

B2B DIGITAL MARKET IS GROWING NOW

- ▶ The global B2B ecommerce market is valued at **\$14.9 trillion**
Big Commerce
- ▶ The B2B ecommerce market is **five times greater** than the B2C market
Big Commerce
- ▶ **9%** of total B2B US product sales occurred via an ecommerce website before the pandemic
eMarker
- ▶ **17%** increase of total B2B US product sales predicted by 2023
Forrester
- ▶ **87%** of B2B buyers admit they would pay more for a supplier with a better ecommerce portal and experience
Big Commerce
- ▶ More than **one out of every four** people is an online shopper.
Oberlo
- ▶ **59%** of consumers conduct research online when planning a major purchase.
Fit Small Business
- ▶ The new generation of procurement leaders and purchasing agents have grown up buying online for personal needs. They expect to be able to buy online for business development as well!
McKinsey



THREE REASONS WHY YOUR BRAND NEEDS LOCALIZED WEBSITES



Your website is the most powerful tool for **building trust** and **brand awareness** in your target markets and therefore **growing your export sales pipeline**.



1. BE FOUND

Without a localized website in your target market:

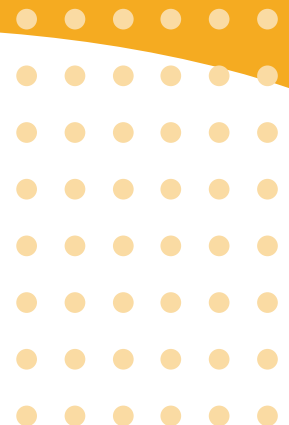
- ▶ Your prospects can't find you online
- ▶ Your website is not showing up in search engines
- ▶ Your brand is not getting the exposure it needs to grow and make sales

A properly localized website can bring better Search Engine Optimization results.

You can't assume that your USA-based English website will show up in a Google search by a prospect in Canada or Germany. In fact, your US website is essentially invisible in other parts of the world!

OEM Fabricators chose to launch two localized websites in Germany and Canada to increase their SEO. Now their products are found faster and more frequently by prospects in these target markets.

The new websites are optimized in each local language, using local currency and keywords, on local servers so that customers overseas will **find, recognize and become champions of their brand.**



2. BE UNDERSTOOD

Without a localized website in your target market, your prospects:

- ▶ Can't understand your products and services
- ▶ Are missing your unique value proposition
- ▶ Losing trust in your company in a matter of seconds

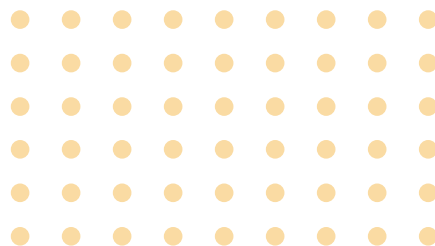


First impressions are critical, especially online.

To ensure you have a lead-generating website in a specific region, it must be adapted to the local language of your prospect. Armor Protective Packaging decided to launch customized websites for each of its target audiences (Germany, Mexico, Canada, China, and India).

They offer complex packaging solutions, and their customers are engineers who need to analyze details to see if it's the right fit for them. If the language translation is wrong, or product measurements aren't in the local units, they lose credibility - and, therefore, sales.

When you have a localized website that's optimized for your prospective clients, it immediately lends credibility to your brand as they can better understand you, relate to you, and engage with you. This helps your brand **earn customer trust and therefore yields a successful buyer's journey** through your organization's sales cycle.



3. BE EASY TO DO BUSINESS WITH

Without a localized website in your target market, your company:

- ▶ Doesn't have a direct line of communication with prospects
- ▶ Fails to provide a user-friendly, customer experience
- ▶ Is missing out on ongoing repeat business

Optimize for the best consumer experience

Localized websites are optimized for online best practices which allow the new prospect to navigate easily, communicate if needed, and engage with the website in a dynamic way.

After launching their localized website in Mexico, Fullerton Tool Company discovered that their Mexican distributors prefer to place orders online. Beth Bauer says *"Our distributors didn't want to have a language barrier conversation with the sales team in the US."* Now their distributors and customers can go online and order exactly what they want, with less confusion and frustration.

"Our biggest challenge was not being accessible to non-English speaking customers," says Bauer. *"Now we have a direct line of communication with our Spanish-speaking customers."*



HOW TO GET STARTED?



online global[®]

People around the world are searching online for your products. Without a localized website that is tailored to your customers, you're missing out on online opportunities every day. It's time to launch localized, optimized websites to capture web traffic in all of your international target markets.

The Online Global Program offers the complete package; from strategic planning to website (re)design and content localization, website management, and online marketing programs designed to help you grow your manufacturing and exporting successes online, globally.

LAUNCH YOUR LOCALIZED WEBSITES NOW!



**WATCH OUR CLIENTS
TESTIMONIAL VIDEOS!**

