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FOR IMMEDIATE RELEASE

**ECIA Teams with Lectrix' Graham Kilshaw for Webinar on LinkedIn Marketing Strategies During Lockdown**

**Thursday | June 18 | 2:00 PM EDT**

Atlanta – ECIA is pleased to announce the second in a series of webinars from Graham Kilshaw, CEO of Lectrix. This timely webinar is titled, *LinkedIn Basics: Getting remote engagement right for the whole team* and will commence at 2:00 pm EST/11 am PST on Thursday, June 18th. [Lectrix Group](#) is an electronics industry-specific strategic planning, publishing, marketing and events firm.

With tradeshows on hold, and customer visits postponed due to pandemic lockdowns, everyone in an organization's business is in a customer-facing role. So right now, social media and video meetings have become the primary means of engaging new and existing customers. With fewer channels for your message, it is critical to get it right. And when you know how to leverage your whole team LinkedIn becomes a very powerful tool!

In this 45-minute webinar, ECIA and Lectrix' CEO, Graham Kilshaw, will provide your team with a practical "101" on how to:

- Set up and optimize your LinkedIn profile
- Build a consistent activity schedule
- Develop the right audience
- Identify and connect with prospective new customers
- Set up a team social effort

A refresher for some and a key learning opportunity for many, this free training session is applicable to everyone from the CEO to the management team, from field sales to customer service and inside sales, and also for your engineering teams who interact with customers.

Encourage your entire organization to [register for this important webinar](#).

**About ECIA**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.

**About Lectrix**

Lectrix is a sales strategy firm and full-service digital marketing agency. We have been serving components and electronics clients exclusively since 1971. To see our work, go to [www.lectrixgroup.com](http://www.lectrixgroup.com).