

## ECOMMERCE MASTERCLASS EXTENDED OUTREACH

**ABOUT GC CABLE HANDRAIL.** GC Handrail LLC is operated in Anchorage, Alaska. The business is family-owned and is a husband and wife team consisting of two owners, Cody Lee and Stacey Dean. The business specializes in quick and easy-to-install cable handrails.

**THE CHALLENGE.** GC Handrail has the capacity to increase and double its sales and expand the business but needed assistance with further outreach capabilities in the state. For help they turned to Alaska MEP, part of the MEP National Network™.

**MEP CENTER'S ROLE.** Alaska MEP brought in partner and eCommerce specialist Curt Anderson, with b2btail.com, to help GC Handrail achieve reach their sales capacity and connect with new customers. The Alaska MEP hosted an eCommerce Masterclass and the two-month program provided manufacturers with high-level training in targeting their key customers, utilizing marketing tools and social media ads, and effective ways to increase outreach. The instructor also met with Stacey one-on-one to discuss the best tools to utilize specifically for her business. The training provided a foundation to increase outreach, including finding key customers to target for sales, as well as leading to \$300,000 in retained sales. With these expansions the company has plans to grow to four jobs.

"Alaska MEP has stepped outside the box by bringing in instructors for marketing that are very high-level marketers experienced with manufacturing. I couldn't get that on here in Anchorage. Not only did we get help in class, but we also received one on one help outside of class to focus on my particular company needs. The SEO knowledge and connection with our customers that was taught has had an extraordinary impact on our business. "

-Stacey Dean, Owner

## RESULTS



2 jobs retained



\$300,000 in retained sales

## CONTACT US



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