



Laboratory Products Association

2016 LPA Sales & Marketing Workshop ***The B.A.R.E. Essentials of Digital Marketing***

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The Laboratory Products Association (LPA) will hold a Sales & Marketing Workshop on February 6-7 at Sheraton Society Hill in Philadelphia, Pennsylvania.

The workshop will be presented by Rich Brooks, founder and president of flyte new media, a digital agency in Portland, Maine. He is a nationally recognized speaker on entrepreneurship, digital marketing and social media and founder of [The Agents of Change](#), an annual conference and weekly podcast that focuses on search, social & mobile marketing.

In this workshop tailored for the LPA, you'll discover the B.A.R.E. Essentials of digital marketing; everything you need to know to grow your business online.

Build: It starts with the right platform. What are the requirements for a website that turns visitors into loyal customers?

Atract: How can you drive more traffic to your site? Discover how search engine optimization, social media, and digital ads can deliver people to your front door.

Retain: Many potential customers will visit your website never to return. Find out how to get them to opt-in to your email newsletter or target them with ads no matter where they go on the web so you can stay in touch.

Evaluation: Using Google Analytics and other tools, read and analyze your online performance so that you can continually improve your results.

In addition, Rich will also demo live examples of successful websites and show you how to successfully prospect on LinkedIn. There will be a reception Monday, February 6th, with the general session most of the day Tuesday, February 4th.

The LPA has a limited block of rooms at Sheraton Society Hill on Monday evening, with upgrades available (please inquire with reservations). For more information on the speaker, schedule, and hotel reservations, please visit www.lpanet.org/workshops.

The Laboratory Products Association (LPA) was founded in 1918 as the Scientific Apparatus Makers Association. Its member companies are manufacturers and distributors of lab products and services such as glass and plasticware, chemicals, equipment and supplies used in scientific research and applied science and life science worldwide.

For more details, go to www.lpanet.org/workshops