

It's Budget Season – Don't forget these 5 items when budgeting for eCommerce in 2022!



eCommerce should be a priority, but what all goes into making that a reality? If every factor and cost isn't accounted for beforehand it could cause that channel to not reach its full potential. Without a strong foundation it's hard for any eCommerce project to succeed.

[Learn More About the 5 Critical Items to Budget](#)

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How to Determine Your Ideal Customer Profile

Do you know who your ideal customer is? Often companies serve complex industries with different types of buyers, and trying to appeal to everyone is impossible. Understanding who your most important and profitable customers are helps to determine a cohesive digital strategy.

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How to Overcome Aftermarket Challenges Costing You Time and Money

As an OEM, energizing efforts to increase market share in the aftermarket is crucial for growth, but also has its own challenges. In this blog, we'll detail a few of those challenges—both of which must be a priority to overcome to attain aftermarket success.

[Learn more about the 5 areas to focus on to save on your resources and costs.](#)



eCommerce Growth Strategies for Manufacturers Webinar

The world of manufacturing is changing quickly. Traditional models of business alone are no longer enough to support customers. To stay competitive, manufacturers need to consider new options and strategies to ensure long-term success.

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