

Eric  
Garcetti  
#lamayor

Los Angeles  
Mayor Eric Garcetti

# OPEN FOR BUSINESS!



*Mayor's Office of Economic Development*

## 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 to launch new marketing outlets for products and services. The internet offers much promise to U.S. firms interested in a new vehicle for exporting.

### December 9, 2014

8:30 a.m. to 12:00 p.m.

**Los Angeles City Hall  
Tom Bradley Tower, 26th Floor  
200 North Spring Street,  
Los Angeles, CA 90012**

*Light refreshments will be served*

### INAUGURAL LAUNCH FOR MICRO ENTREPRENEURS

#### 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 campaign
- 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

Supporting Organizations:



Contact Jean Coronel at: [jcoronel@portla.org](mailto:jcoronel@portla.org) or register at : <http://tinyurl.com/MicEnt14>



Trade Connect program is a recipient of the nation's highest honor for promoting American export trade, the 2013 President's "E Star" Award for Export Service.

Port of Los Angeles  
**TRADEconnect**