

BUSINESS

How to Boost Your Business in A Digital Environment

NewsUSA

(NU) - Now more than ever, businesses need to explore how to best serve their customers in the digital marketplace. That means finding ways to stay relevant and keep their audiences engaged. A professional development webinar series from the National Kitchen & Bath Association shows businesses how to develop and maintain a strong online presence.

The National Kitchen & Bath Association (NKBA) is a non-profit trade group for the kitchen and bath industry.

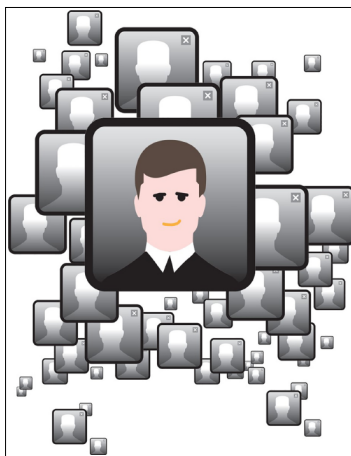
The series opens with Jim Nowakowski, a marketing and marketing communications specialist with more than 20 years of experience, notably in the manufacturing and publishing industries. Mr. Nowakowski brings his considerable expertise in communications and business-to-business advertising purchasing patterns to the webinars. The series kicked off on January 10 with "Staying in Front of Your Customers in a Digital Environment."

Positive feedback from attendees emphasized Mr. Nowakowski's enthusiasm and business acumen, with comments about his material and delivery such as, "his examples were detailed and easy to understand, with stories that made a point," and "he was the best presenter I have seen in a while, very engaging and entertaining."

"It's always an honor to present my business topics to designers, showroom consultants, architects and manufacturers," Nowakowski said after the presentation.

"When I received the feedback, I was thrilled that the audience walked away with knowledge they can use," he adds.

The webinar focuses on providing the audience with informa-



Staying in Front of Your Customer in a Digital Environment—presentation for conducting business today!

tion on digital disruption in the marketplace and what strategic tools can keep a business relevant and valuable in servicing customers.

For example, participants learn how value comes from differentiation, and the importance of what makes a business unique.

"What do you do that your competitor doesn't do? What does your competitor do that you don't?" Mr. Nowakowski asks.

Mr. Nowakowski also emphasizes how business basics never change, even in the age of disruption, and reviews tactics on how to stay in front of customers in a digital environment that includes using advertising, phone surveys, and quality service.

The full presentation of Staying in Front of Your Customers in Digital Environment is available <http://intrln.com/front>.

Visit www.interlinegroup.com for more information and additional webinars offered.