

## 2021 Personal Care, Grooming, Oral & Travel/Trial Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, July 12, 2021

#### How to Work with Retailers

A retailer's job is to sell products and selling a pre-sold product guarantees success. What can you do to assure retailers that you understand this. Let them know what you are doing with publicity, social media, advertising, celebrity and other influencer outreach, collaborations and every other aspect of marketing as well as your willingness to work with them on everything from idea generation to execution. You need to know any preferences retailers have and constantly be keeping your brand in the conversation and keep them informed of what you are doing. Everyone wants what people are talking about.

**(This video is available for session participants in the Thought Leadership section of ECRM Connect and the prep site)**



Nancy Trent, Founder & President  
Trent & Company

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## How to Repurpose Press and Social Media to Influence Buyers and Consumers

In this day and age a brand has to be “viral and spiral,” which means you need to be everywhere, to break through the clutter to get in the hearts, minds and pocketbooks of buyers and consumers. And getting the media attention you deserve has never been more difficult and expensive. We all know how hard it is to get journalists and other influencers to talk about you so when they do, you need to use the press in your signature, in your presentations, emails and compilation mailings, anyway you can. In addition, you need to use the social media attention to get more traditional media, use national attention to stimulate local media and print to get more TV, blogs to get podcasts...you get it. To get everyone talking about you, you have to start the process by letting them know people are talking about you.

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