Team

IMEC

HERE TO HELP.

Meet your Team of Experts

Find your Local Contact, Learn about our Experience, Ask for Assistance

Client Engagement Team

For more assistance, choose your zip code below to identify and contact your regional manager.







SWEETNESS

"NEVER DIE EASY"

#1 COMPLAINT of B2B BUYERS?

NOT enough INFO on Website

STAMFORD, Conn. June 22, 2022

Gartner Sales Survey Finds 83% of B2B Buyers Prefer Ordering or Paying Through Digital Commerce

CSOs Must Rethink Approach to Managing Both Digital Commerce and Sales Interactions to Improve Deal Quality, Reduce Buyer's Remorse and Driven Described Ambitious Purchases

Eighty-three percent of B2B buyers say they prefer ordering or paying through digital commerce, according to Gartner, Inc. A Gartner survey of 725 B2B buyers from November through December 2021 found that digital commerce has rapidly become the norm and the preferred way to complete B2B purchases.

COMPLIMENTARY WEBSITE AUDIT









Ellie Day Spoerer (She/Her) · 1st

Womenswear Designer with a Passion for Golf Tennis Activewear Slow Fashion Advocate Obsessed with Styling Pursuing A License As A Retail Therapist Curator of Wallpapers Mother of Dragons

River Forest, Illinois, United States · Contact info

https://www.ellieday.com

502 followers · 490 connections

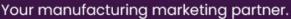






Otis College of Art and Design







Nicole Donnelly

Helping Solo Marketers in Manufacturing Build a Successful Digital Sales Growth Strategy | HubSpot Partner | Tales of Misadventure Podcast Host | mMBA in Marketing | I Participant Manufacturing

Talks about #b2bmarketing, #hubspotpartner, #entrepreneurship, and #inboundmarketing

Ashburn, Virginia, United States · Contact info

DMG Digital 🗸

2,401 followers · 500+ connections



Tales of Misadventure: Turning Business Blunders into Blessings



Marketing Week Mini MBA with Mark Ritson





OUR GOAL IS TO PROVIDE

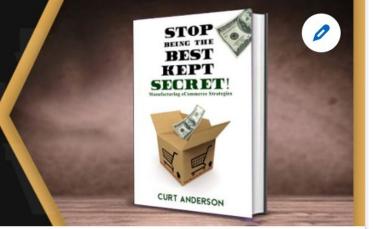
THE NECESSARY TOOLS

AND GUIDANCE TO HELP YOU REACH ECOMMERCE SUCCESS It's time for you to capture a slice of the \$1.8 trillion B2B eCommerce market!

www.b2btail.com











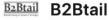
Curt Anderson

eCommerce Evangelist for Manufacturers | #GirlDad | Author of "Stop Being the Best Kept Secret" | LinkedIn Live Webinars -"Manufacturing eCommerce Success" - Every Monday & Friday

Talks about #b2b, #ecommerce, #b2becommerce, #ecommercetips, and #manufacturing

Lakewood, New York, United States · Contact info

10,714 followers 500+ connections





The Ohio State University Fisher College of Business

Exciting Grant Program

ADVANCE MCHENRY COUNTY

No Cost Projects to Help McHenry County Manufacturers Rebound and Reinvent from the Pandemic.

MORE

COOK COUNTY MANUFACTURING REINVENTED

Suburban Cook County grant to help manufacturers get equipped to prosper!

MORE

READY TO START SPREADING

YOUR SEO AWESOMENESS?

HECK YEAH!!!!!

SEO Success

1) K.Y.S.

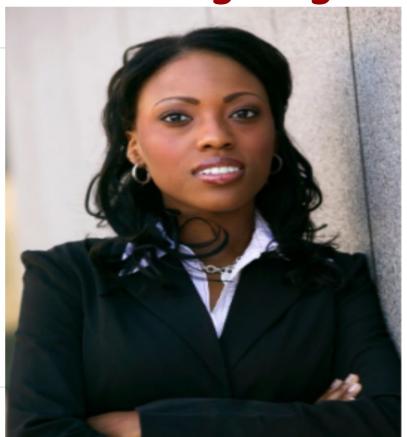
2) Make a Great 1st Webpression

3) Dominate Search

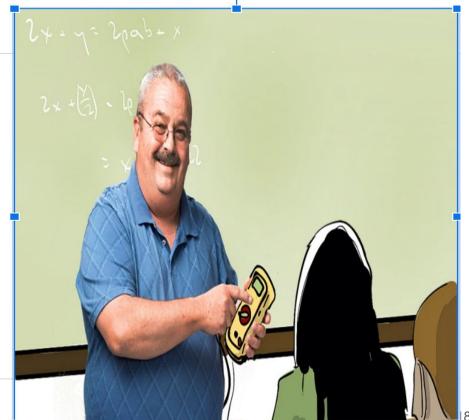
K.Y.S = Know Your SOULMATE



Purchasing Paige



MAINTENANCE MURRAY



WHAT IS EVERYONE'S FAVORITE RADIO STATION?

What's in it for me?

WIIFYS

WHAT'S IN IT

FOR

YOUR SOULMATES

WHO IS YOUR SOULMATE?

What is your Key Persona's favorite book rig Gone with the Wind

ANDREA Key Persona Exercise Worksheet SOULMATE GOLFER Section One: About Your Company's Mission & Vision

1. What is your Mission Statement?: To create golf, tennis, and activewear clothing that women love to wear. I want them to love how they look and feel, boosting their confidence 2. What is your Vision Statement? (your long I want to have Ellie Day Activewear in golf and tennis pro-shops nationwide and internationally. I want to have people recognize that femininity

Section Two: About Your Company's Objectives

3a. Have you developed any objectives yet? Business objectives for 2023: representation in at least 5-10 storefronts nationwide growth of existing customer base by 3x expansion of cust

3b. If you have marketing objectives, please list them here.:

Section

Your Key Persona: What is his/her/their nam Andrea

What is your Key Persona's gender indentity Female

How old is your Key Persona?: 41

What is your Key Persona's marital statues?: Married

Does your Key Persona have children?: Yes

If your Key Persona has children, how many 3 children, twins age 12 and a 7-year-old Where does your Key Persona live?: Oak Park, IL

Artist/painter, former marketing executive, work from home mom What is your Key Persona's industry?:

What is your Key Persona's role within his/he Was a corporate marketing executive in advertising, stayed home when twins were born, now freelance painter who works with interior design

What is your Key Persona's annual income?: household high six figures

What other demographic information can yo Andrea played golf on the high school team, identifies as white, not religious, and finished college at Kansas. Married real estate developer, live

Section Four: More About Your Key Persona 23

KENT



GOLF PRO - B2B

How old is your Key Persona?:

Section

To create golf, tennis, and activewear clothing that women love to wear. I want them to love how they look and feel, boosting their confidence What is your Mission Statement?: 2. What is your Vision Statement? (your long I want to have Ellie Day Activewear in golf and tennis pro-shops nationwide and internationally. I want to have people recognize that femininity

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Your Key Persona: What is his/her/their nam Kent Golf Pro at Royal Fox

What is your Key Persona's gender indentity Male

What is your Key Persona's marital statues?: Married

Does your Key Persona have children?: Yes

PGA pro

If your Key Persona has children, how many 4 month old & 5 year old Where does your Key Persona live?: Near Bartlett IL

What is your Key Persona's industry?: What is your Key Persona's role within his/he Organize all golf events for men and women, drive revenue at local club store, train other individuals

What is your Key Persona's annual income?: ? internet says \$82k

What other demographic information can yo Young guy, married to former LPGA player. They have two kids and live in the burbs. He feels he is not good at making women's golf clothing s Section Four: More About Your Key Persona

What is your Key Persona's favorite book rigl Guessing here....Make Every Shot Count....seems to be the golf cult book

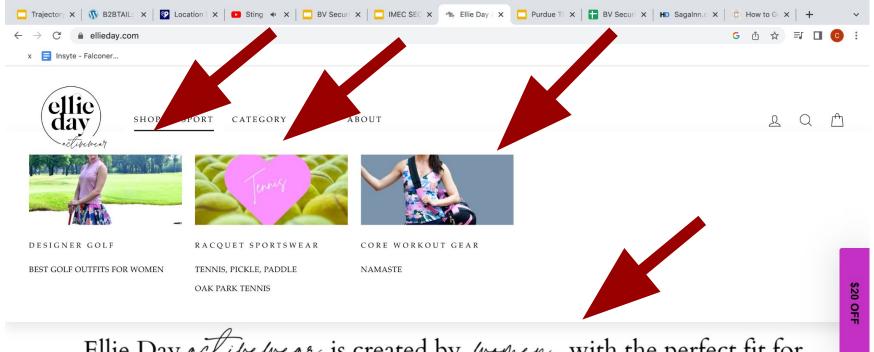
35

24

Make a GREAT 1st Webpression







Ellie Day activewear is created by women, with the perfect fit for women. Our golf and tennis outfits are modern and feminine, with a bit of vintage prep. Inspired by the women of the game, and the joy it brings.

Speak Clearly & Concisely to Your Soulmates

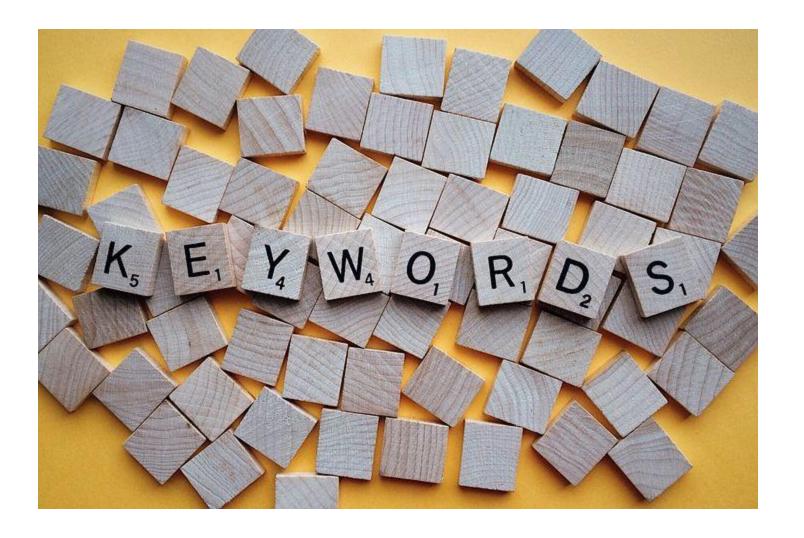
Help them the Hero :-)

Manufacturing eCommerce Success

1) K.Y.S.

2) Make a Great 1st Webpression

3) Dominate Search



RIKS

Ridiciously Important Keywords

CORE STRENGTHS



Niche Down Your Keyword Search Strategy

Shoes
Running Shoes
Pink Running Shoes
Pink Nike Running Shoes
Pink Running Shoes with Purple Shoelaces

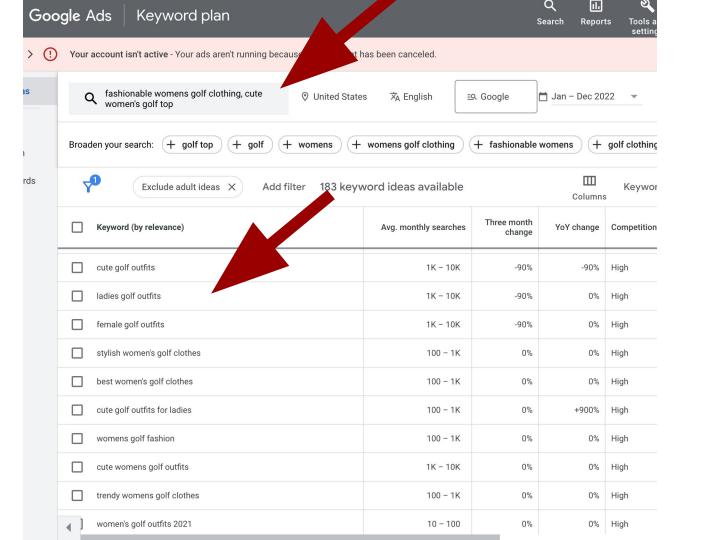
Google Keyword Planner



Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

Go to Keyword Planner

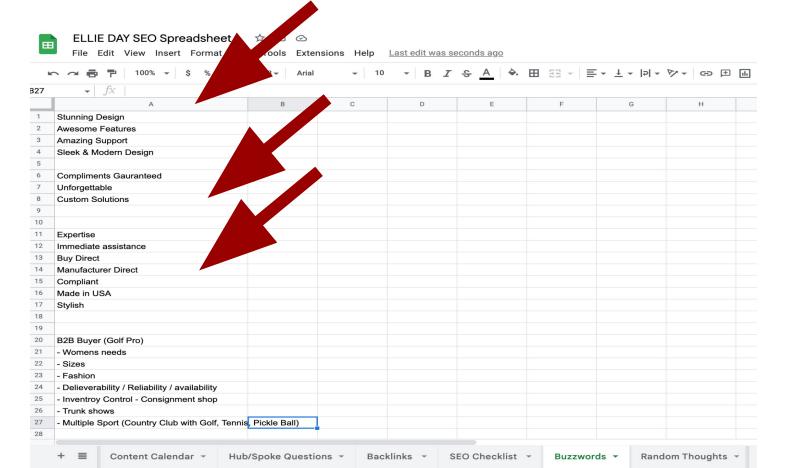


B2Btail Digital Game Plan Compliments of IMEC

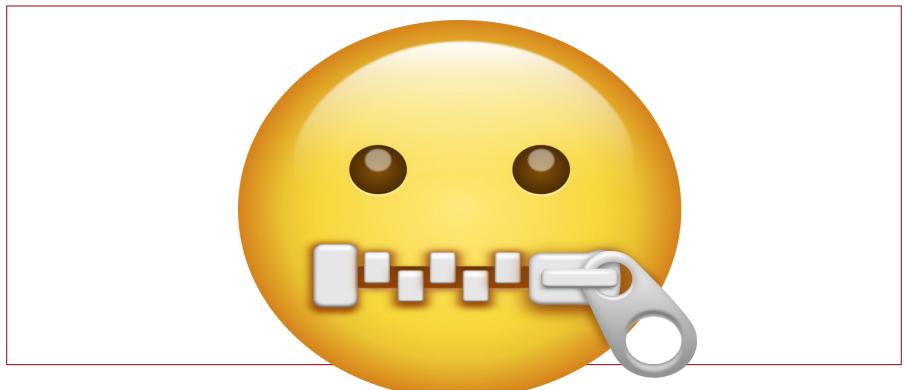
B2BTAIL DIGITAL GAME PLAN



COMPLIMENTS GUARANTEED



Closed Mouths Don't Get Fed









Ellie Day Spoerer (She/Her) · 1st

Womenswear Designer with a Passion for Golf Tennis Activewear Slow Fashion Advocate Obsessed with Styling Pursuing A License As A Retail Therapist Curator of Wallpapers Mother of Dragons

River Forest, Illinois, United States · Contact info

https://www.ellieday.com

502 followers · 490 connections







Otis College of Art and Design

Womenswear Designer with a Passion for Golf Tennis 📎 Activewear & Slow Fashion Advocate 💿 Obsessed with Styling 🕂 Pursuing ...

About

Ellie Day Activewear is a line of contemporary sp designed by Ellie Day Spoerer. It was created to bring a feminine voice and appreciation for beautiful of to a space dominated by menswear styling and fast-fashion processes.

Behind the Seams:

I was born in April 1978 after my mother walked the Houston Golf Open to kick-start labor. While many relatives had taken to the sport, I was convinced early that I was destined to be a designer, preferring cred e play without rules or a strict code of conduct.

A part-time high school job at Banana Republic, and later J.Crew fueled a shaping of, and spend hours planning head-to-toe looks. In 2000 I graduated from the University of Illinois Cham pana with a BS in Advertising and pulled together my ideas at Chicago Portfolio School. I headed off to Nev in pursuit of my passions, and internship at Betsey Johnson.

At Betsey Johnson, I assisted her stylist, Monica Paolini (Founder of ŚEA NY) in all things pattern, color, and vintage sourcing. She taught me so many things, but especially that I wanted a line of my own design. 2005 I began freelancing for various designers including Ann Ferriday and LuLu Lame (not Lemon) and completed

Patternmaking at OTIS College in LA. I spent hours merchandising for Urban Outfitters and Anthropologie creating spaces women could feel great in, and love the way the items made them feel.

In 2009 my first child was born, someone gave me a book about newborns and it detailed something like "new babies sleep on average 18 hours a day". PERFECT I thought it's time to launch my own line.

The first iteration of Ellie Day focused on ready-to-wear with a few red-carpet looks for Natalie and others in LA. For the next 10 years, I played in a space of capsule collections, and trunk shows and learning on about how to dress women and market things to friends of friends. Eventually, we moved backeto Chiga , IL for the promise of free babysitting and cousins to play with. My husband joined a golf course, and I sh or the women's wine event and have golfed since.

2019 a friend turned to me as she hit a perfect bomb drive down the fairway ey! What about making something that looks good for women to golf in?"

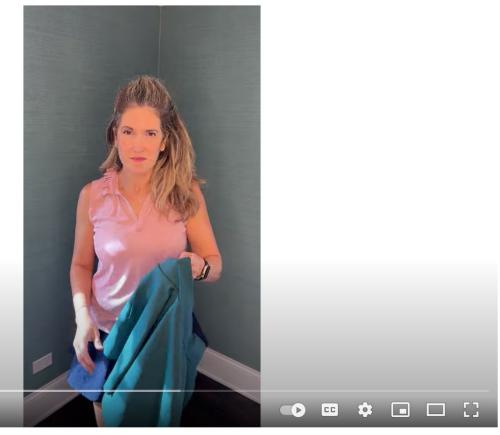
Ellie Day Activewear, born April 1, 2021 (my pandemic baby) creates beautiful clothing so women can golf, play tennis, run errands...and basically be their most authentic awesome selves. It's all about women, and that is my passion. Come check it out online https://www.ellieday.com



Search







Women's Green Skort with 4-Way Stretch and Pockets













373 views Premiered Oct 27, 2022

HOW DOES IT FIT?

This is the number one question I get from online shoppers. I'm here to tackle fit and women's wear sizing questions! If you are not finding this helpful and still have questions...please email us at sales@ellieday.com

WOMEN'S GREEN SKORT WITH 4-WAY STRETCH:

Outstanding moisture-wicking performance fabric in a beautiful green color perfect for golf or tennis.

Made in Chicago, IL this is the best performance skort for tennis or golf. Women love the soft peached fabric of the green skort and we will use this fabrication to create more soft women's golf and tennis skorts!!!

Performance oriented this women's green golf skort is perfect for tennis because of the outstanding elastic drawstring also available to cinch the waistline perfectly and help support active and competitive play.

FIND IT HERE:

https://ellieday.com/collections/golf...

HOW IT FITS:

Very stretchy with heavy-duty super soft fabrication fits typical US sizing as follows:

XXS 0-4 XS 4-8 S 6-10 M 10-14 L 14-18 XL 18+

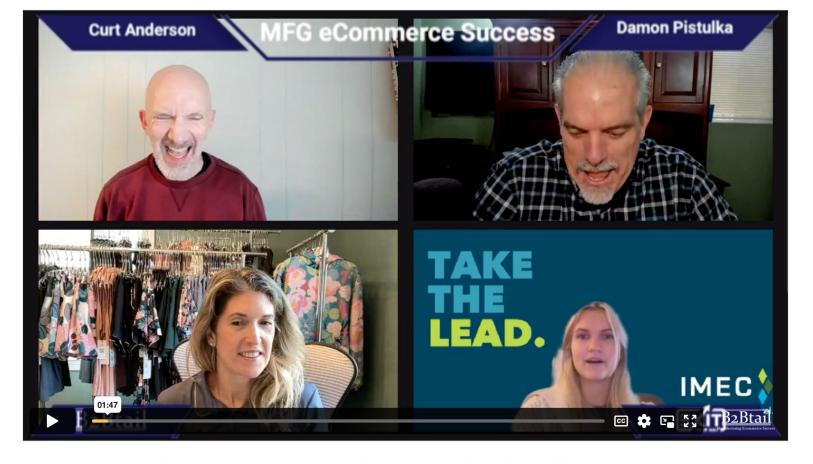
Ellie Day Activewear started by creating apparel that women love to golf and play tennis in. Utilizing designer prints, Ellie Day Activewear also creates yoga Pants, yoga Leggings, and Sports Bra in Expanded sizes.

Yoga, Tennis, Golf layering hoodies, sweatshirts, jackets.

Designed in Chicago, IL.

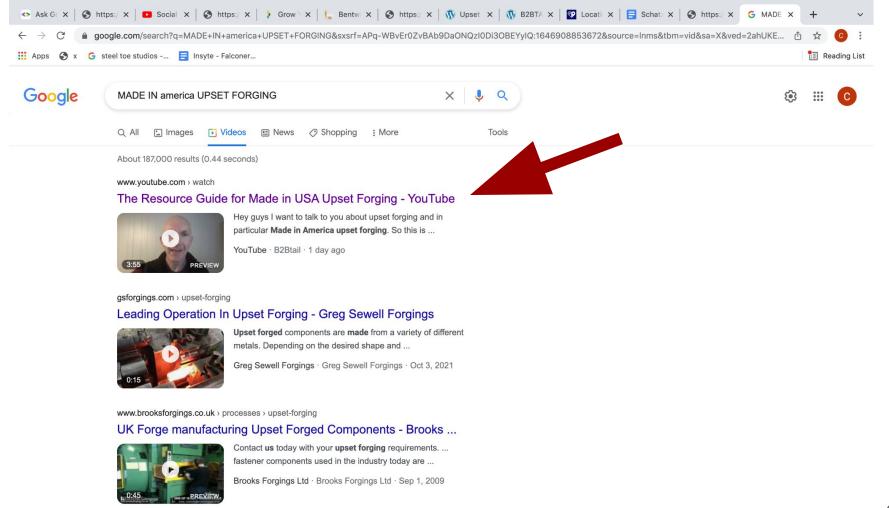
More about Ellie Day Activewear:

https://ellieday.com/pages/about-elli...



Ellie Day Activewear Partners with IMEC for Success

Do You Feel More Empowered for Your Ongoing Search Strategies Thanks to IMEC?



Teach - Educate - Inform - Be the Expert





1) Do You Care?

2) Can You Help Me?

3) Can I Trust You?

CREATE A LEARNING CENTER





What Are the Benefits of Buying Your Chorizo Directly from the Manufacturer?



Speak with a rep directly

- 219-677-2064 | Edward Garza
- sales@elpopular.com

It's cost effective

The primary benefit of buying your chorizo directly from a manufacturer is the cost savings. When you buy it elsewhere it is often privately labeled, which drives a 15% to 30% markup on that product. At the end of the day, the retailer is going to be at a disadvantage, which also puts the consumer at a disadvantage.

In fact, when you look at all the brands of chorizo on the market today, less than 20% are actually made by the manufacturer. The other 80% are from a cold pack or private label program.

In the Chicago and Midwestern U.S. area, El Popular is one of the only manufacturers of Chorizo, which gives you an idea of how truly rare it is. What sets El Popular apart in this regard is that we offer a co-pack program for most of our products.



Partnering with El Popular

When choosing a grocery vendor, most food retailers are likely focused on one thing: providing high-quality products for consumers at the lowest price possible.

It's probably a safe assumption to say that as a broker working with a variety of retailers, meeting your customers needs comes first, and that everything else falls into place beside it. And, if you're buying something like food, you're probably facing an extra layer of pressure to provide your customers the best, highest quality food options for their stores.

At El Popular, we believe that the way to do this is by buying your chorizo directly from the manufacturer. Why? Because it's cost-effective for everyone. But it's not just as simple as that.

Since 1925, El Popular has been committed to providing high-quality, authentic chorizo to consumers. In that time, we've been able to determine that there are many benefits that come from partnering directly with a chorizo manufacturer.

In this article, we'll highlight the primary benefits that come with buying directly from a chorizo manufacturer. By the end of the article, you'll be able to make a better informed decision regarding where you should buy your chorizo and why.

The benefits we'll be touching on in this article include:

- ✓ Quality control
- ✓ Price
- ✓ USDA and SQF Compliance
- ✓ Lead Times
- ✓ Logistics

What Are the Benefits of Buying Your Chorizo Directly from the Manufacturer?



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There's a high level of quality control

When you purchase directly from a manufacturer, you have a much better understanding of the quality control measures in place at the facility of origin.

The best example of this at El Popular is spices. If you're buying from a supplier or elsewhere, you may be getting products that are seasoned with a cheaper version of a spice, which will change the taste of the sausage or sauces that you're purchasing.

When you purchase directly from the manufacturer, we have complete control over the spices used in our products, and can guarantee that high quality spices are being used in all products. It depends on your needs and budgets, but a high-quality spice will mean a higher quality taste.

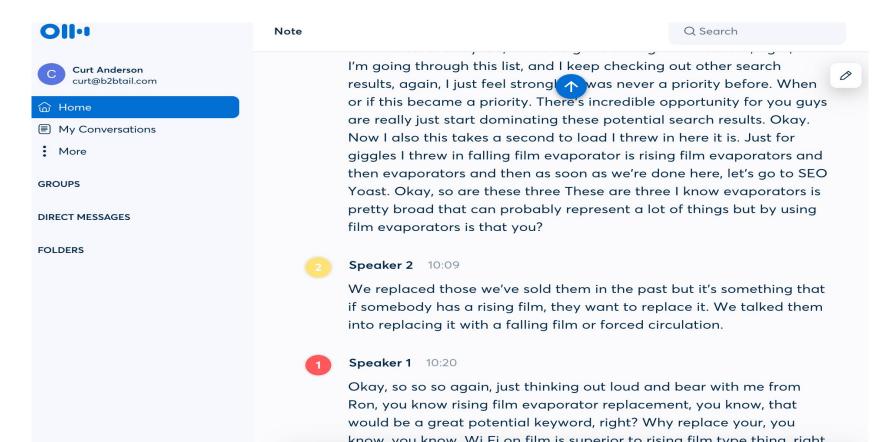
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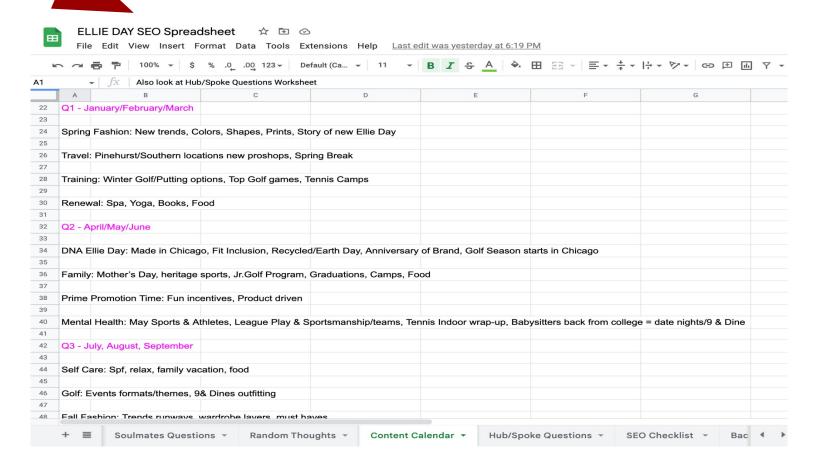
Otter.Al

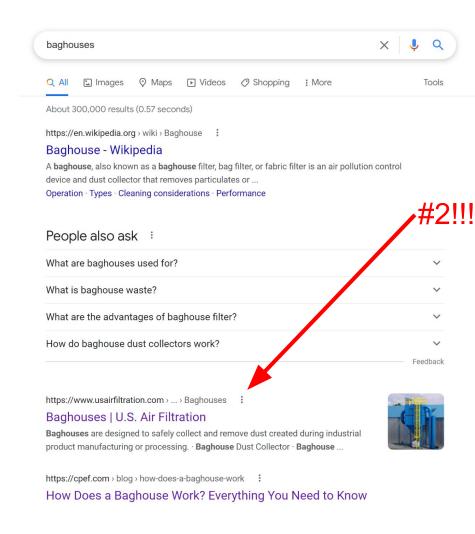


CONTENT IDEAS

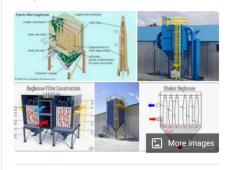
- Questions that Soulmates Ask?
- Benefits of Your Product/Service over the Bad Guys (competition)
- What is Your Product?
- How Does Your Product Work?
- Pricing?

CONTENT CALENDAR



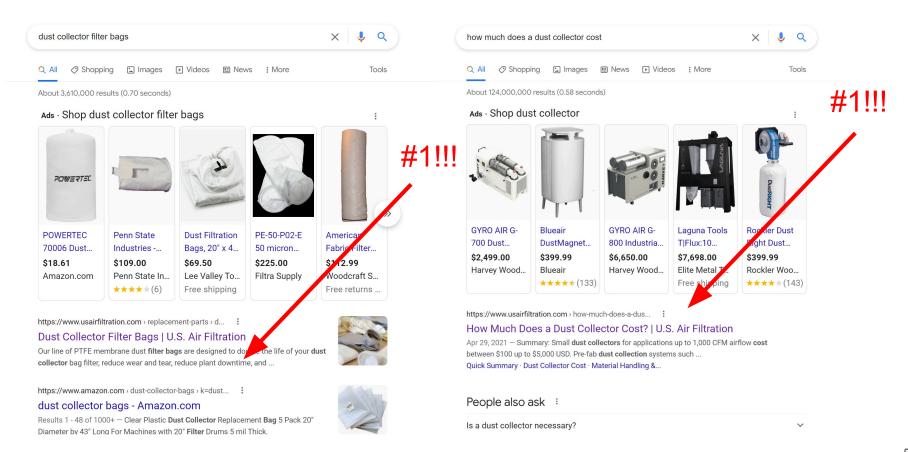


Baghouse



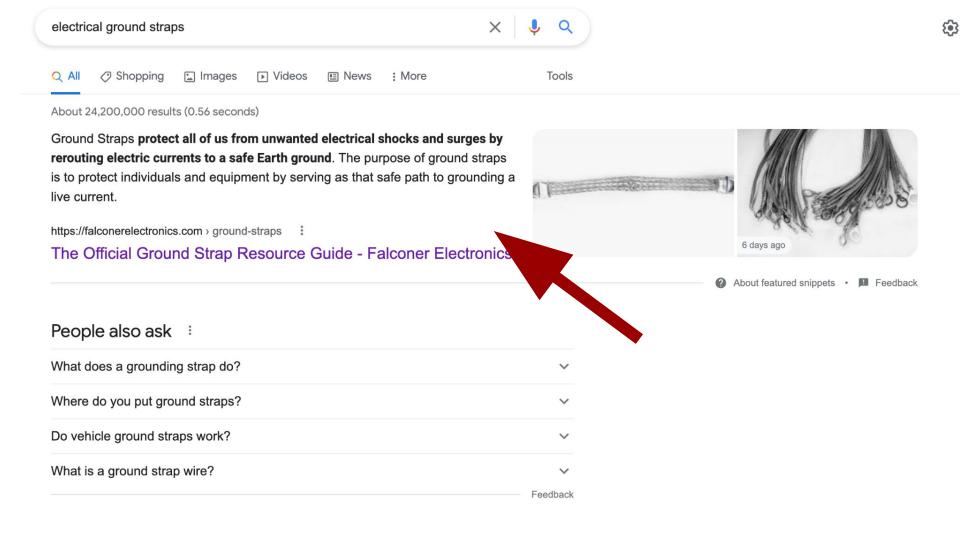
A baghouse, also known as a baghouse filter, bag filter, or fabric filter is an air pollution control device and dust collector that removes particulates or gas released from commercial processes out of the air. Wikipedia

Types	~
Advantages	~
	Feedback



Blogging





2300% TRAFFIC INCREASE



Dedicate Ourselves to Relentlessly Solving Problems for Our Soulmates

Curt@B2Btail.com

COMPLIMENTARY WEBSITE AUDIT

https://www.linkedin.com/in/elliedayactivewear/

https://www.linkedin.com/in/nicole-donnelly-dmg/

nicole@donnellymgroup.com

https://www.linkedin.com/in/curtanderson-b2b/

Curt@B2Btail.com