



Alicia Lyttle Speaks At Jamaican Exporters Association Mixer

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Kingston, JA ? Alicia Lyttle was a recent guest speaker for the Jamaica Exporters Association members mixer speaking on the topic of 'Going Global in 2016?'. The Jamaica Exporters Association (JEA) is a non-government members association that was established in 1966 to promote and support the growth and development of the export sector of Jamaican businesses.

The JEA realizes the importance of the export sector to Jamaica's economic development and works directly with Jamaican businesses to take advantage of export opportunities to expand businesses global presence. One such opportunity is via the online mega shopping portal, Amazon.com and using social media to build a loyal following.

Alicia Lyttle, CEO of PowSocial and Internet Income Jamaica, and her team have extensive experience launching various brands on Amazon.com, thus increasing their global reach, brand recognition and their bottom line profits. Along with Amazon.com, Ms. Lyttle and her team also incorporate social media to not only

build a loyal following, but to expand the reach of a brand on a global scale.

During Ms. Lyttle's presentation she demonstrate the benefits of selling on the Amazon.com online platform, how to get started and the potential in regards to brand growth and development. The members of the JEA were able to see how they, as manufacturers, can now expand their products into different markets. Many members were unaware of this specific platform and how to use it for the benefit of their brand and their business.

In combination with expanding on the Amazon.com platform, Ms. Lyttle also demonstrated the power of social media on how to continue to go global by expanding their reach from not only Jamaica but to the world.

"I believe this was a very eye-opening presentation for many of the manufactures here. Many did not realize the power of Amazon and the fact that they can sell on this platform. Then combining it with social media was the icing on the cake. Both are very powerful and can really take a business to the next level," said Ms. Lyttle

Another benefit that Ms. Lyttle shared was the fact that Amazon.com is the USA based platform, but once you start there you also have the opportunity to expand into Amazon's other markets such as the United Kingdom, Germany, Japan and more.

To conclude her presentation, Ms. Lyttle did a one hour social media test prior to the event with one of the businesses that was in attendance and shared her results with the audience. The point of the test was to demonstrate the potential reach that can come with social media. The test took a Facebook post on one of the businesses Facebook posts from only having one comment to gaining over 500 comments in as little as one hour.

The Jamaica Exporters Association along with Alicia Lyttle, encouraged the various manufacturers to use not only Amazon but social media to "Go Global for 2016".

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Pow Social

Pow Social combines talent and technical know-how to provide a range of marketing and social media services to a growing list of Jamaican brands.

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