

MEP “Manufacturing Your Online Market” Program

The Alaska MEP is seeking sponsorship from the City and Borough of Juneau for our new Manufacturing E-Commerce Marketing program.

Background:

In response to COVID-19, the Alaska Manufacturing Extension Partnership (Alaska MEP) has developed a Manufacturing E-Commerce Marketing program.

This program assists manufacturers in adapting to the rapid movement to e-commerce for all businesses – including those who sell business-to-business – due to health mandates and general reduced foot traffic in brick and mortar manufacturing retail locations. Additionally, it is designed to help manufacturers whose goods are typically sold to tourists or those who have pivoted to producing PPE and now need to market to a new clientele. We need to help these businesses retain their original market and connect with new markets if we are to hope that they will be around after this is all over.

The three-step program can be delivered virtually to reduce the spread of COVID-19 while jumpstarting our Economic Restart and Recovery!

Deliverables and Timeline:

The program costs \$400/ business (they can have as many employees participate as they'd like), and we are looking for entities that are invested in the success of manufacturers in their area to cover the cost on behalf of the manufacturers. Our manufacturers across Alaska are struggling right now, and we hate to ask them to bear the cost even of a valuable program.

The program has three steps:

1. Help manufacturers build and e-commerce platform or improve the one they have. (2 one-hour webinars that guide you through the building or improving your existing e-commerce platform)
2. A package of 4 marketing webinars that they can progress through at their own paced. (4 hours)
3. An hour one-on-one with a marketing specialist to get customized help to connect with new customers and reconnect with previous customers (additional time available at a discount through the MEP)

Recruitment of CBJ manufacturers will begin November 1st with the first businesses beginning the program immediately after signing up in November. The Alaska MEP will continue to recruit and assist companies through this program through July of 2021.

Sponsorship options include:

Sponsorship of 10 businesses at \$4,000

Sponsorship of 24 businesses at \$9,600

Sponsorship of 25 businesses at \$10,000

Sponsorship of 40 businesses at \$25,000



Manufacturing Your Online Market

In response to the challenges brought on by COVID-19, the Alaska MEP is excited to launch our **brand new marketing workshop** designed to get you online and connected with clients in three easy steps.

1



Build E-Commerce Site

Access to step by step video instructions on how to build or make updates to your existing e-commerce website.

2



Marketing 101

Access to a four-part webinar series that covers all the need to know marketing basics to help you have a successful launch online.

3



Marketing Professional

Receive a one-hour consultation to discuss your specific business questions with a marketing professional.

For additional information on the workshop and how to join, please contact our Client Services Manager.

Contact us

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The Go-To Experts for Advancing Alaska Manufacturing

The Alaska Manufacturing Extension Partnership Center (Alaska-MEP.com) serves manufacturers seeking to improve the quality, productivity, and competitiveness of their operations. With Alaska MEP's guidance, Alaska's manufacturing sector is growing one manufacturer at a time, helping to strengthen and diversify Alaska's economy.