



## It's Budget Season – Don't forget these 5 items when budgeting for eCommerce in 2025!

The key to a winning digital sales strategy? A well-planned budget! When every detail is accounted for, you're building on a rock-solid foundation for growth. But what exactly should you factor into your eCommerce budget? Don't leave anything to chance—get all the insights you need in our latest blog.

[Learn more](#)



### A BROADCAST for Manufacturers Episode 61

Looking to build stronger workplace relationships and boost employee development? Chris Czarnik, a talent expert, shared actionable insights on how to not only find the right talent but also keep them engaged and thriving.

[Listen Now](#)



### The AEM Annual Conference

AEM's annual conference is just around the corner, and we're excited to share that GenAlpha's CEO, Kris Harrington, will be there! This event is your chance to stay ahead of industry trends, connect with forward-thinkers, and gain insights into what's shaping the future.

[Learn more](#)

### Industry Articles

- Digital Transformation of Manufacturing Supply Chains [➔ Read more](#)
- Solving the Mystery of Value-Based Pricing [➔ Read more](#)
- How B2B Companies are Enhancing Customer Experience [➔ Read more](#)

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