



INSTITUTE FOR GLOBAL ECONOMIC RESEARCH

Join us for a Free Export Workshop on Internet Export Marketing

The phenomenon of e-commerce and globalization provides opportunities for small and medium sized businesses new outlets for products and services. The internet offers much promise to U.S. firms interested in another vehicle for exporting.

November 14, 2014
 8:30 a.m. to 12:00 p.m.

**California State University
 Channel Islands
 One University Drive
 Camarillo, CA 93012
 Malibu Hall 100**

Light refreshments will be served

- LEARN HOW TO:**
- Establish Effective Branding Online*
 - website optimization – establishing your brand identity
 - localization of content and translation tools
 - search engine optimization strategies
 - Develop High Impact Internet Advertising Strategies*
 - develop a Google Ad-Word campaigns
 - create an effective blog(s)
 - participate in virtual events- webinars, trade fairs, other
 - evaluate and measure results
 - Identify Key Internet Research Tools*
 - finding buyers, agents, importers- developing trade contacts
 - identifying best markets and new opportunities
 - effective competitive benchmarking strategies



THE PORT OF LOS ANGELES

www.LAtradeconnect.org
RSVP to: Jean Coronel at jcoronel@portla.org or register at <http://tinyurl.com/IntMark14>

Parking for this event is complimentary and limited. Once you enter campus, follow the event signage to the designated lot. Once parked, you may follow the walking signage to the event, or you may wait for shuttle service at the pick-up location near the lot.

Campus map: www.csuci.edu/about/map/images/printable-campus-map-08-2014.pdf
Driving directions: www.csuci.edu/maps/directions.htm



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