

## 50 Tips for Promoting Yourself Overseas

Communicating with customers and partners overseas can be frustrating and expensive if not approached in a considered way – here are 50 tips that will help you to communicate more effectively overseas, waste less time and achieve the desired results

### More On This Topic

Simple tips from experience deliver great results

The following module offers a deeper insight into this topic:

#### **Communicating Your Offer**

You can find this module at

<https://exportsavvy20.com/what-with/communicating-your-offer/>

### International Exhibitions - Top Tips

- Research the exhibition. Visit the year before you exhibit if possible
- Be clear about your objectives
- Contact specific targets in advance and arrange to meet
- See if the Department For International Trade (DIT) can help you to make appointments with new contacts
- Block out time to follow up BEFORE you go
- Do a cost/space share deal with your partner
- Get experience on a shared trade association stand / DIT Pavilion stand
- Get student help for interpreting
- Walk the floor to get competitor information
- Don't appoint partners at the show – have a considered appointment process
- FOLLOW UP your leads!

### Localising your website - Top Tips

- People are four times more likely to engage and buy in their own language
- Check for inclusion of correct keywords
- For USA and others check use of UK vocabulary e.g. hood, not bonnet etc.
- Get a relevant domain name in the target language
- Register the domain name with the appropriate country suffix e.g. de
- Optimise your website for each language that you target
- Other markets may use different search engines e.g. voila in France
- Double check you have removed any UK cultural references
- Use a foreign web design company to really hit the market-preferred style

- Take advice from a Department of International Trade specialist advisor.

### **International Marketing Literature - Top Tips**

- Position your material against competitors
- Design your literature with translation in mind (keep copy to a minimum)
- Be sure you are completely happy with the English first
- Localise your material, even in English-speaking markets
- Don't use machine or web translation - this is designed to give the 'gist' only
- Consult your Regional Languages Network (see links) to find the right translator
- Give your translator as much background briefing material as possible
- Allow plenty of time for the translation
- Discuss 'localising' your brochure with your translator
- Get translator to proof-read the typeset copy before print
- Take advice from a Department for International Trade specialist advisor.

### **Trade Advertising Overseas - Top Tips**

- Ask a Department for International Trade advisor about overseas help or consider an in-market PR agency
- Use press releases to get trade press exposure
- Consult your Trade Association about target publications
- Analyse what your competition does
- Link advertising/PR to attendance at an exhibition
- Devise a joint campaign with your partner
- Monitor responses carefully yourself
- Ensure you are able to respond to enquiries (foreign languages)
- Have a fast response to agent/distributor enquiries in place.(see Checklist: 'Choose a Partner: Dealing with Unsolicited Enquiries')
- If you link this to your website make sure it is up to scratch!

### **Social Media – Top Tips**

#### **Find People**

- Use search tools on e.g. Facebook (1 billion users), Linked-In (100+ million users) and Twitter (100+ million users).

#### **Build Trust and Credibility**

- Share existing material e.g. a sales pitch using free services like SlideShare or Issuu
- Publish short expert articles on Squidoo
- Demonstrate your expertise or answer FAQs on YouTube
- Blog on your website and invite feedback
- Ensure localised cultural approach – use your overseas partner for advice.

### **Capture Information**

1. Exchange quality information for contact details
2. Build following

### **Keep in Touch**

- Use Twitter to keep in touch with e.g. visitors to a trade show

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<https://exportsavvy20.com/premium-courses/>