Website Localization and International Online Marketing for Exports
Go Global with Website Localization and International Online Marketing!

Presented by IBT Online with special thanks to Maine International Trade Center

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# Table of Contents

**WHAT WILL YOU LEARN TODAY?**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Growth</td>
<td>4</td>
</tr>
<tr>
<td>Global Digital Snapshot</td>
<td>7</td>
</tr>
<tr>
<td>Why Export</td>
<td>8</td>
</tr>
<tr>
<td>Digital Solution</td>
<td>9</td>
</tr>
<tr>
<td>Today’s Global World</td>
<td>10</td>
</tr>
<tr>
<td>Global Challenges</td>
<td>12</td>
</tr>
<tr>
<td>Best Practice</td>
<td>16</td>
</tr>
<tr>
<td>IBT Online</td>
<td>20</td>
</tr>
<tr>
<td>Online Global Services</td>
<td>21</td>
</tr>
<tr>
<td>Success Stories</td>
<td>23</td>
</tr>
<tr>
<td>Your Turn!</td>
<td>24</td>
</tr>
</tbody>
</table>
Global trade in goods and services has not recovered since 2008

End of globalization......
Or something new ?

* Source: McKinsey Global Institute (MGI) report,
  Digital globalization: The new era of global flows, 2015
Digital flows now exert a larger impact on GDP growth than the trade in goods *

Cross-border bandwidth X 45 since 2005
2015-2020 projected X 9 *


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Digital world => Great news for SMEs

The big disruption or the big opportunity

SME exporters: The winners will be the well-connected and digitally literate

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Global Digital Snapshot

Source: @wearesocialsg Slideshare

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Why Export

Export = Growth

>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: U.S. Commercial Services)

Exporters’ sales grow faster, more jobs are created, and employees typically earn 13-18% more than in non-exporting firms.
U.S. Chamber of Commerce recognizes online presence as #1 marketing and sales tool.

...the same applies to home and international markets...

- **E-commerce** growth at 20%
- **M-commerce** growth at 50%

Make the internet work for you globally!
People (businesses and consumers) search, find, visit and engage with websites and online marketing communications.

✓ >75% of multilingual consumers prefer to buy products in their native language.
✓ >55% say they will only buy online when the website is in their native language.
✓ The above figure goes to >95% when dealing with major languages, such as English, Chinese, Japanese, Spanish, French, German etc.
(Source: Common Sense Advisory)

“If you cannot be bothered to build and market a website for my business, I’ll go elsewhere.”
Top 10 Languages in the Internet

Estimated total Internet users are 3,611,375,813 for June 30, 2016
Copyright © 2016, Miniwatts Marketing Group
Global challenges: Growing sales

Supporting Distributors
Marketing material, technical support, local credibility

Privately owned, mid cap
High-tech, global industries
B2B

In-market agents
Technically challenged
Emphasize local commitment
Global challenges: Finding distributors

The best distributors find you – so make it easy

Privately owned, mid cap
Multiple sectors
B2B
B2G (local authorities, schools...)

Dense distributor network
Identify – Engage - Support

“3x the number of distributor applicants as anyone else”

“Clear that they know this market and are really committed”
Global challenges: Generating leads

Let your website do the heavy-lifting

Privateley owned, mid cap
Multiple routes to market
B2B and B2C

Emphasis on service and ongoing product innovation

On-going lead generation through increasing online traffic and profiling

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Global Challenges: Building brand

Your brand => Own it

Privately owned, mid cap
Multiple sectors (+1500 SKUs)
B2B
Operate between OEM and 2 / 3 tier

David vs Goliath for brands:
Suppliers to a global industry
Service
Customization
Brand
Apple: Online Global Success with 132 sites...

...and now it's your turn...

<table>
<thead>
<tr>
<th>Asia Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>België</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

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>200 Unicorns, think Uber and Airbnb

Uber: [www.uber.com](http://www.uber.com)
- Founded in 2009, now in 575 cities worldwide.
- “helping cities to thrive” and promote “safe rides for everyone”
- 80+ international websites
- Social media platforms: Facebook, LinkedIn, Instagram, Twitter as well as their own newsroom [www.newsroom.uber.com](http://www.newsroom.uber.com)

Airbnb: [www.airbnb.com](http://www.airbnb.com)
- Launched in 2008
- “Worldwide Accommodations Leader”, Airbnb “connects people to unique travel experiences, at any price point, in more than 65,000 cities and 191 countries. And with world-class customer service and a growing community of users”
- .. Having served >150 million guests, the Airbnb is a reference on its own
- Global 26 country specific websites
Audi: France vs Germany

Nouvelle Audi Q5
Entendez l'appel.

Réservez votre essai ➤

Audi: Sommer:Zeit.

Jetzt erleben ➤
Kindle by Amazon: UK vs France vs Italy

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Coca-Cola: India vs Brazil
IBT Online provides **website localization** and **international online marketing** services to help companies grow their sales, brands and businesses online globally.

Since 2002, we have helped hundreds of small and medium sized companies expand globally.

**SIDO** (State International Development Organizations) recognized IBT Online with the **“Champion of Trade” Award** for its successful Online Global Program.
Online Global Services

Website Localization

✓ Strategic planning
✓ Website specification and wireframe
✓ Content localization and translation
✓ Design
✓ Content management system

✓ Hosting
✓ Website build and content load
✓ Testing
✓ Domains and URLs
✓ Site launch, training and access

Get visible with website localization

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Online Global Services

International Online Marketing

- Search engine optimization
- Social media marketing
- Content management, editing and support
- Reports and analytics

Speak to the world with international online marketing

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Success Stories
Canada

- Total population: 35 million
- French as mother tongue: 7.5 million speakers
- Ecommerce = 6.4% of all retail sales and is estimated to be worth C$29 billion by 2021
- Google.ca available in English and French

1) English 2) English and French 3) French
Europe

European Union

✓ 28 countries
✓ 505 million inhabitants
✓ 375 million internet users
✓ 225 million e-shoppers

Size and growth

✓ With >$485 Bn of ecommerce sales, Europe has overtaken the USA $304 Bn.
✓ EU ecommerce growth by 18% in 2015.
✓ 20% of online spend via m-commerce.

For better user experience

✓ 10% of European consumers regularly shop online from other EU countries, 63% in their home country.
   (ANEC, 2015)
✓ 42% of European online shoppers who have never shopped online outside of their home country cited language as the barrier.

✓ Main markets: Germany, UK, France, Italy and Spain follow Amazon...
4 Great Maine Websites

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Grow your sales, brands and businesses online globally!

Choose your markets...

Get started today: http://info.ibt.onl/international-business-and-technology-blog/love-story-the-online-global-version

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