

DEMYSTIFYING ONLINE MARKETING

Adding an online marketing strategy to your website and social media is like throwing gasoline on the fire! Your web traffic explodes, leads will increase, and your brand recognition will grow.



DEMYSTIFYING ONLINE MARKETING

Beth Bauer worked with us to launch online marketing campaigns for Fullerton Tool Company, a manufacturing firm based in Michigan.

For Fullerton Tool, we concentrated on several online marketing components: search engine optimization (SEO), social media, paid advertising, and analytics and reporting.

The results have been outstanding. *“It’s nice to see that we are increasing traffic to the site from ads and converting to actual sales!”* says Bauer.

In this article, you will learn exactly what an effective online marketing strategy looks like and how it can boost your export sales.

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“We went from a handful of sessions on our new websites to 9,000 monthly sessions.”

Beth Bauer



IS ONLINE MARKETING RIGHT FOR MY COMPANY?



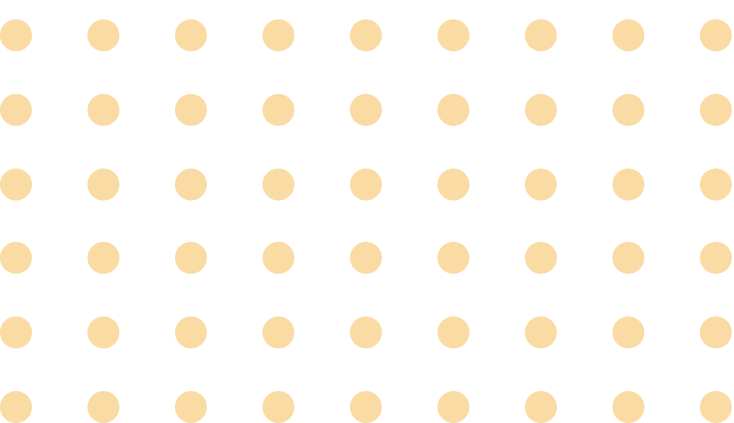
If your company wants to grow its exports in a specific market but struggles to get traction, it's time to consider online marketing as part of your growth strategy. If you have localized websites and social media profiles in your target markets, you can amplify them with online marketing.

If your company wants to grow its exports in a specific market but struggles to get traction, it's time to consider online marketing as part of your growth strategy. If you have localized websites and social media profiles in your target markets, you can amplify them with online marketing.

If your organization is experiencing any of the following scenarios, it's time to launch strategic online marketing campaigns:

- ▶ You're not getting a lot of visitors to your website
- ▶ You're struggling to get engagement and followers on social media
- ▶ Website visitors are coming to your site but not staying on it very long (high bounce rate)
- ▶ You're getting very few online leads from your website

Effective online marketing campaigns increase the number of international prospects that visit your website, drive up engagement on social media, help to educate your prospects about your products and services, and encourage them to buy!



ESSENTIAL COMPONENTS

Every company needs a customized online marketing strategy to reach its international audiences. There are four comprehensive tools for effective online marketing to ensure your company gets found, is understood, and does business in all your target markets.

- ▶ **Search Engine Optimization**
- ▶ **Social Media**
- ▶ **Paid Advertising**
- ▶ **Analytics and Reporting**

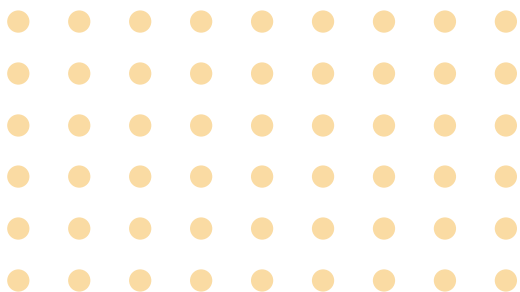
SEARCH ENGINE OPTIMIZATION



If local search engines can't find you, your target audience can't either! All search engines - Google, Baidu, Yandex, Bing... - put the searcher at the center. Search responses are ranked according to what the searcher finds most relevant.

So if your prospective client is in Mexico, Google Mexico will prioritize Mexican websites in Mexican Spanish. If you are trying to reach new clients in Germany, Google Germany will prioritize German websites that respond best to the German-prospect searches.

By using localized search engine optimization strategies and search engine co-optimization, you will drive the right traffic to your site; increase brand visibility online; boost traffic to your websites.



SOCIAL MEDIA

Your customers are actively communicating and engaging on social media. Social media platforms reflect the local environment. So using the social media networks your target audience likes will ensure your company gets discovered!

Over 4.6 billion people worldwide use social media today. Social media platforms are increasingly used as alternatives to search engines to find the right product and services. And in today's world, prospective customers want to learn more about who they buy from.

But social media can be a crowded space. To achieve great local engagement, you need a clear social media strategy.

Start by identifying which platforms are suitable for your target market (Facebook, Twitter, WeChat...).

Next, define how your buyer persona engages with social media (are they researching product information, listening to influencers, asking questions...).

Then create great content that resonates with them (this may vary from market to market). Doing this will make a memorable, lasting impression on them, which will keep them coming back for more!

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PAID ADVERTISING

According to **Hubspot**, Google has “over 259 million unique visitors and 4.8 billion daily interactions.”

SEO and paid advertising help direct visitors right to your website. It also helps grab the attention of best-fit customers and points them directly to you.

At IBT Online, we describe this process as “engaging and delighting existing and future clients with the right message at the right time.”

According to **WebFB**, the average return on ad spend (ROAS) for Google Ads is 200%, making this online marketing method very profitable!



Google Ads are very important in helping somebody in these regions find our websites. We've received exponential website traffic increase to our localized websites and an uptick in traffic to our domestic website from other countries”.

Mitch Fedie, Marketing Manager, Pettibone

ANALYTICS & REPORTING

Reporting and analytics empower your team to improve online marketing over time and continue to drive qualified leads to your website. You must regularly assess your marketing campaigns to see what is working and needs improvement. If you have the right analytics and reporting dashboards, you can ensure that your marketing investments work hard for your company.

At IBT Online, we build unique customer dashboards for each client to showcase analytics and report traffic and conversions. This allows our clients to monitor, learn and understand who they are connecting with globally.

We work collaboratively to discover which content is performing best, which platforms to focus on, and more. This is an essential part of adapting to the market and making decisions based on actual results.

THE PROCESS

The IBT Online team offers a complete online marketing program in one package.

Here is our workflow for successful online marketing programs:

- 1 Online Marketing Strategy
- 2 Search Engine Optimization Set-Up and Management
- 3 Google Ads Set-Up and Management (Optional)
- 4 Social Media Accounts and Campaigns Set-Up
- 5 Social Media Management (Organic and Paid)
- 6 Building of a Followers' Base, Reach and Engagement
- 7 On Demand Content Creation, Localization and Upload
- 8 On Demand Website Editing, Update and Management
- 9 Analytical and Reporting Accounts Set-Up
- 10 Monthly Reporting on Website Performance and Online Marketing

This is the exact process that we implemented for Fullerton Tool Company, a Michigan-based manufacturing firm.

IBT Online designed, launched, and optimized targeted search engine advertising and social media marketing campaigns to direct more traffic to Fullerton Tool's Mexico website. This **increased the number of leads** coming into their Mexico website, which they could turn over to their sales team to nurture and convert into loyal, satisfied customers.

These marketing programs are not only **yielding ROI**, but the Online Global Marketing Program is yielding a **high return on ad spend** for Fullerton Tools Company.

START NOW!



online global[®]

Traditional business development tactics like exhibiting at trade shows and international business trips are less reliable these days. Why invest that time, energy, and money when you can boost your website with online marketing?

If your organization is experiencing any of the following scenarios, it's time to launch a new localized website:

- ▶ You're not getting a lot of visitors to your website
- ▶ You're struggling to get engagement and followers on social media
- ▶ Website visitors are coming to your site but not staying on it very long (high bounce rate)
- ▶ You're getting very few online leads from your website

LET'S DISCUSS YOUR ONLINE MARKETING PLAN TOGETHER!



**WATCH OUR CLIENTS
TESTIMONIAL VIDEOS!**

