

A PLAYBOOK FOR CANADIAN EXPORTERS

BOOK 1



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THE VALUE OF EXPORTING!



Canadian companies that build a multinational presence through trade and diversification are more profitable, more stable and more resilient than companies that don't. The access to talent and innovation they gain in building that footprint better positions them to compete in the future.



**EXPORT
GROWTH**



**SALES
GROWTH**



**BRAND
GROWTH**



**BUSINESS
GROWTH**

TOP 10 BENEFITS

- 1 Exporters specialize their production and enjoy economies of scale. Access to global markets encourages exporters to specialize their product lines and exploit economies of scale, which in turn reduces average production costs and raises productivity.
- 2 Staying home comes with risks of its own - firms from other countries with growth plans of their own will happily compete for Canadian customers here.
- 3 Productivity increases. Canada's manufacturing sector finds that exporters produced 13% more output per worker than non-exporters on average from 1974 to 2010. Exporting improve performance and company productivity.
- 4 Exporters are more innovative, exporters invest more in R&D. Between 2004 and 2009, exporters reported twice as much R&D activity as non-exporters.
- 5 Growth creates network and as a company's global connectedness increases, so too does its cumulative performance improvement.
- 6 Small and Medium Sized Enterprise exporters have higher revenues and profit margins.
- 7 Canadian exporters make an outsized contribution to overall economic activity in Canada.
- 8 Exporters build resilience long-term, as exporters form closer ties to suppliers, distributors etc. and improve their remote capabilities.
- 9 Interactions with foreign buyers' benefits exporters. Exporters are 37% more likely to use foreign technologies than non-exporters and collaborate more on R&D with foreign buyers.
- 10 Exporters enjoy diversification. Exporting and growing your market will introduce you to new partners, players, markets, and more opportunities.



WHY EXPORT TO LATIN AMERICA AND THE CARIBBEAN

Canada has eight **Free Trade Agreements (FTAs)** with the following countries in the hemisphere:

- ▶ Chile
- ▶ Colombia
- ▶ Costa Rica
- ▶ Honduras
- ▶ Panama
- ▶ Peru
- ▶ United States and Mexico

Global Affairs Canada has identified a number of **South American countries as priority markets.**

Check out the **TCS LatAm-Caribbean Guide!**

Canada also has eight **Foreign Investment Promotion and Protection Agreements** and 30 **air transport agreements** with countries in the Americas.

- ▶ The market is GROWING. **Mercosur**, made up of Brazil, Argentina, Uruguay and Paraguay, is the fourth-largest trade bloc in the world. Canada's bilateral merchandise trade with the rest of Latin America and the Caribbean totalled \$29.5 billion in 2021. Two-way trade in services totalled \$15.4 billion in 2020. Many countries in Latin America are part of the phenomenal growth **trend of "outperformers"**, with economies growing at multiple times the global average.
- ▶ MORE THAN USMCA - In March, Canada **launched trade talks with Mercosur**. If trade negotiations are successful, your business could have tariff-free access to an additional 260 million customers. Canada's two-way trade relationship with Argentina, alone, was worth over \$2 billion in 2017.
- ▶ Lots of Existing partnerships and networks. Using established Canadian partnerships can help you navigate the challenges of doing business in Latin America. To avoid getting inadvertently caught up in **corruption schemes** and **financial crime**, the TCS can help you vet partners and understand the legitimate regulatory environment.



LATIN AMERICA IS NOT JUST CENTRAL/SOUTH AMERICA

– DON'T MISS THE U.S. LATINO MARKET!



- ▶ It's an important part of accessing the Latino market in the United States! According to Mckinsey: Latinos have grown their household consumption to reach a cumulative \$1 trillion market in 2021 – a 6% annual growth rate over the last decade.
- ▶ World's 8th largest economy! If U.S. Latinos were their own country it would be the 8th largest in the world – and the largest Latino market in the world. (Larger than Brazil and more than twice Mexico.)
- ▶ Its consumption is growing faster in the U.S. than other GDP segments: Compared to non-Latino US segments, the Latino segment grew 4.5x faster in GDP, implying MOST of the US growth came from the Latino population.
- ▶ Driving growth in the U.S. economy is a young and educated Latino labor force. **Latino Donor Collaborative** reports Latinos were responsible for 78% of the net new jobs in the labor force since the Great Recession. Given the higher population growth of Latinos relative to non-Latino demographics, this demonstrates how important Latinos are, not only today, but also in the future growth of the economy.
- ▶ US "Blindspot" is exploitable to Canadian suppliers. Despite the size and growth of the U.S. Latino market, this segment of the economy continues to be a blind spot for many decision-makers in C-suite positions. Most Americans in the U.S. don't understand the potential and current contribution of the Latino market.



DIGITAL FIRST APPROACH!



Purchasing behavior is different today and your buyers expect to find you online!

The global human population reached 8.0 billion in 2022



**5.3
billion**
unique mobile
phone users



**5
billion**
internet users

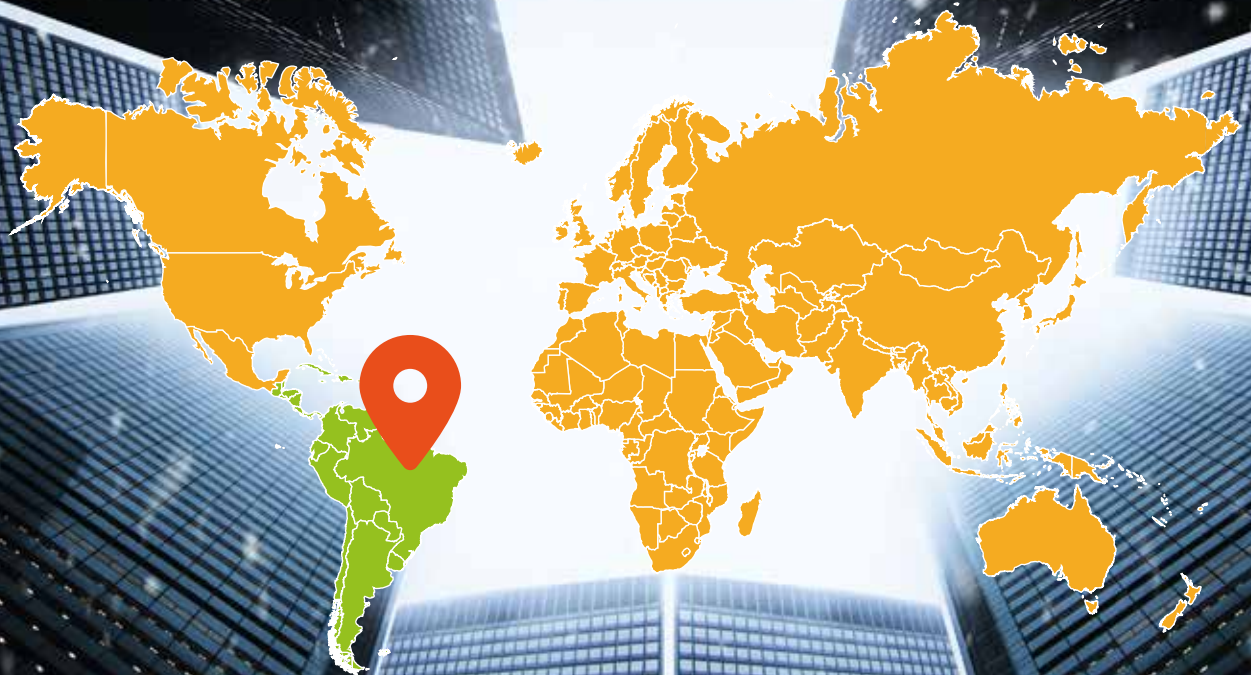


**4.6
billion**
active social
media users

Your potential buyers are searching for you online and expect a seamless shopping experience. Buyers expect an omnichannel experience where they can move from multiple digital touchpoints and experience your brand in their own time, on their preferred platforms. Gartner reports that 80% of all interactions on B2B sales are taking place in the digital space.

WHAT IS WEBSITE LOCALIZATION?

Website Localization is when you launch a new website for a specific country or region. This new website is designed for the local market so your customers in that region can find your brand online and understand you!



WHY WEBSITE LOCALIZATION?

The time is now. More and more consumers are shopping online. **Even buyers and purchasing agents from large global companies are turning to Google and the web to find new vendors, products, and services.** B2C, B2B, and B2G companies need to have localized websites to stay competitive and increase market share. Plus, there are many benefits:

► **Export Growth:**

Online Global programs are the fastest route to export growth. Our clients benefit from 20%+ year-over-year export growth in global markets. Online Global programs help your exports grow faster as existing client business is extended, new clients are on-boarded, existing global markets are extended, and new global markets are developed.

► **Sales Growth:**

When you have a localized website, it's easier for your prospects to find and understand you and your products. Whatever your route to market – whether you work through distributors, direct subsidiaries, ecommerce, or a combination of routes, they all benefit from a strong, localized presence.

► **Brand Growth:**

Localized websites are the route to sustainable, long-term brand growth. Increase buyer awareness, credibility, recognition, and trust to yield conversions and measurable brand value.

► **Business Growth:**

IBT Online clients benefit from exceptional business growth and ROI in global markets. Localized websites help grow your business (B2C, B2B, B2G) as your client base is extended and developed, increasing revenue and profits.

ANATOMY OF A LOCALIZED WEBSITE



A localized website is tailored to a specific target market and is designed to connect directly with your prospects that live and work there. When you have a localized website that's optimized for your prospective clients, they can better understand you, relate to you, and engage with you. This earns their trust and yields a successful buyer's journey and increased export sales.

► **Customer-facing Content:**

Take off your sales hat and look through the lens of your customers. Your localized website must “walk the walk” and “talk the talk” of your prospects. You’ve got to know their pain points, answer their biggest questions and demonstrate that you have the solution to their business problems.

► **Proper Translation:**

A generic translation will not work for your new localized website. Dialect, linguistics, and proper grammar are crucial to building trust with your audience and establishing your company as a reputable organization. When used properly, you blend in with the local audience. When

you have a typo or use US colloquial slang, it's clear - you're an outsider. When your website content is written in the local dialect, the reader is more likely to trust this site as a reliable source and, therefore, more likely to be converted into a buyer.

► **Conversions:**

Don't forget to translate all units of measure, currency, and other important details. Your customer shouldn't have to spend valuable decision-making time trying to convert feet to meters or pounds to kilograms. Display product specifications in the metric system (if applicable) and convert the pricing into their local currency. This will make for a smoother buyer journey from start to sale.

► **Top-Level Domain:**

Other countries worldwide have different URL endings than “.com,” and they are unique to their country, such as “.fr” in France or “.co.uk” in the UK. These are called top-level domains, which are country-specific and automatically geo-targeted in Google Search Console. Your localized website must use the correct top-level domain so it will be perceived as trustworthy and demonstrate to prospects that this website is dedicated to their region.



“IBT Online forced us to look through the lens of the customer. I like to purchase domestically and in my own language, and in US measurements. It made me realize our partners in different parts of the world like to do the same.”

Davies Hood, President, Induron Protective Coatings



BEST PRACTICE LATAM & CARIBBEAN WEBSITE!

Your Localized Website is
Your Best Sales Rep.

A curated online platform, showcasing your products and services, which is fully localized and operating 24/7 for you. Any leads in your target market should be able to find you easily online, navigate your site and get a feel for your brand and products.

- 1 **Registered domain name;**
.lat, .com.mx, .bm, .ar, .br,
- 2 **Multilingual navigation**
- 3 **Mobile-enabled**
- 4 **Design adaption**
- 5 **In Spanish**
(or local language)
- 6 **Leverage Videos**
- 7 **Connect to WhatsApp**
- 8 **Connected to your**
social media channels
- 9 **Optimized for the local**
search engines
- 10 **Cultural aspects taken**
into consideration



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.



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

Beth Bauer



Beth Bauer, Digital Operations Manager, worked with us to launch online marketing campaigns for Fullerton Tool Company, a manufacturing firm.

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

We design your online marketing activities around your localized websites in each of your international markets. We work in tandem with your marketing / international business teams to define your country specific objectives, building the online marketing strategy and roadmap. Crafting great content that resonates with the local target audience is our specialty: from optimized keywords, to value-added content that engages and delights your existing and your prospective clients.



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.

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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.

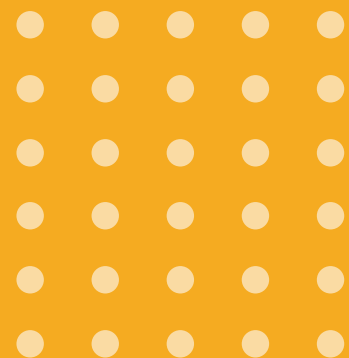
Start by identifying which platforms are suitable for your target market (Facebook, Twitter, WeChat...).

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!



Over
4.6
billion
people worldwide
use social media today



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.

BEST PRACTICE LATAM & CARIBBEAN MARKETING!

Align your social media strategy to your business objectives and build a community that resonates with your brand and turn prospects into long-term, satisfied clients.

Leverage **S-M-A-R-T** goals: specific, measurable, achievable, relevant and timely.

Your Latin American prospects respond and engage with you online quickly, as they like, share and comment on your posts.

Latin American countries as a world leader in time spent using social media:

- ▶ Colombia ranking 2nd with 3h 45min
- ▶ Brazil ranking 3rd at 3h 42min
- ▶ Mexico ranking 6th at 3 hours and 27 minutes
- ▶ Argentina ranking 8th at 3h 22min.



This compares to a global average of 2 hours 25 minutes. The USA averages 2 hours of social media a day.

Latin America and the Caribbean rely on online solutions: Mexico spends an average of 8h 21min, compared with the US that spends an average of 7 hours online.

Engagements – Build a community that resonates with your overall brand

BUSINESS OBJECTIVE	SOCIAL MEDIA GOAL	METRIC (S)
Grow the brand	Awareness - These metrics illuminate your current and potential audience	Followers, shares...
Turn customers into advocates	Engagements – Show how audiences are interacting with your content	Comments, likes, @mentions...
Drive leads and sales	Conversions – These metrics show how audiences are interacting with your content	Website clicks, email signups...
Improve customer retention	Consumer – These metrics reflect how active customers think and feel about your brand	Testimonials, social media sentiment...

THE PROCESS

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

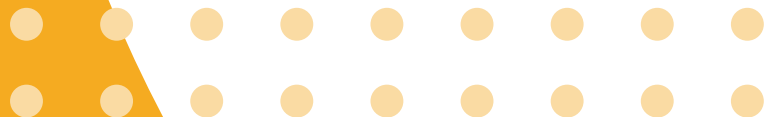
Here is our workflow for successful online marketing programs:

- 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.



ABOUT US

IBT Online is committed to helping small businesses find and adopt new strategies to succeed in the 'new normal'. We know that the secret to scaling a business is creating online products and finding new customers to export them worldwide.

In fact, IBT Online received the President's "E" Award for export service, recognizing our contribution to the expansion of US exports. Our team has the expertise to make sure your online service gets found in all your target markets.



95%

of our clients

say that we successfully reached their business goals and express a satisfaction rate of 96%, demonstrating our commitment to our client's unique journey in going global.

"This year, we decided to pull the trigger and work with IBT Online, and we are very glad we did. Before, we were just going with the flow, but now we have a business growth strategy carefully tailored to best position our brand and business for the diversity and multiplicity of the Caribbean markets as well as the domestic U.S. market."

Hillary Hassell, Hassell Free Exports



"I would absolutely encourage any agribusiness company to embark on the adventure of [website localization]. It's a great way to hone in on what makes your company unique and different, and a great way to find that global connection and reach you are looking for."

Kacy Gehring, Mountain State Oilseeds



RESOURCES FOR CANADIAN EXPORTERS

TCS Step by Step guide for exporting from Canada - [here](#)

Guide for exporting commercial goods from Canada (CBSA) - [here](#)

“Are you Ready to Go Global” quiz and guide - [here](#)

CanExport

You could get up to \$50,000 to reimburse up to 50% of eligible expenses to promote your business in new international markets. Your for-profit business must:

- ▶ Be either incorporated, a limited liability partnership or a cooperative
- ▶ Employ less than 500 full-time employees
- ▶ Have an annual revenue between \$100,000 and \$100 million

Eligible activities include:

- ▶ E-commerce adoption and expansion
- ▶ New COVID-19 related certifications and requirements
- ▶ Business travel
- ▶ Trade fairs (includes virtual)
- ▶ Market research
- ▶ Marketing tools updates
- ▶ Legal fees for distribution or representation agreements

Eligible expenses include travel costs and contractor or consultant fees. Other conditions apply.

Contact:

1-866-203-2454

[CanExport SMEs](#)



Business Development Bank of Canada (BDC) Advisory Services

You can get customized advisory services for the complex challenges you face everyday as a Canadian entrepreneur, including assistance with market research, export planning and globalization.

Contact:

1-877-232-2269

[BDC advisory services](#)

Intellectual Property Laws/Exporting intellectual property

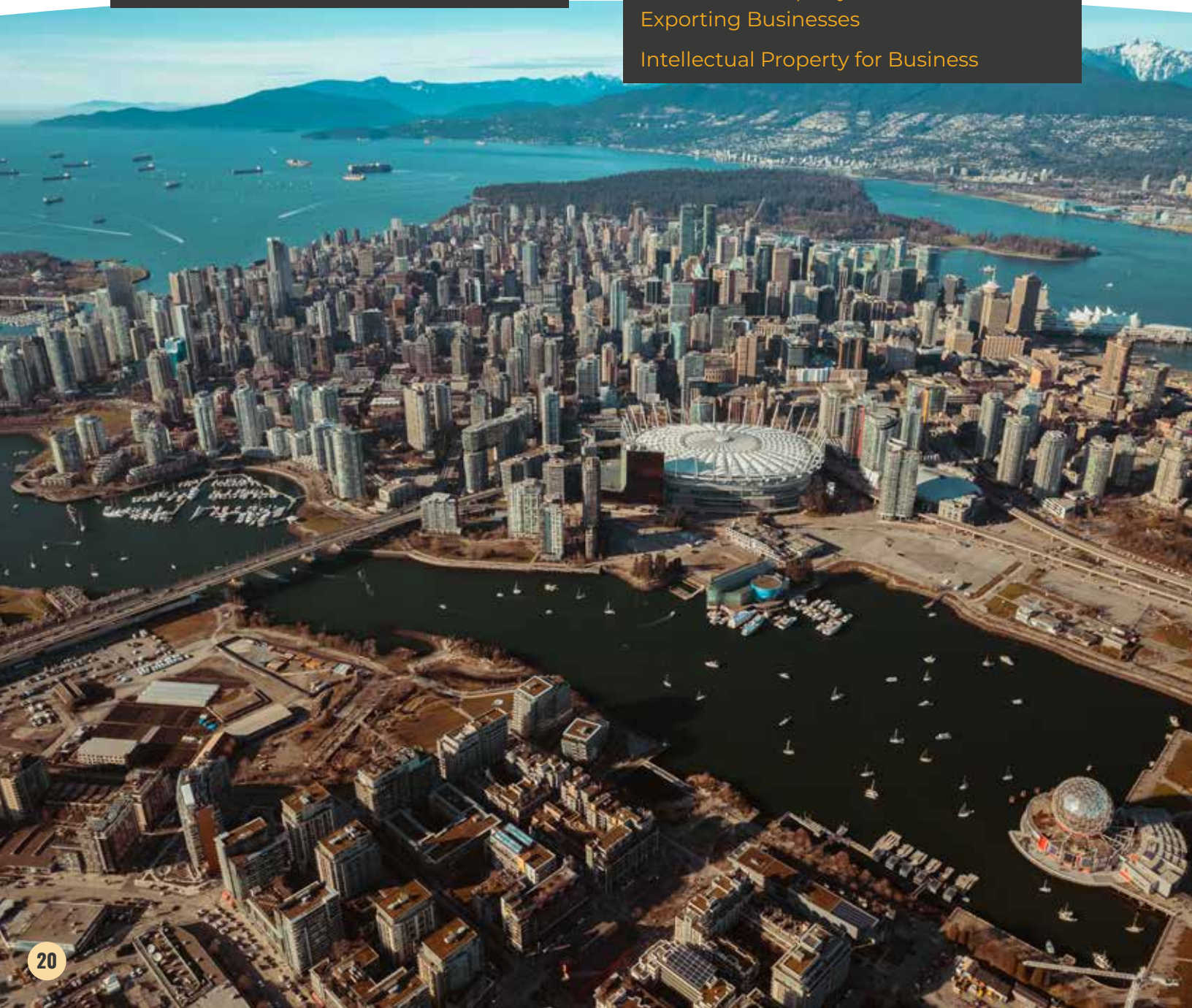
Intellectual properties are creative ideas or designs that have commercial value. Get more information on how to protect your intellectual property when you export it to a foreign market.

Read online:

[Understand the basics](#)

[Intellectual Property for
Exporting Businesses](#)

[Intellectual Property for Business](#)





The Forum for International Trade Training (FITT)

FITT provides interested exporters with the training and skills necessary to compete in international markets through their FITTskills Courses.

Courses include:

- ▶ Global business environment
- ▶ Global supply chain management
- ▶ International trade research
- ▶ International marketing

Contact:

1-800-561-3488

FITT courses

Canadian Society of Customs Brokers (CSCB)

Contact:

613-562-3543

Professional development modules

Export Development Canada (EDC)

EDC offers a range of risk reduction financial products and services, to small exporters interested in export receivables insurance and export financing support. They also provide services to any exporter, of any size, operating in any sector of the economy (including the service sector) and generally looks for at least 50% Canadian content.

Services include:

- ▶ EDC Credit Insurance
- ▶ EDC International Finance Direct
- ▶ EDC Export Guarantee program
- ▶ EDC Company InSight
- ▶ EDC Research Panel

Contact:

1-800-229-0575

Export Development Canada

