



ΣΒΒΕ Export Gurus

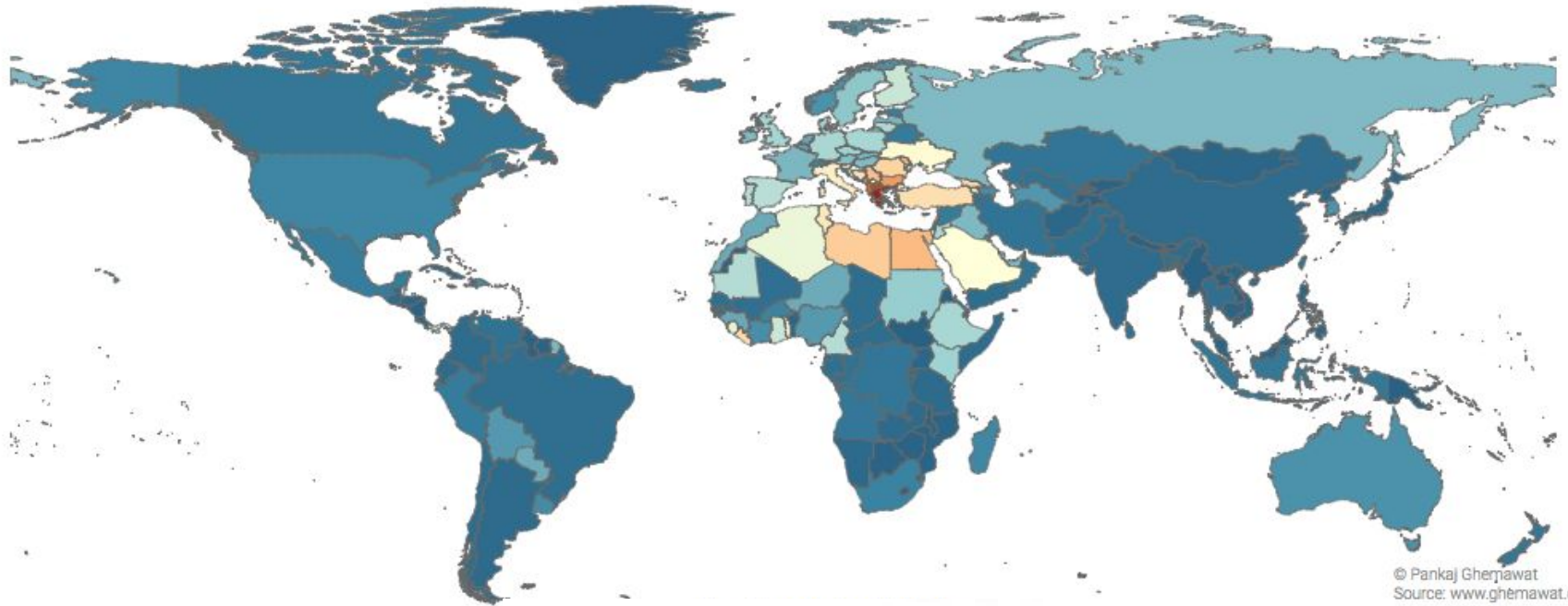
Πώς μπορεί μια επιχείρηση να εξάγει, και να μπει σε νέες αγορές χρησιμοποιώντας τα εργαλεία του διαδικτύου



The world got flat... **geography, distance** or, *in the near future, language*, don't matter any more



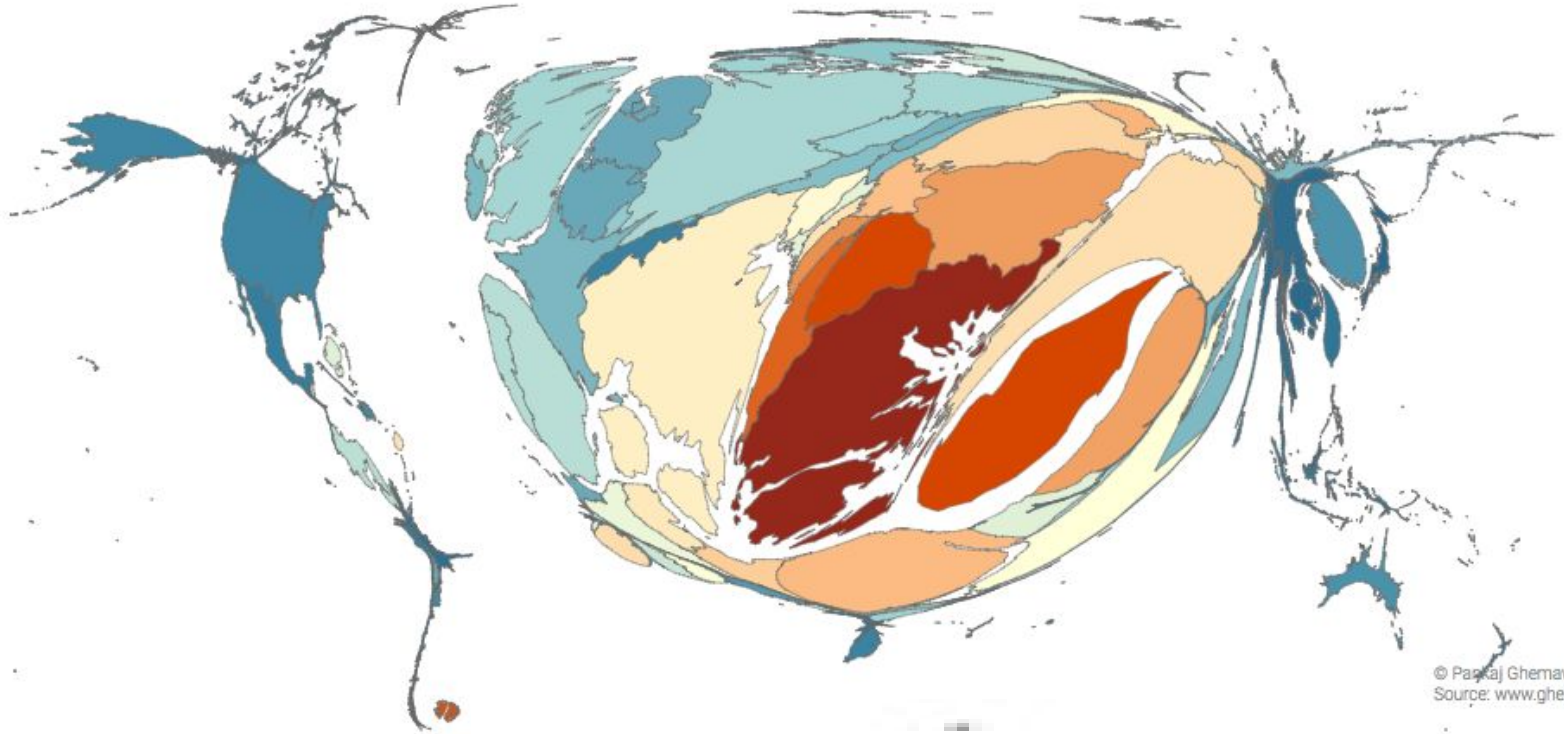
The world as we see it



© Pankaj Gherawat
Source: www.ghemawat.com

Source(s): IMF DOT database

The world as seen from Greece, wearing export lenses



© Pasitaj Ghemawat
Source: www.ghemawat.com

Source(s): IMF DOT database

| Distance matters



C.A.G.E. Distance Framework

Proprietary + Confidential

Language
Ethnicity
Religion
Tradition
Values

Cultural

Administrative

Trade Agreements
Currency
Government policy
Visa & work permit
Corruption

Income per capita
Cost of labor
Purchasing power
Employment rates
Economy

Economic

Geographic

Physical distance
Common borders
Time zones
Climate
Transportation

** Prof. Pankaj Ghemawat - IESE Business School*

| We asked, you answered...



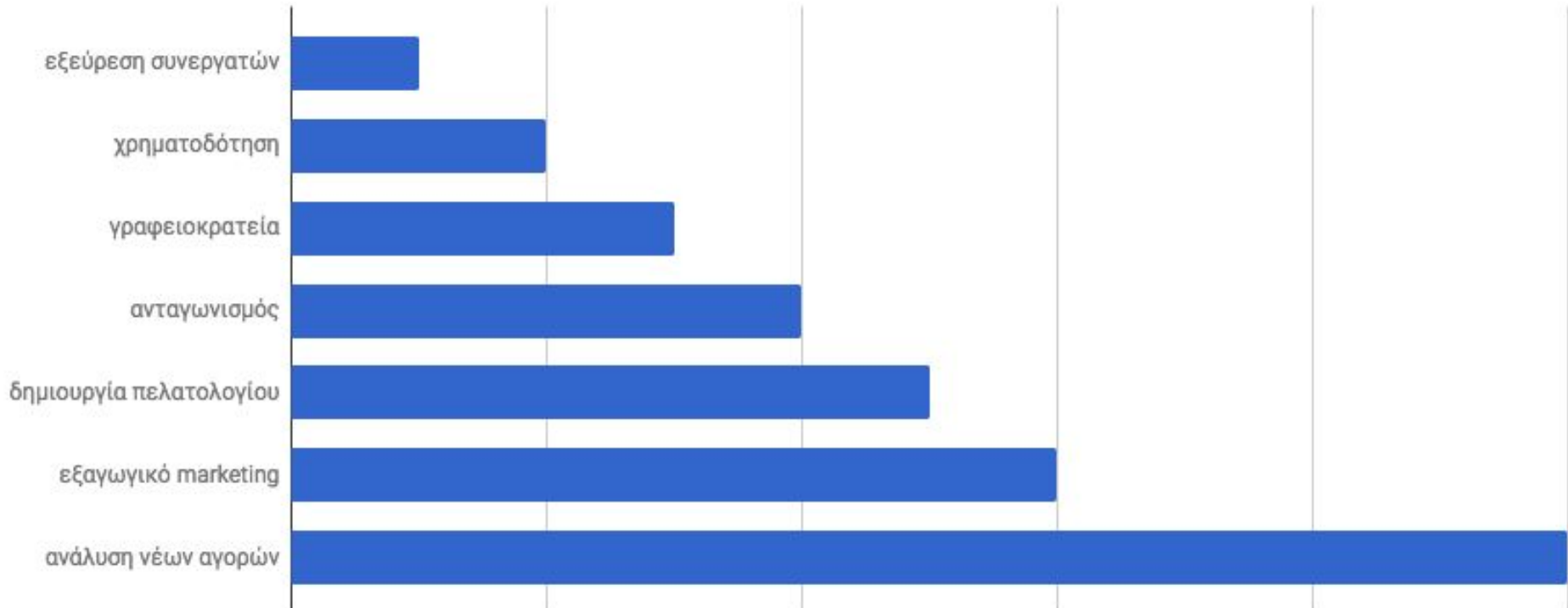
Προς ποιες χώρες θα θέλατε να ξεκινήσετε εξαγωγικές δραστηριότητες;

Proprietary + Confidential



Ποιες δυσκολίες αντιμετωπίζετε κατά τον σχεδιασμό εξαγωγικών δραστηριοτήτων για την επιχείρησή σας;

Proprietary + Confidential



Πότε πιστεύετε πως η επιχείρησή σας θα είναι έτοιμη να σχεδιάσει μια εξαγωγική στρατηγική χρησιμοποιώντας εργαλεία ψηφιακού μάρκετινγκ;

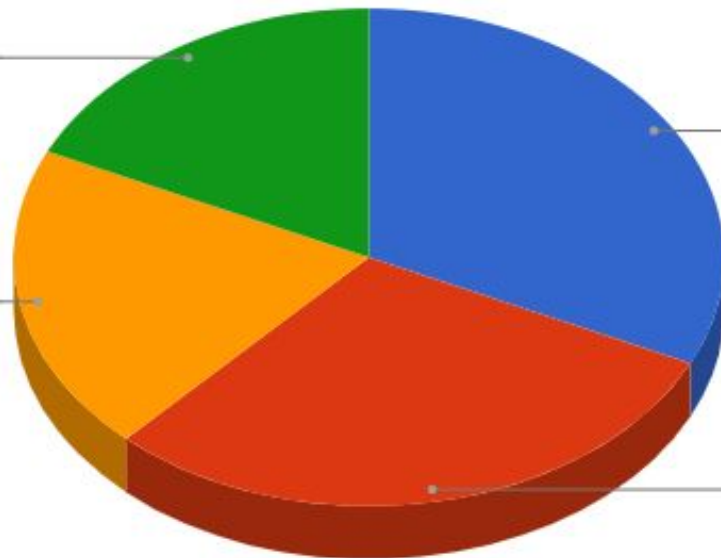
Proprietary + Confidential

από το 2019 και μετά
18,0%

μέχρι το τέλος του έτους
32,0%

το δεύτερο εξάμηνο του 2018
20,0%

το πρώτο εξάμηνο του 2018
30,0%



| Today's agenda



Today's Agenda

Proprietary + Confidential

Session 1

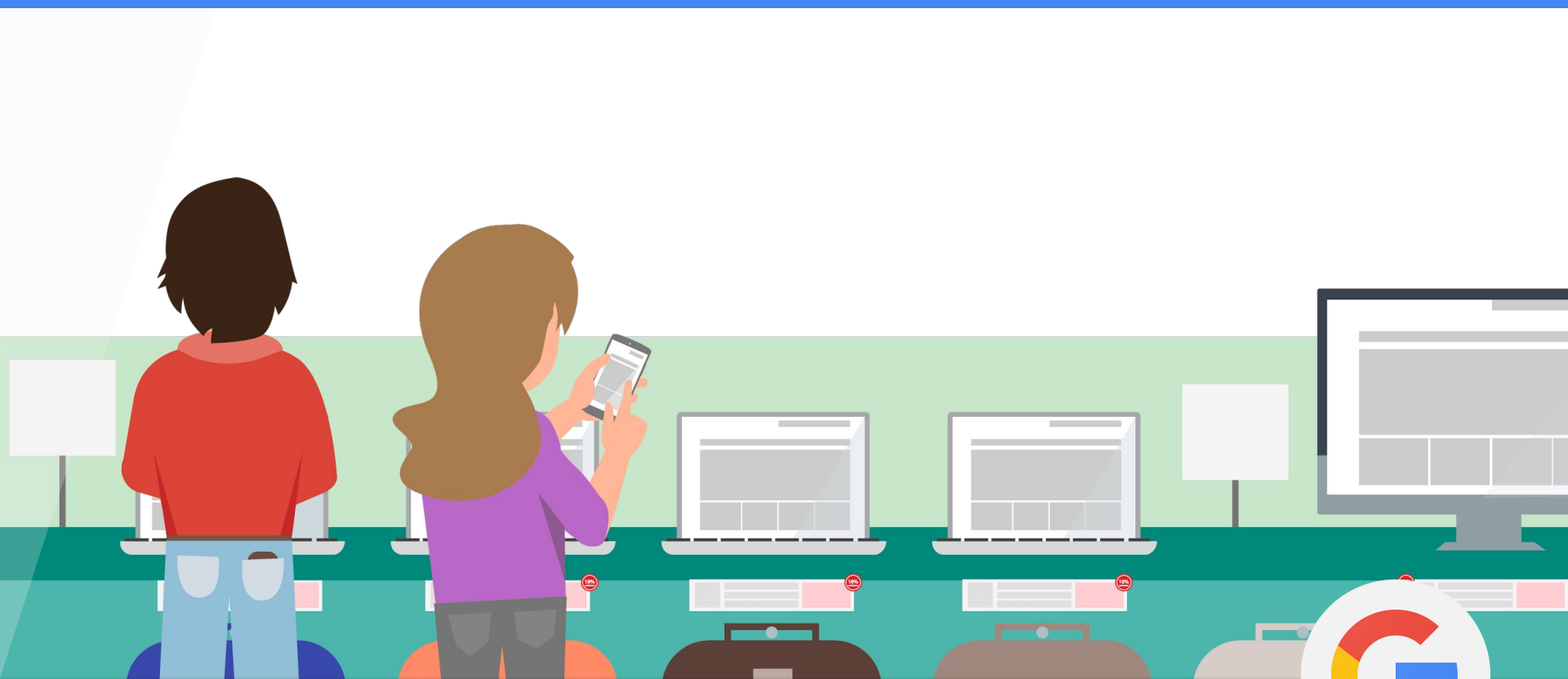
Google Exports: Πώς να επιλέξετε τις κατάλληλες αγορές και ευκαιρίες για εξαγωγές χρησιμοποιώντας τα εργαλεία του διαδικτύου
Thodoris Karakostas, Agency Development Manager at Google

Session 2

Export Gurus @ Google Partners: Παρουσίαση Case studies
Kostas Vavouranakis, SEM Manager at Relevance
Alexandros Kokolis, Performance Marketeer at SEM Wizard
Dimitris Bachtsevanis, PPC and SEO Manager at {Deventum}

Session 3

Παρουσίαση επιτυχημένης μελέτης περίπτωσης διεθνοποίησης εξαγωγών για συγκεκριμένη βιομηχανία
Athanasios Zachariadis, Marketing Manager at Energy Economy LTD



ΣΒΕΕ | Export Potential for GR Businesses

27th September 2017

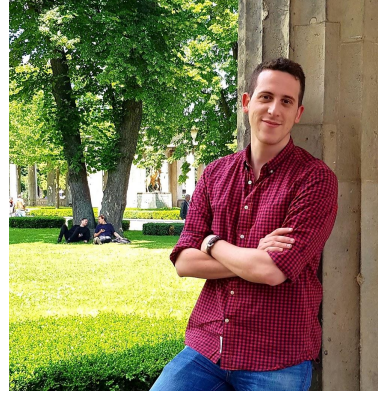


| Introduction



Hello!

Agency Development Manager - Greece, Cyprus & Malta

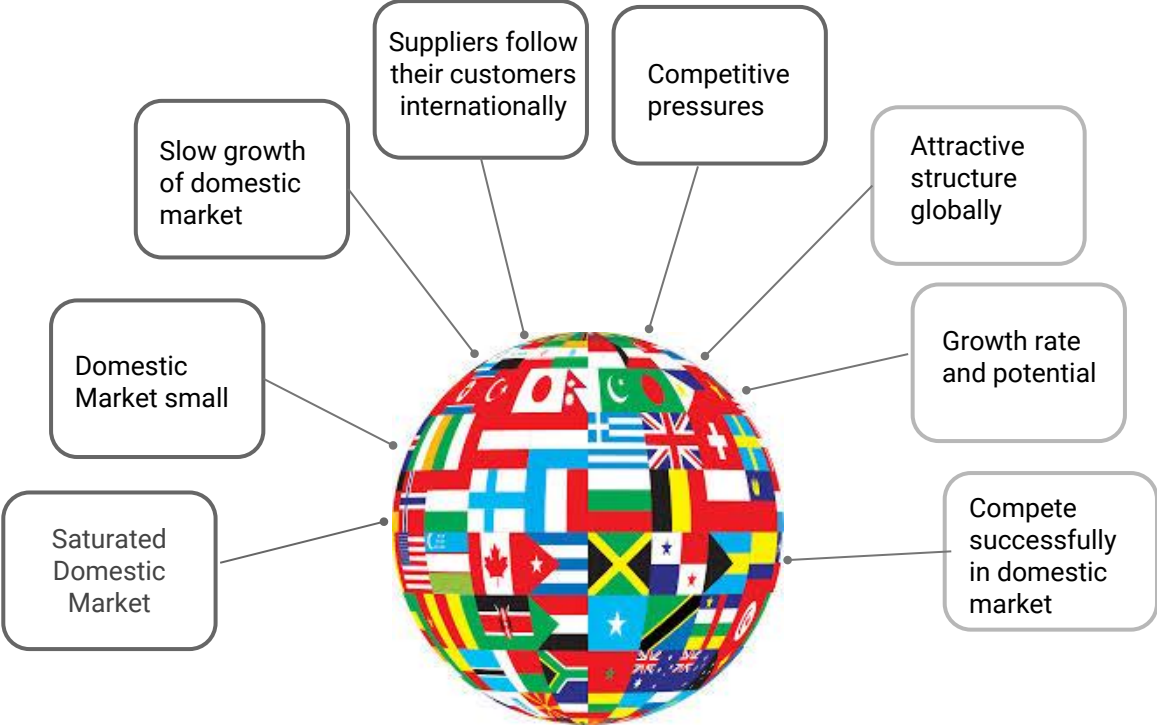


 /in/theodoroskarakostas

| Why Export?



Reasons for companies going global



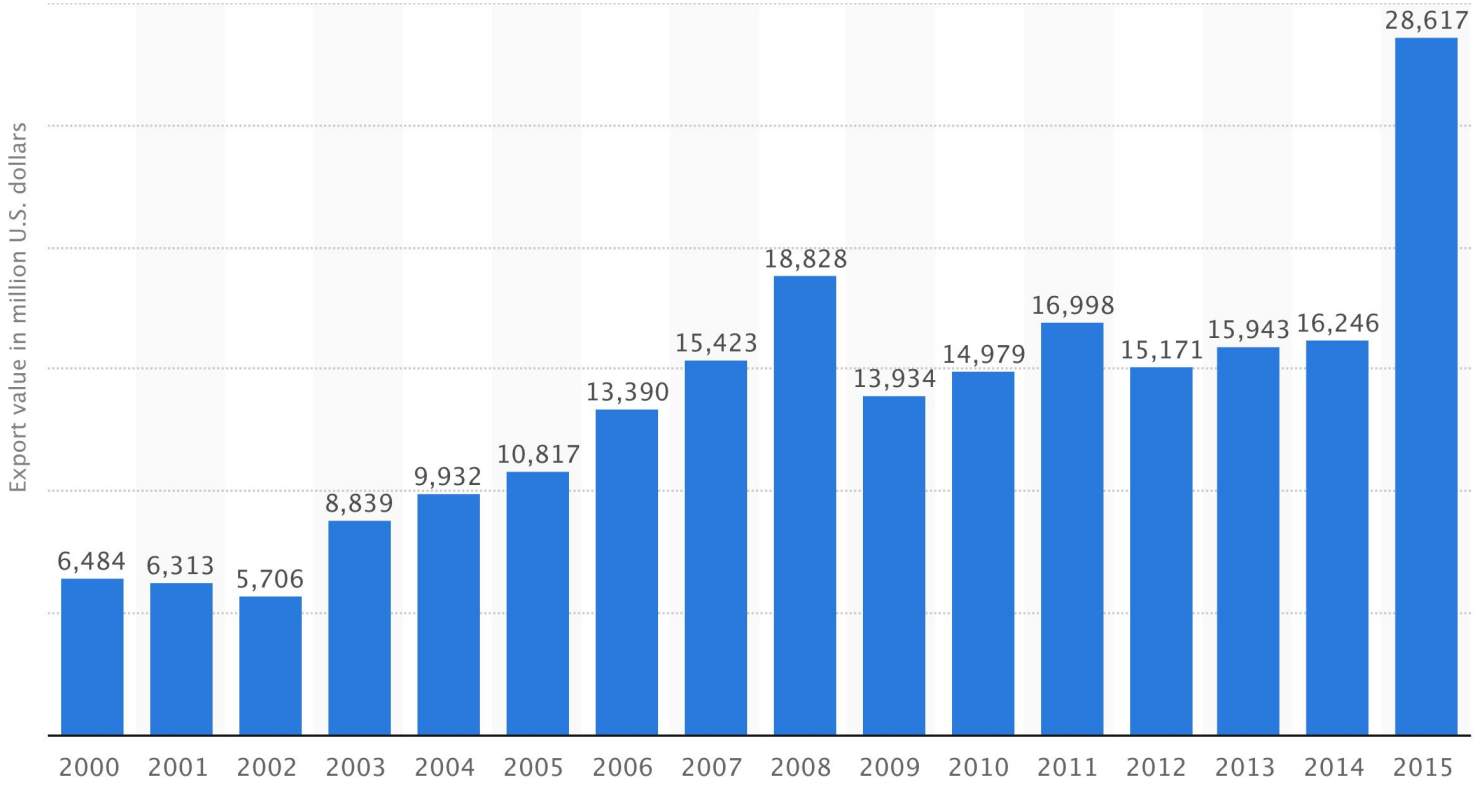
The financial crisis has weakened the market opportunity



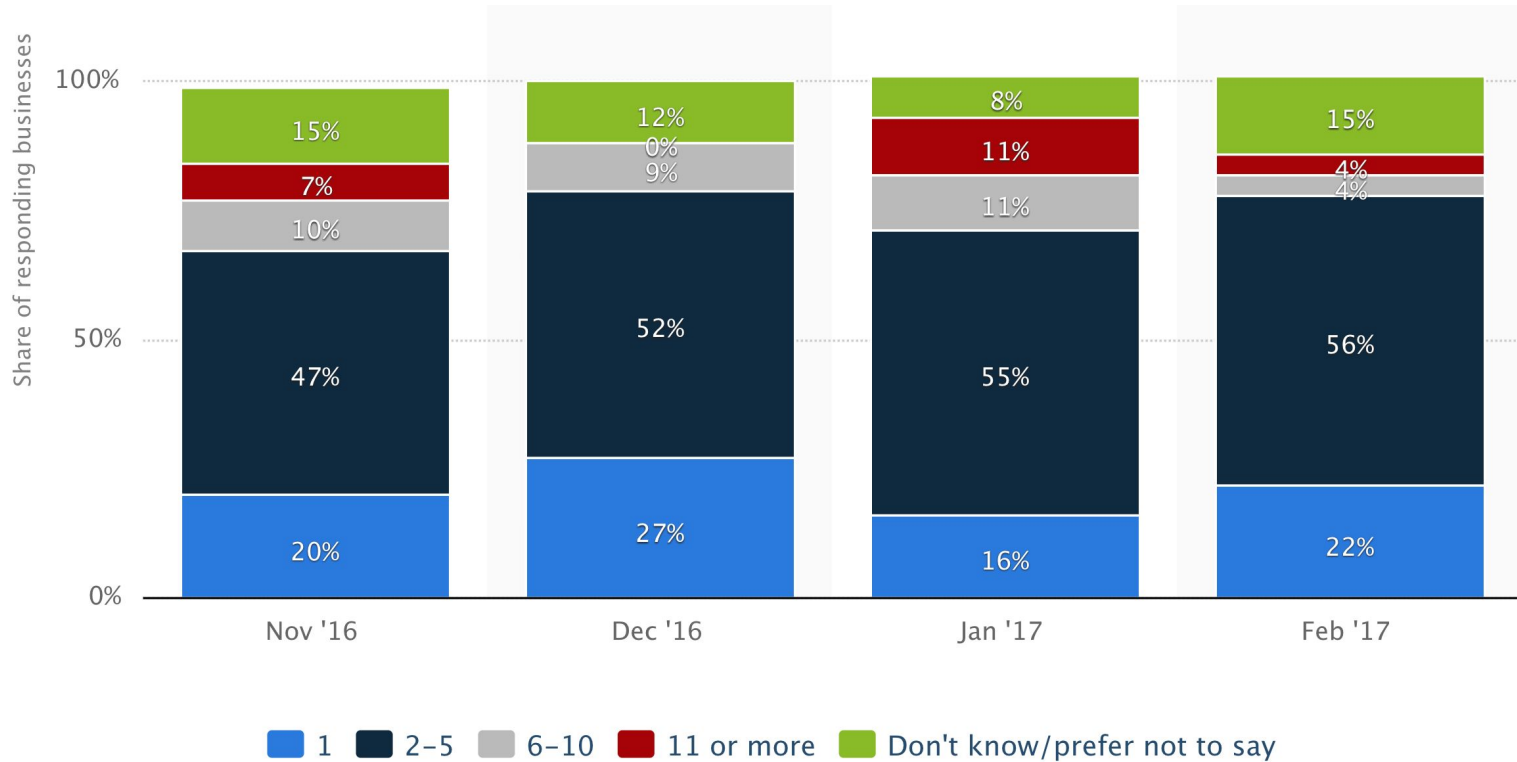
However, the EU market is still expanding



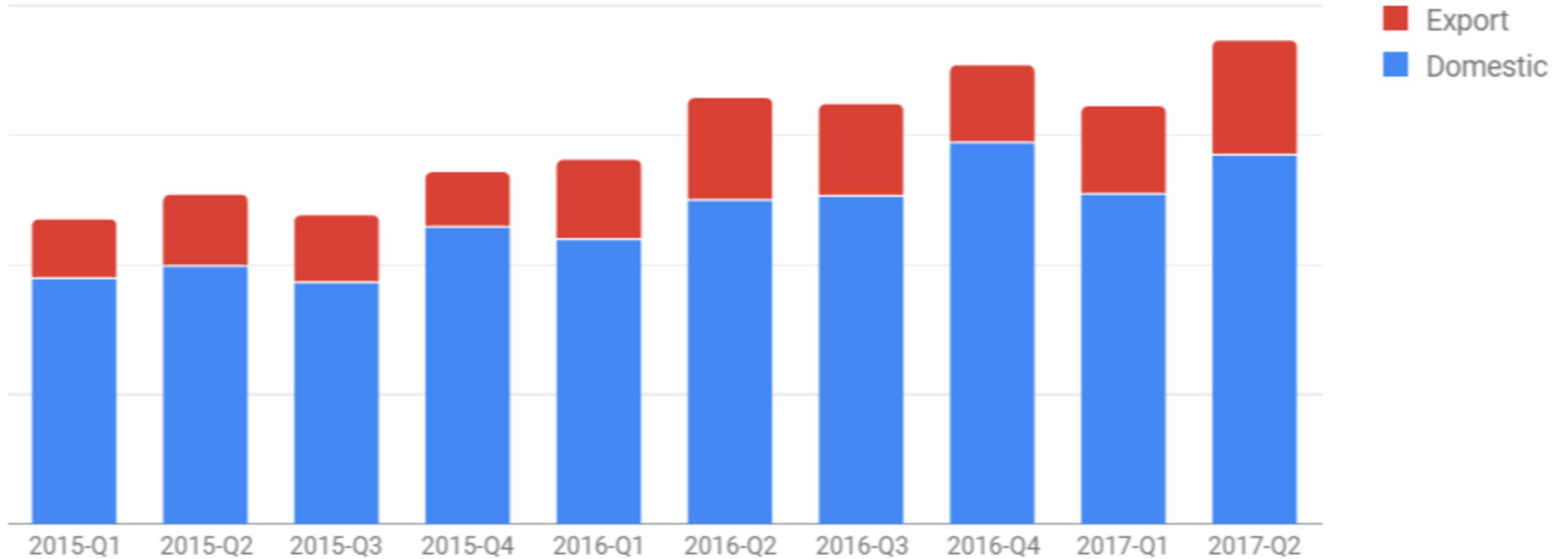
Greek companies have identified the export opportunity



And are exporting to increasingly more countries



The same trend is observed in terms of Google investment



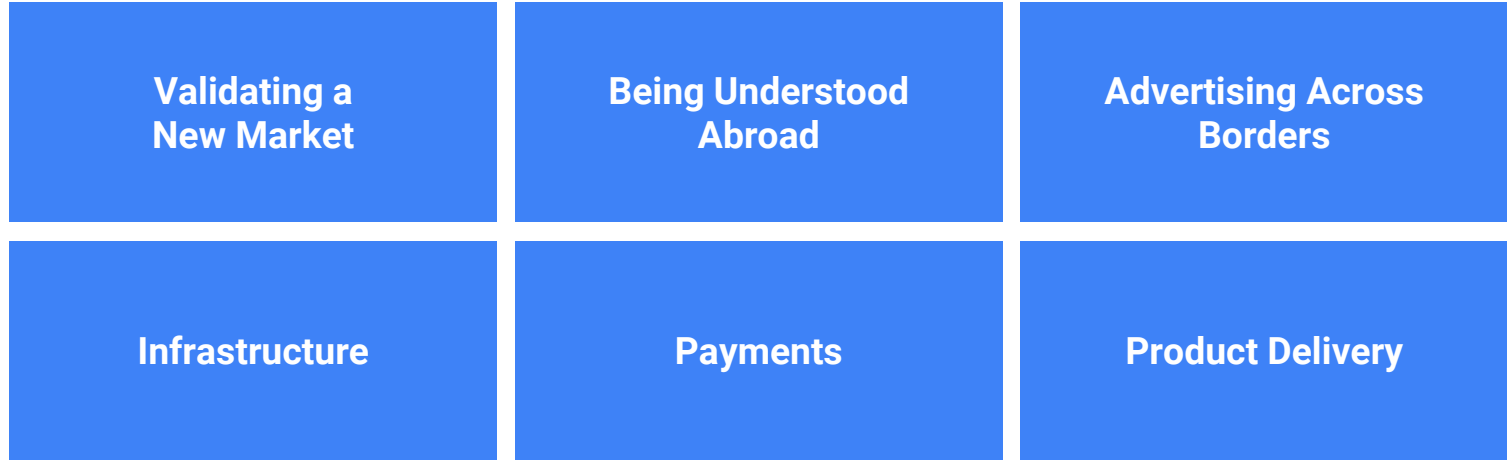
| Going Global



56%

of our customers say that lack of insights is prohibitive to expanding their business to new markets

The 6 Steps for Success in Export



The 6 Steps for Success in Export



Use the right market research tools

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery

FREE Google Analytics

FREE Market Finder

FREE Keyword Planner

FREE Google Trends

FREE Google Public Data

FREE Google Vertical Trends

Premium Vertical Trends Report

Premium Market Seeker

Premium Advanced Seasonality Reports

3rd Party Trading Economics

Validating a New Market	Being Understood Abroad	Advertising Across Borders
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Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

User Explorer

Demographics

Interests

Geo

Language

Location


Behavior


Technology

DISCOVER

ADMIN

Location ✓

 **All Users**
100.00% Users

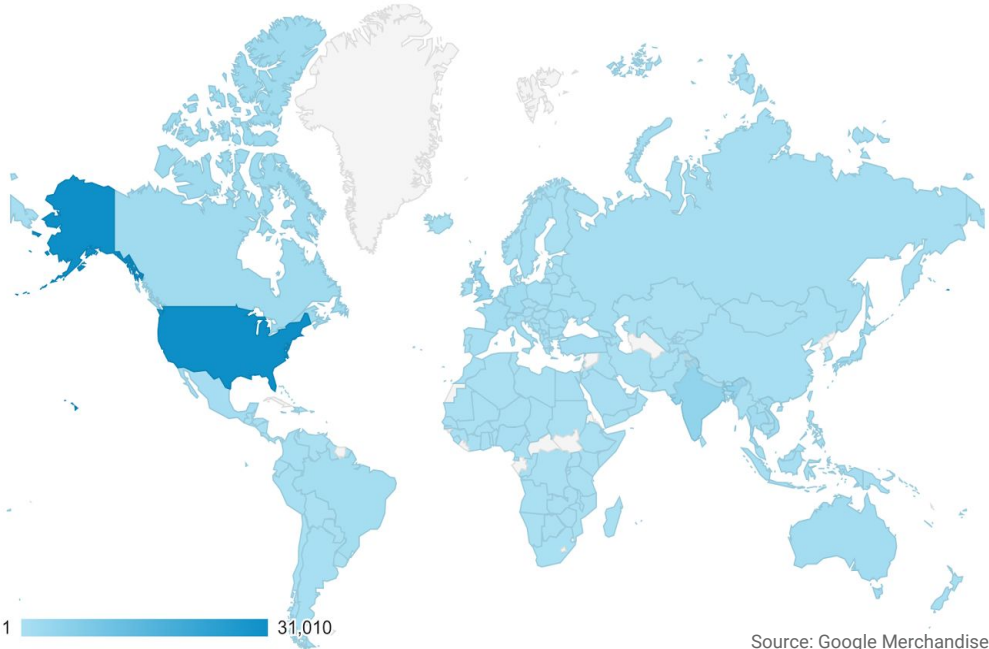
 + Add Segment

Aug 1, 2017 - Aug 31, 2017

Map Overlay **Explorer**

Summary **Site Usage** Goal Set 1 Ecommerce

Users



Sell to the whole world

No matter what you sell, what size you are, or where you're based, you can take your business to new customers around the world.





United States

[MORE DETAILS](#)

~ 58m

Monthly searches across categories

< \$0.90

AdWords recommended bid

8

Ease of doing business index (rank)

\$46.5k

Household net disposable income

1

[+ ADD MARKET](#)

Japan

[MORE DETAILS](#)

~ 24m

Monthly searches across categories

< \$0.37

AdWords recommended bid

34

Ease of doing business index (rank)

\$29.4k

Household net disposable income

2

[+ ADD MARKET](#)[Validating a New Market](#)[Being Understood Abroad](#)[Advertising Across Borders](#)[Infrastructure](#)[Payments](#)[Product Delivery](#)

Filter by countries and regions

Your business

PRODUCTS

Select your products

food

drink

PRODUCT CATEGORIES

Select your categories

Food

Beverages

Meat & Poultry

Dairy & Non-Dairy Alternatives

Organic & Natural Foods

BUSINESS TYPE

Physical Products

Discover and prioritize markets with the highest potential for international expansion

COMPANY

Search by client name

OR

CATEGORIES

Search category

Discover and prioritize markets with the highest potential for international expansion

COMPANYSearch by client name

OR

CATEGORIESSearch category

Let's try it out!

Keyword Planner

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery

Google AdWords Home Campaigns Opportunities Reports **Tools**

Keyword Planner [Find keywords](#) Review plan

Targeting [?] Germany All languages Google Negative keywords

Date range [?] Show avg. monthly searches for: last 12 months

Customize your search [?] Keyword filters

Enter keywords
 Get search volume Modify search

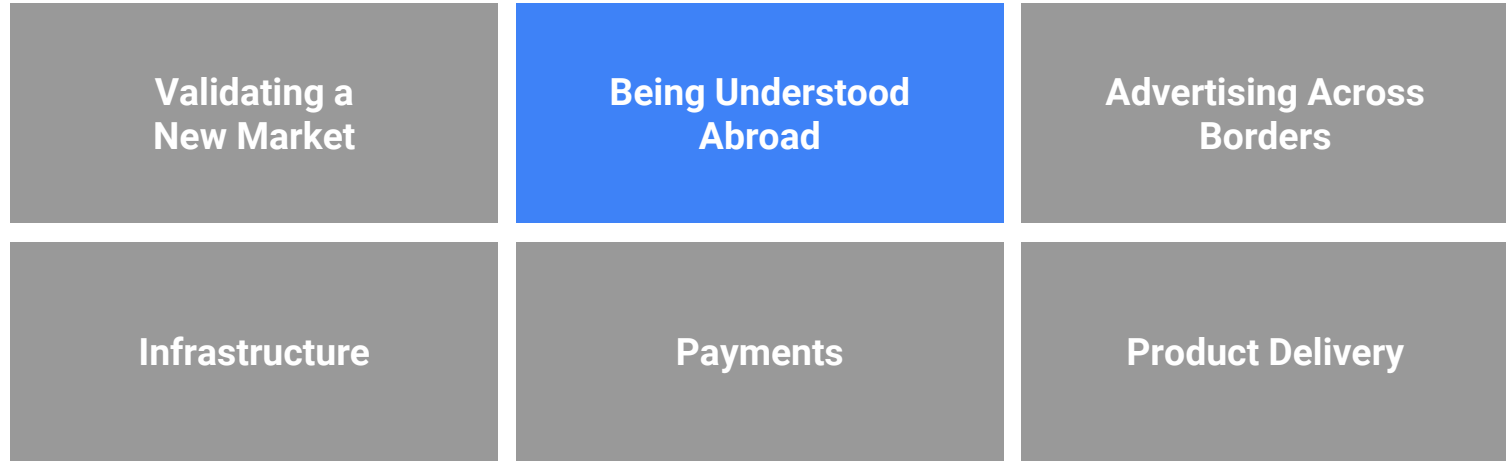
This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.
1K – 10K

Ad group ideas Keyword ideas Columns ▾ Download Add all (1)

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
acrylic paint	1K – 10K	Low	\$0.23	–	»

The 6 Steps for Success in Export



Have an English version!

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery

Across all of Europe, **44%** of people are open to using websites in a non-native language.

How to approach website localisation

Validating a
New Market

Being Understood
Abroad

Advertising Across
Borders

Infrastructure

Payments

Product Delivery

Translation **vs** Localisation

Prepare for brand localisation

Validating a New Market	Being Understood Abroad	Advertising Across Borders
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	Basic	Intermediate	Advanced
Glossary	<p>Create a simple glossary</p> <p>Identify the 10-50 most frequently used terms on your website</p> <p>Create a spreadsheet with a row for each term</p> <p>Add a column for each language you're localising into</p>	<p>Develop your glossary</p> <p>Invest in professional translators and reviewers. Hire language specialists from your new market to translate key terms</p> <p>Review and update your current glossary.</p>	<p>Use a glossary management tool</p> <p>Create product-specific glossaries</p> <p>Develop a workflow:</p> <ul style="list-style-type: none">• Keep your teams on the lookout for new terms• Replace outdated terms• Write SEO-optimised content
Style Guide	<p>Create a basic style guide</p> <p>Gather existing writing and design resources into 1 document</p> <p>Select 2-3 recently written pieces of content and assess your 'natural' style.</p> <p>Based on your natural style, create standards for each content type.</p>	<p>Assess your style guide</p> <p>Review your guide. Get feedback from members of Marketing, Sales, etc.</p> <p>Align across team needs. Use this to ensure the style guide meets everyone's needs.</p> <p>Ensure it remains useful by regularly reviewing and updating</p>	<p>Optimise your style guide</p> <p>Broaden your base. Create language (and product) specific style guides</p> <p>Publish your guide. Host it on a platform that all stakeholders can access</p> <p>Ensure new content developers familiarise themselves with it</p>

The 6 Steps for Success in Export



Reaching your customers abroad

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



Reaching your customers abroad

Validating a
New Market

Being Understood
Abroad

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Borders

Infrastructure

Payments

Product Delivery



The 6 Steps for Success in Export



Interest in your product is not everything

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



- Internet Connectivity
- Internet Speed
- Available Equipment
- IE Version Issues

- Reliable Local Supply
- Transport Infrastructure
- Stock Control Systems
- Trustworthy Partners

- Taxation
- Exchange Rates
- Employment Laws
- Import Restrictions

- After Sales Communication
- Customer Support

Interest in your product is not everything

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



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Analyze the CAGE distance per country

Validating a
New Market

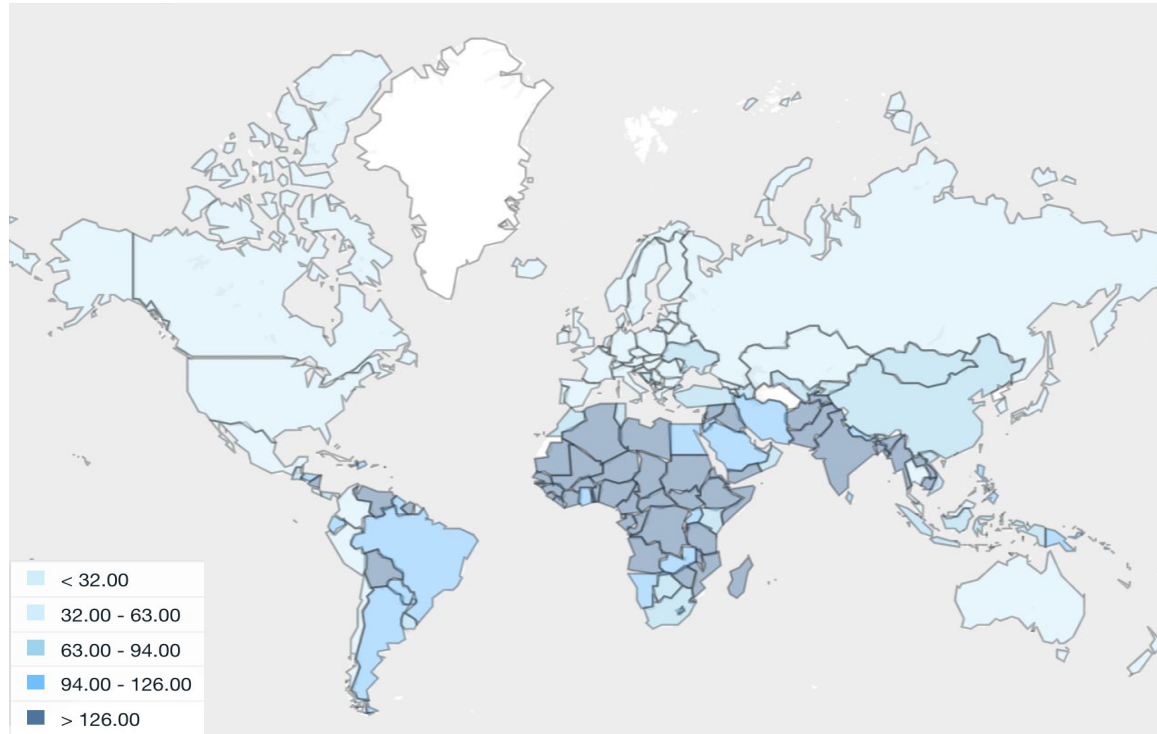
Being Understood
Abroad

Advertising Across
Borders

Infrastructure

Payments

Product Delivery



Interest in your product is not everything

Validating a
New Market

Being Understood
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Product Delivery



- Internet Connectivity
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- Available Equipment
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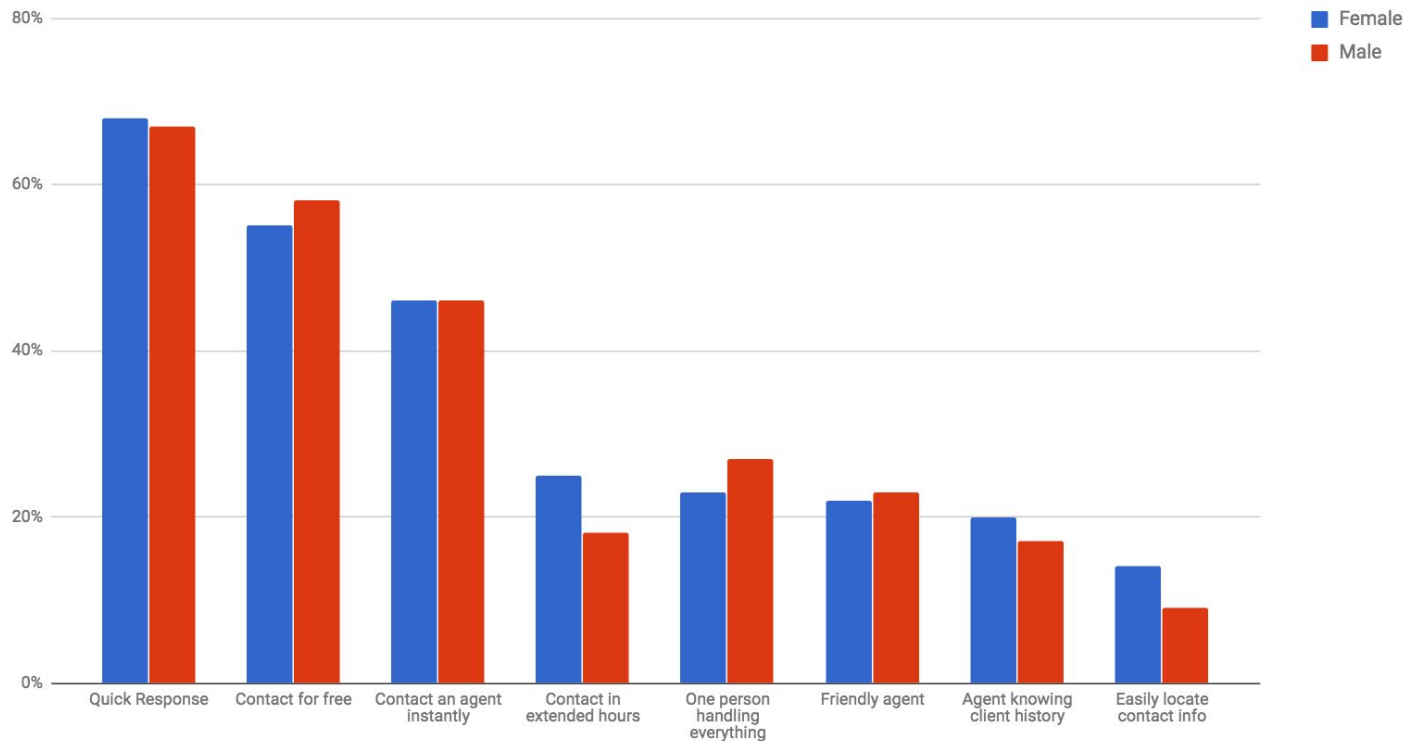
- Reliable Local Supply
- Transport Infrastructure
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- Trustworthy Partners

- Taxation
- Exchange Rates
- Employment Laws
- Import Restrictions

- After Sales Communication
- Customer Support

Response time and cost are important

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



Different channels, different expectations

Validating a New Market

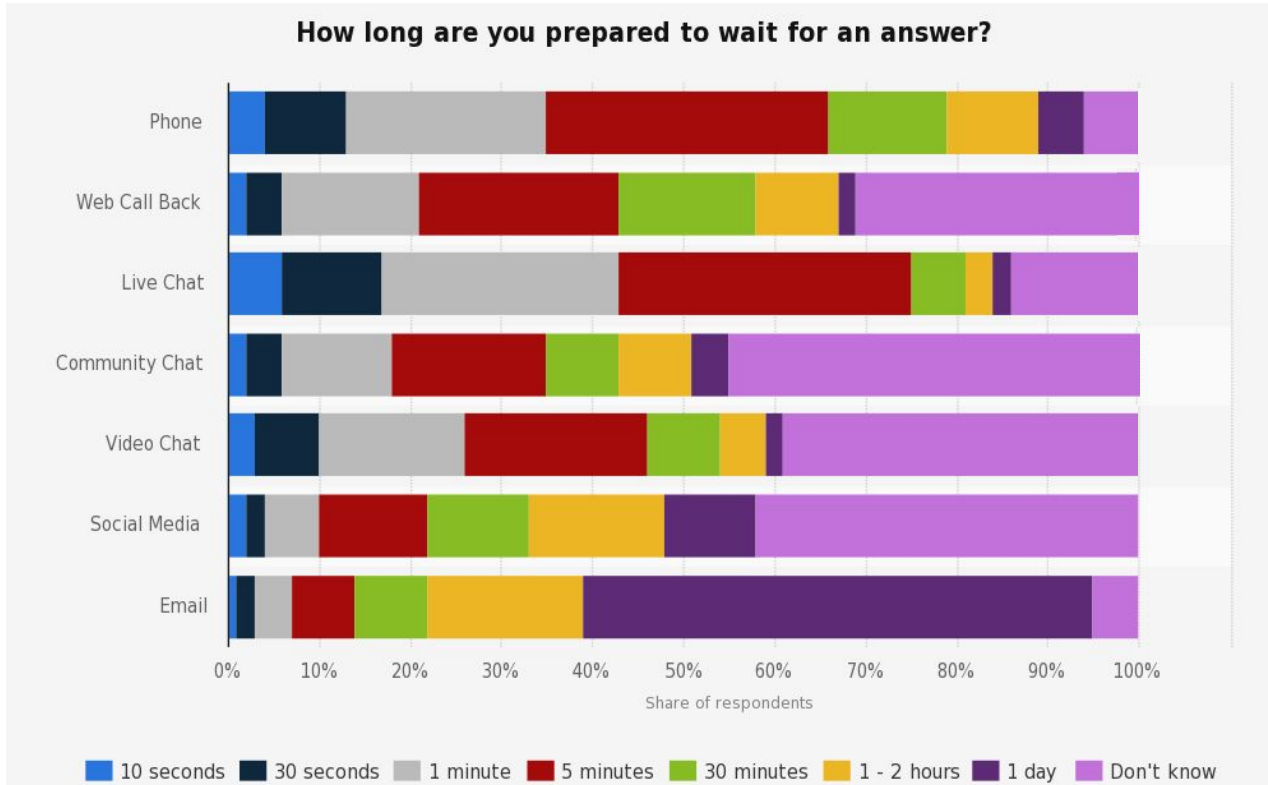
Being Understood Abroad

Advertising Across Borders

Infrastructure

Payments

Product Delivery



Questions to consider: Customer Care

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery

1

Are you ready to **support customers** in **new markets**?

- Do you have support staff that can speak the local language?



2

How does your support offering **compare to competitors**?

- How is the bandwidth of the support team?
- Are you satisfied with response turnaround times?
- Do you offer phone, email, chat, and social support?

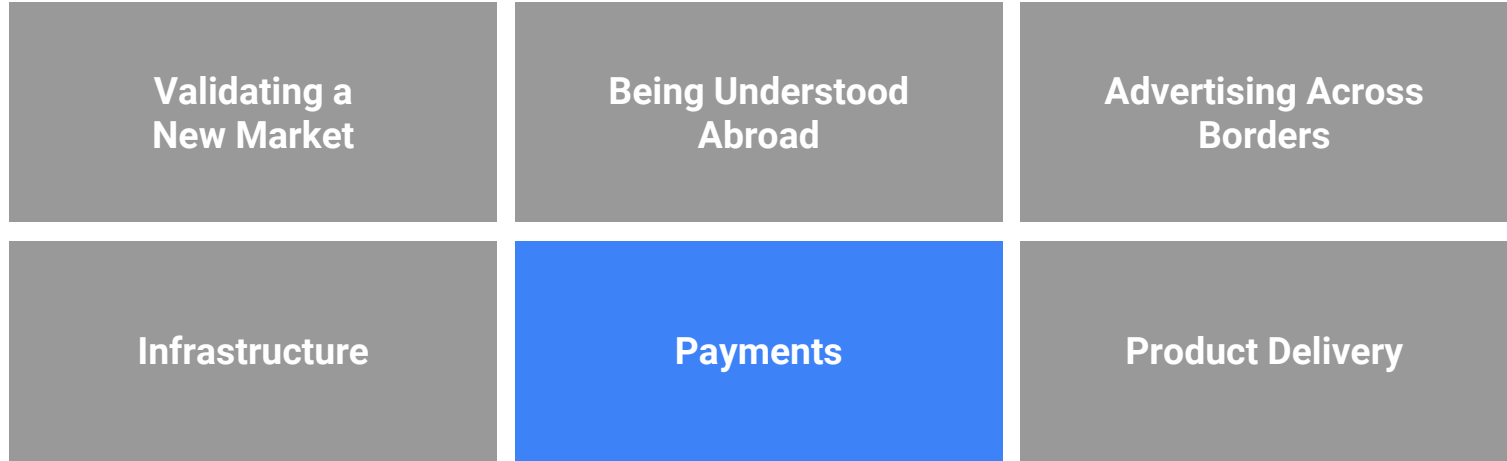


3

Do you have **cost concerns**?

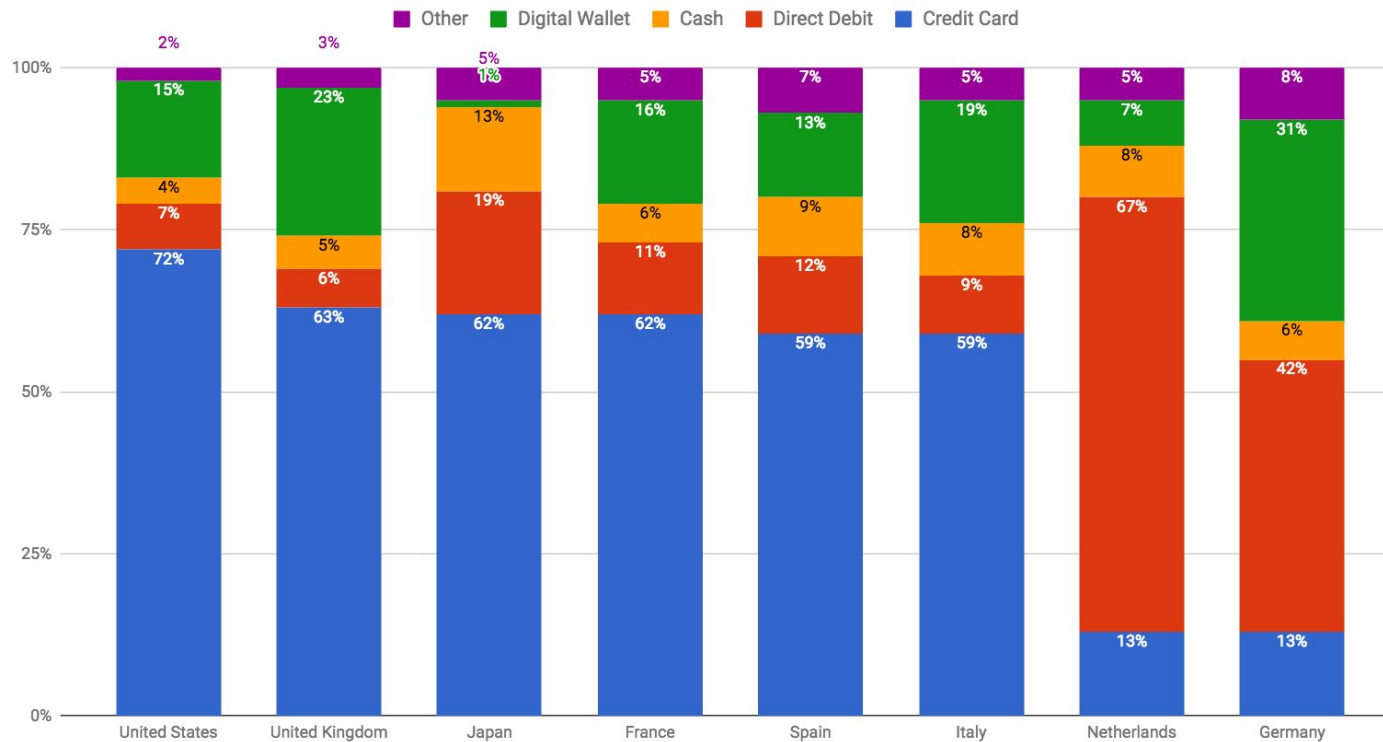
- Are you satisfied with the cost of your current support operations?
- Would you benefit from outsourcing support to achieve scale?

The 6 Steps for Success in Export



Neighbor countries have particularities

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



Questions to consider: Payments

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery

1

How do you **measure conversions**, specifically the **payment part**?

A drop-off on the checkout step can be linked to lack of local payment options

2

Do you have problems with **fraud** in the **new markets**?

Fraud models of local payment providers are usually not attuned to a new market and its specificities

3

How many **payments providers** do you have?
Have you onboarded a new provider with your geographical expansion?

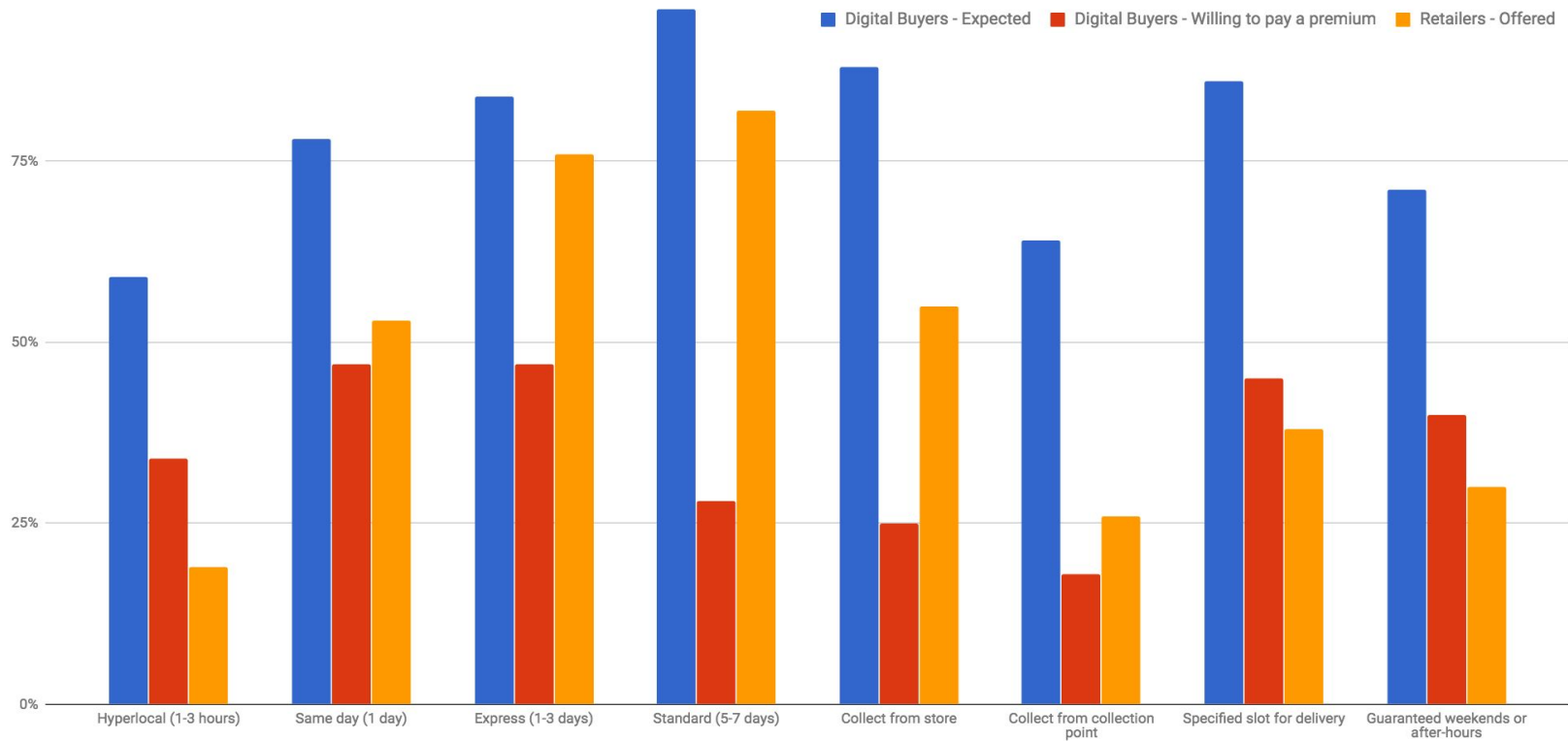
Having a **limited set of providers** (e.g. just one to two) can create **challenges** with **card approvals** since **you are** judged as a **foreign entity** by the new market **banks** and thus deemed as a **risk** and potential fraud attempt.

The 6 Steps for Success in Export



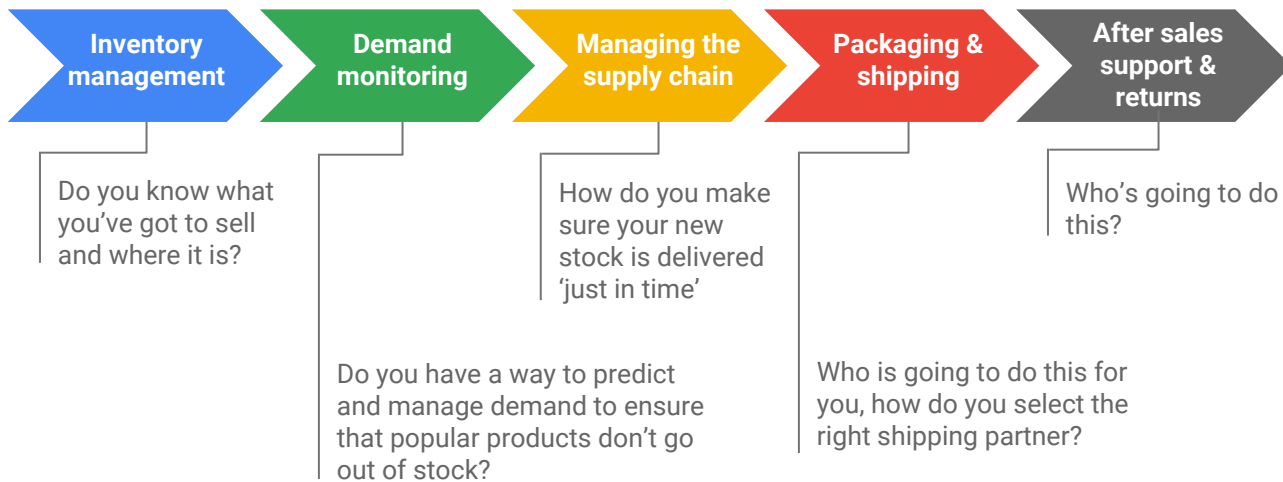
Consumers have become very demanding

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



Product Delivery is a 5 stage process

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery



Questions to consider: Product Delivery

Validating a New Market	Being Understood Abroad	Advertising Across Borders
Infrastructure	Payments	Product Delivery

1

Explore the websites of the top shipping companies that serve your target markets and compare prices and cross-border services.

+

2

Be sure to take into account your packaging sizes and any extra packaging requirements that may impact costs.

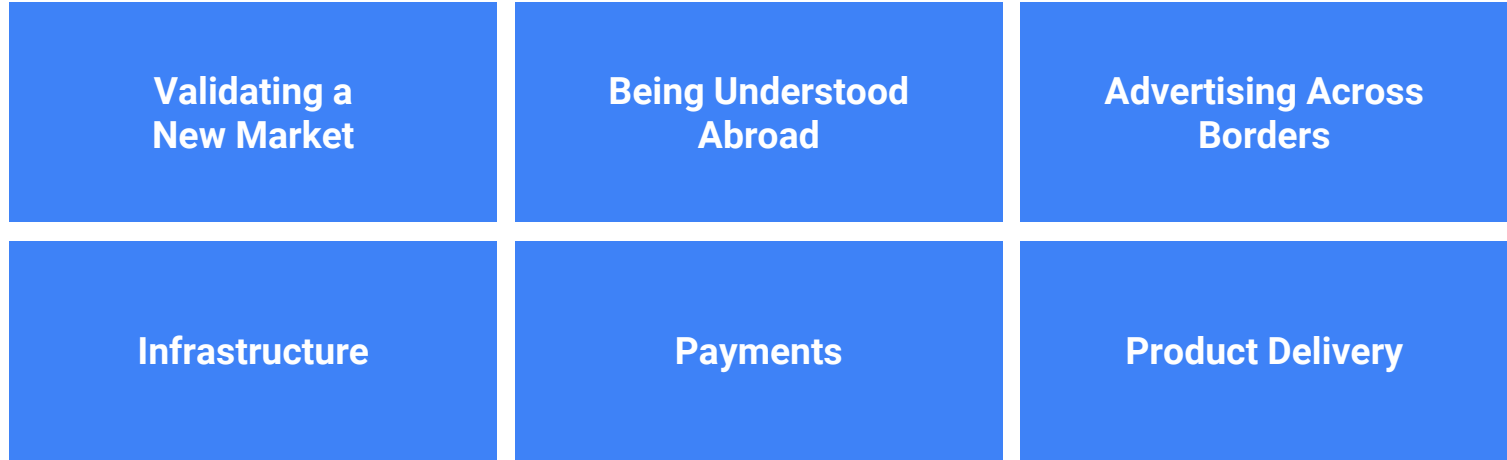
+

3

Does the company website note any additional services for shipping to your target country?

Following your research, factor these estimates into your expansion costs

The 6 Steps for Success in Export



Export Checklist

Validating a
New Market

Being Understood
Abroad

Advertising Across
Borders

Infrastructure

Payments

Product Delivery

How will you localize your website?

How do you localize your products?

What payment methods do you offer?

What customer service do you use? How will you support customers in your new market?

What logistics issues do you see if any?

Are there any legal or regulatory issues to address?

How will you manage your international marketing?

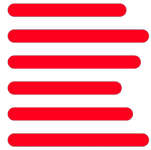
How will you allocate the budget?

How will you set your performance targets? Will these differ by market/stage?

| Case Studies



Hear the stories of some Google Premier Partners



Relevance™



SEM WIZARD



| Thank You

