Go Global

IBT Online

Website Localization and International Online Marketing

09 May 2018

For: The Wisconsin International Trade Conference
IBT Online provides website localization and international online marketing services to help companies grow their sales, brands, and businesses online globally.

HELLO!

John Worthington
CEO
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Thank you to the Wisconsin Economic Development Corporation, especially to:

The MMAC World Trade Association

Brad Schnieder
Ashwini Rao
Working with >400 companies
Delivering >1,000 Online Global programs
14 US State Programs
SIDO’s “Champion of Trade” Award
BABC’s Best Innovative Company Award
THE WORLD IS CHANGING....

IT’S ONLINE
GLOBAL ANNUAL DIGITAL GROWTH
YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS
+7% SINCE JAN 2017
+248 MILLION

ACTIVE SOCIAL MEDIA USERS
+13% SINCE JAN 2017
+362 MILLION

UNIQUE MOBILE USERS
+4% SINCE JAN 2017
+218 MILLION

ACTIVE MOBILE SOCIAL USERS
+14% SINCE JAN 2017
+360 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETSTATS; CIA: WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHASA; SIMILARWEB; KEPPOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPPOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE’S DIGITAL IN 2017 REPORT.
Cross-border bandwidth X 45 since 2005
2015-2020 projected X 9 *

Digital flows now exert a larger impact on GDP growth than the trade in goods *

Digitally Literate SMEs

Digital world →
Great news for SMEs

SME exporters:
Winners will be well-connected and digitally literate
How do Search Engines work?

They are LOCALIZED

192 country/region specific search engines
>90% in Europe, Brazil, Mexico, Singapore, UAE
94.52% in Germany
67% in the USA

Google

Yandex

NAVER

Baidu

58% in Russia
77% in South Korea
55% in China

Different markets <> Different results
Same ranking algorithm, => different results
Google in the USA ≠ Google in the UK
Search engine optimization is country specific
Hussel Confiserie

Schokoladengebäck

Kategorien
- Kein Filter
- Buttergebäck
- Nussgebäck
- Schokoladengebäck
- Spritzgebäck
- Waffelgebäck

Preisspanne

Sortieren nach
- Kein Filter
- Beliebtheit
- Neuheit
- Preis: aufsteigend
- Preis: absteigend

Produkte pro Seite

- Walkers Chocolate Shortbread Selection 400g: 14,99 €
- Walkers Chocolate Chips: 3,99 €
- Bonne Maman Cookies chocolat et noisettes 225g: 4,79 €
- Bonne Maman Tartelettes chocolat caramel 135g: 2,79 €
- Schokoladen-Rollchen 150g: 2,99 €
- Johannisbeer-Törtchen mit Zartbitter-Schokolade 200g: 2,99 €
- Mint-Nussecken 200g: 3,99 €
- Butter-Florentiner-Mischung 140g: 3,99 €

https://www.hussel.de/k/tee-gebraeck/gebraeck/schokoladengebraeck/?orderby=date
Cookies chocolat et noisettes

225 g
Référence : 3178590405781

Ingrédients
Chocolat 30%, farine de blé tendre, sucre, beurre, noisette 9%, œufs, arôme naturel et arôme naturel de vanille, poudres à lever, sel, émulsifiants : lécitines, lait écrémé en poudre.

Valeurs nutritionnelles moyennes pour 1 biscuit (25 g):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Energie</td>
<td>540 kJ / 129 kcal</td>
</tr>
<tr>
<td>Matières grasses</td>
<td>6.8 g</td>
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<tr>
<td>Glucides</td>
<td>15 g</td>
</tr>
<tr>
<td>Protéines</td>
<td>1.7 g</td>
</tr>
<tr>
<td>Sel</td>
<td>0.1 g</td>
</tr>
</tbody>
</table>
威宁荞酥

1688

Galletas Gamesa Chokis 14 pzas de 63 g

- Disfruta los beneficios de ser socio.
- Hazte socio y renueva online.
- Compra en línea y recoge en club.
- Descarga la APP.

$106.99
Chocolate Biscuits

There are few things more welcome than a chocolate biscuit and ours are designed to be the very best that they can be. Every crisp or chewy biscuit is made to our own recipe and is thickly coated or generously studded with very good quality chocolate. From dark and nutty to sticky and chewy, every one of our biscuits is a joy.

Showing 14 of 14

NEW
Florentines
Musical Biscuit Tins
Savoury Biscuits
Scottish Biscuits
Chocolate
Cakes
Confectionery & Sweets
Preserves & Marmalades
Honeys & Syrups
Coffee
Truffles

For more information, visit: https://www.fortnumandmason.com/t/categories/food-hall/fortnums-classics/biscuits/chocolate-biscuits
Get your fill of chocolate chip cookies with Mrs. Fields®! Whether you need a gift or would like to treat yourself, find a wide assortment of our signature chocolate chip cookies - all baked fresh and delivered right to your door. Shop cookie gift baskets, tins, buckets & more.
Which website would you buy from?
### Search engine optimization (SEO)

A range of techniques that help your website rank higher in organic (also called natural) search results

- Country and language specific
- Unique, high quality content
- Descriptive in-depth content
- New and fresh content
- The right keywords
- Technical compliance
- Local hosting

### What matters to search engines?

- Unique, descriptive, high quality content
- Compliance
- Keywords
Digital World

Social catches up with Search

* Source: WeAreSocial and Hootsuite 2018 Digital Report
LET’S GET SOCIAL
Social Media – Route to Export Growth

2.8 billion people use social media networks across the world in 2017
Social network ad revenue > $33 billion in 2016, growing > 30% per annum

Social media platforms allow companies to engage with potential clients all over the world.
Fun Facts:

- 500 million LinkedIn Users
- 250 million Monthly Active Users
- 40% use LinkedIn DAILY
- 70% of LinkedIn users are from Outside the US
- After the US, India, Brazil, Great Britain, and Canada have the highest number of users

Source: Omnicoreagency.com
Online Accessibility: a Right for All

In 2017 400+ U.S. companies were served with lawsuits under the Americans with Disabilities Act (ADA) because their websites were not accessible to the disabled. Business take note! Web accessibility is becoming a global issue. Check out our latest... Show more

Web Accessibility - universal access to your website

There is growing pressure to recognize that websites are public places and therefore must abide by public laws, notably Accessibility Standards... Show more
WeChat

Available in 20 languages

A comprehensive app ecosystem that encompasses everything from payment services to online games

938 million monthly active user accounts
97% of the Interbrand Top 100 Global brands have dedicated Facebook accounts.

Facebook owns WhatsApp, Instagram and Facebook Messenger combined audiences = 4.37 billion

+ 1.94 billion monthly active users, + 18 percent
+ 1.28 billion people daily active users, + 18% increase

5 new profiles are created every second

Available in 101 languages
SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

- NORTHERN AMERICA: 70%
- THE CARIBBEAN: 40%
- CENTRAL AMERICA: 59%
- NORTHERN EUROPE: 66%
- EASTERN EUROPE: 45%
- WESTERN EUROPE: 54%
- SOUTHERN EUROPE: 56%
- MIDDLE AFRICA: 11%
- WESTERN AFRICA: 40%
- NORTHERN AFRICA: 38%
- SOUTHERN AFRICA: 31%
- EASTERN AFRICA: 7%
- SOUTH AMERICA: 63%
- EASTERN ASIA: 64%
- CENTRAL ASIA: 12%
- SOUTHEAST ASIA: 55%
- SOUTHERN ASIA: 20%
- OCEANIA: 55%
- GLOBAL AVERAGE: 42%

SOURCES: FACEBOOK, TENCENT, VKONTAKTE, KAKAO, NAVER, DING, TECHRASA, SIMILARWEB, KEPIS ANALYSIS
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.
WEBSITE LOCALIZATION

INTERNATIONAL ONLINE MARKETING
>70% of the world’s purchasing power is outside of the USA.

>85% of the world’s economic growth is outside of the USA.

Source: US Commercial Services
Great resource for international information
>55% say they will only buy online when the website is in their native language.

>75% of multilingual consumers prefer to buy products in their native language.

>95% of multilingual consumers who speak major languages, such as English, Chinese, Japanese, Spanish, French, German etc. will only buy online when the website is in their language.

(Source: Common Sense Advisory)
Website Localization

Market-specific & Client-focused

- Registered domain name
- Multilingual navigation
- Mobile-enabled
- Design adaption
- Fully adapted to local language
- Cultural aspects taken into consideration
- Optimized for search engines
- Hosted locally
- Correct content management system
- Regulatory requirements
Localization is for SME’s exporting through distributors and agents too…

Through localization of your website:

1. Centralize your distributor support online (pricing harmonization and you avoid duplication)
2. Generate demand with local search engine optimization by boosting local visibility and thereby attracting new distributors and potential end clients
3. You let the best distributors find you online
4. Build and manage your brand online
5. Link your website to your distributor, so you are not competing directly
They know how it’s done...

132 International websites

80+ International websites

27 Languages

191 countries

65,000 cities
International Online Marketing

4 ASPECTS:

1. Search engine optimization (SEO)
2. Social media marketing
3. Content management, editing, and support
4. Reports and analytics
GO GLOBAL
WITH WEBSITE LOCALIZATION
AND INTERNATIONAL ONLINE MARKETING

SUPPORT YOUR INTERNATIONAL BUSINESS STRATEGY

Website localization maximizes your global expansion, builds brand awareness, creates local engagement and supports your in-market representation.

Read and hear how companies grow their sales, brands and businesses globally with multilingual websites and international online marketing.

MORE ON WEBSITE LOCALIZATION
INTERNATIONAL SUCCESS STORIES
Avionics Support Group

Online Global in China, Mexico, Japan, and Brazil

Optimizing trade shows and generating leads

The return on investment was rapid: $.5 million airline deal
Exports grew from $2.5 to $5 million
Bulman Products

Online Global in the UK, Germany, China, Spain, UAE, Australia, Turkey, Singapore, and Korea

Localized marketing campaigns, optimizing trade shows and identified distributors

International sales growing at twice the rate and driving the business forward
Roll-Rite Inc.

Online Global in France and Germany

Localized marketing campaigns optimized time at trade shows, ensuring management get great meetings.

International sites attracted new in-market agents and developed the brand in Europe
The Wisconsin Online Global Program

Helps your customers, prospects and business partners understand who you are and what you offer by improving their user experience in their native language. Whether you sell directly or via distributors, B2B or B2C, a local website that is easy to engage and do business with, built to match your business strategy, is essential to your international expansion success.

Get visible with website localization and increase your local credibility and trust
The Wisconsin Economic Development Corporation (WEDC), mission is to advance and maximize opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. The International Business Division is structured to focus on markets with the greatest purchasing power for Wisconsin products.

WEDC works closely with IBT Online to deliver the Wisconsin Online Global Program - Website Localization and International Online Marketing for Wisconsin companies. From strategic planning, through content localization, design customization and technical implementation of localized websites, to country specific search engine optimization and social media marketing, our Online Global services are tailored to support your international business strategy.
SAMANTHA IS THE IBT ONLINE BUSINESS DEVELOPMENT MANAGER FOR WISCONSIN

Samantha is bilingual in Spanish and English. She has a passion for international business and helping others succeed. Samantha is the go-to-person if you have any questions or interest in going global with the Wisconsin Online Global Program.

Contact Samantha Soffici: ss@ibt.onl
T +1 (786) 493-8667

PUBLICATIONS AND WEBINAR RECORDINGS

Support your international business expansion with our range of resources:

- Exporters Guide to Canada
- International Distributors
- Country Specific Websites for the EU
- Digital Marketing for Exporting
SUCCESSFUL WISCONSIN COMPANIES WE ARE PROUD TO SERVE AND TRUST US TO DELIVER

SUCCESSFUL COMPANIES THAT TRUST US TO DELIVER
Option A

Delivers:
2 country-specific websites
Fully localized for your top two international target markets

Budget:
Online Global Option A: $12,000

Wisconsin companies can apply for the IMAG to be reimbursed for specific expenses associated with executing their international export activities. Project level funding is up to $10,000. If a company has graduated from the ExporTech program, then they are eligible to apply for up to $25,000 for assistance in implementing their export strategy.

2 Market Expansion

- Kick off call & planning
- Domain names
- Template design layout
- Each website = 12 web pages, 2,000 words
- Localized and translated content
- Links to US website and/or ecommerce platform
- Initial search engine optimization (SEO)
- Reporting (set-up and access to Google Analytics)
- CMS access and training, hosting for 12 months

3 months
**Multi-Market Web Presence**

- Customized proposal, definition of objectives, target markets and scope
- Strategic planning
- Website specification and wireframe
- Content localization, translation
- Design
- Content management system
- Hosting
- Website build, content load
- Testing
- Domains and URLs
- Site launch, training and access
- Search engine optimization
- Social media marketing
- Content management, editing, support
- Reports and analytics

**Option B**

**Delivers:**
Customized, multi-market country-specific websites and marketing
Fully localized for your top international target markets

**Budget:**
Online Global Option B: Varies according to the number of countries and scope of work

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Thank you members of the Wisconsin Economic Development Corporation

Today’s takeaway: Get Online Globally 😊

Questions?

Some answers: www.ibt.onl/us/resources