

# Expanding our Borders through E-Commerce

E-Commerce is the buying and selling of goods and services and transmitting funds or data over the Internet.

A key focus of this workshop will be global transactions.

**April 24, 2018**

**1:00 pm to 5:00 pm**

LA Area Chamber of Commerce – Boardroom ,  
350 S. Bixel St., Los Angeles, CA 90017

**NO COST TO ATTEND**

## LEARN HOW TO USE GOOGLE :

### ESTABLISH YOUR GLOBAL BRAND ONLINE

- Create a Global Footprint by Defining Your Brand Identity
- Understand Your Global Customers
- Learn Trends to Adapt to Your Target Country Markets

### ESTABLISH ONLINE MARKETING STRATEGIES

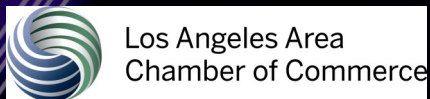
- Be Found Globally by Using Google MY BUSINESS
- Create a Website Experience to Drive Sales
- Increase Customers with Google ADWORDS Campaign

### IDENTIFY METRICS & RESEARCH TOOLS

- Track Website Traffic with Google ANALYTICS
- Evaluate & Measure Results using KPI's & SMART Goals

## LEARN HOW TO USE AMAZON :

- The Power of Amazon Sales Channel
- Benefits of Selling on Amazon
- Dangers & Common Mistakes
- How to Get Started
- Creating a Brand
- An Overview of Global Amazon Marketplace, including Canada, China, France, Germany, Japan & the U.K.
- Success Stories of U.S. Small Businesses Selling Internationally



Mayor's Office of  
International Trade



[www.LAtradeconnect.org](http://www.LAtradeconnect.org)

Networking after the event. Light refreshments will be served.  
There is a small parking fee for this event -\$7.00 (Cash Only).



Contact Jean Coronel at: [jcoronel@portla.org](mailto:jcoronel@portla.org) or  
register at : <http://tinyurl.com/TCECom18>