



## Digital Media – Featured Speaker - 2015

### Greg Carter – e-Business Tactics and Execution for Electrical Distributors



Greg jump-started his e-Business career in 1999 as Director of Marketing with Radwell International. There he was featured on NBC television for launching the nation's largest Business and Industrial e-Bay store, conducting over 2,500 online transactions annually with 65,000 SKUs. Corporate e-commerce immediately followed, joining with the company's IT, Procurement and Sales staff to launch and manage web stores and data warehouses exceeding 1 million electrical products. He also managed Search Engine Marketing and Optimization to generate e-Commerce traffic.

His 16 years of employment and consulting exclusively in the industrial/electrical supply chain includes large distributors, independents and OEMs including Sonepar/Cooper Electric, Schneider Electric, RESA Power, All Current Electric and contract assignments in power distribution and industrial services. Greg leveraged e-Business experience to help broker corporate sales agreements with national distributors including WESCO, KAMAN Industrial, Motion Industries and Applied Industrial Technologies.

Greg is the e-Business Director at Electrical Marketing, offering creative, technical, strategic and tactical contract services focused on our industry.

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See examples of proven tactics and execution that are working in our industry. Emerging electrical organizations know “sustainability” of their web storefronts goes beyond listing inventory. Internal subject matter experts and marketing staff are combining talents to blog about products and services, creating videos and writing “how-to” articles educating customers. Search engines are taking notice. Your internet presence needs a “hub and spokes” strategy, pulling busy customers to your web storefront. What online activities are working for competitors? You'll learn:

- Content Marketing: How to generate content that attracts hungry search engines
- Leveraging Data: Streamline operations, optimize web stores, increase web sales
- Competitive Intelligence: What you don't know about your online presence and competitor activities
- Web Analytics: presenting actionable reporting for increasing online sales conversions