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FOR IMMEDIATE RELEASE

ECIA Adds Graham Kilshaw's Webinar "LinkedIn Basics" to Resources Archive

Atlanta – ECIA Service Partner Graham Kilshaw, CEO of Lectrix, [has recorded a webinar](#) to enable members to learn how to leverage social media tool Linked In most effectively. The powerful webinar targets exactly what every customer-facing employee needs to know to communicate key messages and branding to the industry. Beginning with how to set up the profile, Kilshaw gives very convincing reasons why companies should pay attention to employees' presence on this ever-expanding universe.

"Most companies don't realize that a company's LinkedIn audience is typically 10x as large as its marketing email list," Kilshaw explains on the webinar. "If you multiply the number of employees that come in contact with customers by the average number of followers each one has, you get a very large number, much larger than your marketing list. Your employees are the face of your company," he added.

"Lectrix is one of our ECIA Service Partners because of the industry-specific knowledge they offer to our members," continued Debbie Conyers, ECIA Vice President of Member Engagement. "This well-attended webinar is a good example of the value this program brings to members. In addition to recording the webinar, Graham generously offered a free private consultant session with one of the attendees. I'm pleased to announce that Tom Wichert of TDK-Lambda won the drawing."

"I was thrilled to learn that TDK-Lambda won the consultation with Graham Kilshaw of Lectrix," said Tom Wichert, Executive Vice President Sales & Marketing. "Like many companies, we are redefining our communications during this pandemic. I look forward to exploring how our team might utilize LinkedIn more effectively and thank ECIA for providing this opportunity."

Access webinar recording from the ECIA [Training and Resources page](#).

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 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.