / SEM / Data Analytics.

Competition is growing at an astronomical rate.

You're looking at a figure of over 25,833 sites on a daily basis.

Designing the customer experience. - A lot like designing a manufacturing process. Think of workflow and efficiency. Think like a manufacturer during this process. How we can we make it quicker how can we improve the quality and so on.

Some Cost Involved

- Training / Hiring
- Website / Hosting / Development
- Cart Choices / Cart Processes
- Email Marketing Programs
- Setting up Google Suite
- Analytics / Google Search Console / Bing Webmaster Tools / Advanced Analytics
- Shipping
- Packaging
- Labels
- Stickers / Branding
- Software / ERP / SRM / UPC
- Fees on Marketplaces - Most now exceed 25-30%+ Not counting PPC ads on platforms T: 40%
- Creating & Generating Listings / Meta Titles / Meta Descriptions / Keywords
- Selling on Amazon / FBA / Marketplace Vendor Central + Ad costs
- Google PPC / Using Google Ads - Keyword costs
- Social media set-up's management and sales opportunities
- And much much more - Sorry I know its alot and it's never been more complicated.

Consumer Behavior

One of the major drivers of this change is newer generations growing into manufacturing leadership roles. Baby boomers and Gen X buyers were used to traditional methods that involved dealing with suppliers in person and via phone. By contrast, Millennials and upcoming Gen Z professionals are accustomed to a predominantly online experience.

Few Results I've Had

Top Left - 486 Ranked Keywords 2 months

Top Right - 3,012 to 8,686 2 years Ranked Keywords

Bottom - 22,000 to 110,000 Ranked Keywords 3 years

Bottom Right - 0 - 4,210 Ranked Keywords

NDA's dont allow me to say much more than that :)



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DenverConsultingfirm.com

ExitYourWay.us

EcommerceMGMT.com - Ecommerce Management Coop -Join for FREE

Some Courses:

<https://ecommercemgmt.com/ecommerce-mgmt-education-2/>

<https://ecommercemgmt.com/8-week-ecommerce-course/>

<https://ecommercemgmt.com/12-week-ecommerce-course/>

- Master Level Ecommerce Strategies & Business Modeling
- Brand Development & Branding Techniques
- Master Level Website Platform Development
- Drop Shipping & Procurement
- Master Multi Channel Ecommerce Development
- Growing Website Traffic Techniques
- Converting Traffic at Much Higher Rates
- Master Level Sourcing & Procuring Products
- Supply Chain Management & Sustainability
- ERP Deployments and Integrations
- Search Engine Optimization
- CRM Management / Implementations
- PPC Google & Bing Master
- Search Engine Mastery
- Keyword Mastery
- Ecommerce Automations
- Content Marketing Master
- Light Machine Learning
- Social Media Strategy & Development MS
- Ecommerce Full Suite of Integrations
- Social Media Advertising Master Class
- Ecommerce Advanced Pricing Tools & Strategies
- Voice Search Master Class (Alexa & Google)
- Ecommerce Advanced Data Mining & Data Analytics
- Email Marketing & Re-marketing Advanced
- Competition Crawling & Research Artificial Intelligence Machine Learning
- Solving Scaling Challenges & Scaling Infrastructure

YOUR NEXT STEP: ATTEND!

Date	SPARK NEW GROWTH SERIES	Presenter
Feb 12	Session 2 Inbound Marketing for Manufacturers: A Modern Approach to Lead Generation and eCommerce Sales	Josh Curcio / B2Btail
Feb 16	Session 3 7 Things Manufacturers Should Do to Automate Marketing, Get More Ecommerce Sales and Boost SEO	Jeff Long / B2Btail
Feb 19	Session 4 Manufacturers Going Global with eCommerce	Ray Ziganto / B2Btail
Feb 23	Session 5 Monitoring & Measuring eCommerce Success for Manufacturers	Damon Pitsulka / B2Btail

YOUR NEXT STEP: REGISTER!

Date	Session	Presenter
Feb 17	BOOST SALES SKILLS: Building Virtual Relationships Training Series for Illinois Manufacturers - Social Selling	Mark Roberts, OTB Solutions
Feb 18	EXPAND YOUR NETWORK: Capture the Exciting Opportunities Waiting on LinkedIn	Curt Anderson, B2Btail
Mar 4, 18 + Apr 1	SALES DEEP DIVE: Improving Virtual Sales Skills Training Series for Illinois Manufacturers	Mark Roberts, OTB Solutions
Mar 9, 12, 16, 19, 23, 26	INCREASE ONLINE SALES: Role for Manufacturers in the eCommerce Marketplace 6-Part Series	B2Btail team
Mar 18	EXPAND YOUR REACH: Insider Ways To Use Facebook & LinkedIn to Increase Your Manufacturing Sales Webinar	Strategic & Creative Marketing

UPCOMING EVENTS: FEBRUARY

Date	Session	Presenter
Feb 10	Breaking into Government Contracting Webinar	Illinois PTAC at Bradley University
Feb 11	KEEP IT LEGAL: Need-to-Know COVID-19 Employment Issues for the New Year Webinar	Greensfelder Law Firm
Feb 24	PROTECT YOUR TEAM: Maintaining Workplace Safety through COVID-19 Virtual Workshop	IMEC
Feb 25	EMBRACE NEW TECH: Getting Started with Autonomous Mobile Robots Webinar	Waypoint Robotics
Feb 25	Danville/Champaign Regional Manufacturing Roundtable	IMEC + EDCs

UPCOMING VIRTUAL EVENTS

March 24
8:00am-Noon



**GET
TECH
READY**

2021 Illinois Advanced Manufacturing Virtual Summit

Presented by:   JOHN WOOD
COMMUNITY COLLEGE  ILLINOIS
MANUFACTURERS'
ASSOCIATION

**FRAME
THE
FUTURE.**

2021 Conference on Enterprise Excellence

IMEC 
Plan. Implement. Excel.

March 30 & 31
8:30am-12:30pm

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