

Global Business Club of Mid-Michigan

Selling Online Internationally

Thursday, April 13, 2017 – 4:30pm-7:30pm

Why do People Buy Online?

- Selection
- Lower prices
- Convenient/time-saver
- Compare prices
- Delivery

How Will You Set Yourself Apart?

- Customer experience—before, during, after sale
- Community
- Information, giveaways, fun

*Half of shoppers say that reputation & trustworthiness, and verifiability of these attributes, matter. Especially true in *emerging markets*

Some Tips for Optimizing Your Website for International Sales

- Be strategic: have a plan (conduct a SWOT analysis, consider projected costs & sales). Use good research and determine your target markets, customers, etc.
- Determine if your website will advertise product/attract clients (marketing) or be used to complete sales (transactional/shopping cart)
- Determine who will build (& maintain) your website and social media & how to user-friendly they are for other countries (different address formats, color & style preferences)
- Determine which channels to use: your website, global platform, regional platform
- Complete an international SEO
- Consider aesthetics and buying experience preferences
- Incorporate a currency converter or price in foreign currency/currencies
- Offer multiple payment options (credit card, wire...different countries have different preferences)
- Offer content in target foreign languages
- Consider a site with a foreign domain (.ca, .mx, .uk, .de, etc...)
- Consider creating a foreign site (hosted in foreign country)
- Make site mobile friendly/optimized/responsive

- Present “fully landed cost” to consumers (all shipping, tariffs, VAT, sales tax)
- Contact information and “we ship internationally” should be prominently featured
- Know how to protect your intellectual property (US protections don’t transfer)
- Consider how you will deal with returns/exchanges/service

E-commerce tips (lifted from <http://www.luckybreakconsulting.com/>):

- Building your own ecommerce site as “home base”
- Amassing a carefully targeted list of email addresses from those interested in your products
- Sending regular newsletters, brimming with value, to that customer base to fortify the relationships
- Attracting new customers through intentional, high quality social media content, and thoughtful collaborations
- Investing at least twice as much energy in your own platform as you invest in third party platforms

Good Online Resources (partial list):

Preparing Your Business for Global e-Commerce 2nd ED(US Commercial Service):

<https://www.export.gov/article?id=1-Guide-Overview> (note that other online versions feature 1st ED)

e-Commerce Export Resources Center: <https://www.export.gov/ecommerce>

Federal Trade Commission: www.ftc.gov

PayPal (PassPort): <https://www.paypal.com/us/webapps/mpp/passport>

Ebay Global-Ship program: <http://www.ebay.com/prf/GspOptIn>

E-commerce guide (Shopify): <https://ecommerceguide.com/sell-online/>

FedEx Cross border (was Bongo International): <http://crossborder.fedex.com/us/>

UPS i-parcel: <https://www.i-parcel.com/en/>

Global intellectual property protection: <https://www.stopfakes.gov/welcome>

Web Retailer (blog/tips for online): <http://www.webretailer.com/>

Artisan/handmade products: <http://www.luckybreakconsulting.com/>

MSU International Business Center: <https://global.broad.msu.edu/>

Michigan Small Business Development Center: <http://sbdcmichigan.org/>

*****APRIL 18 Webinar: Cross Border eCommerce Payment Essentials*****

Join the US Commercial Service's Veterans Team and the eCommerce Innovation Lab in this two-part webinar series, with ecommerce payment experts Guardian Payment Systems.

When: April 18, 2017 at 1pm ET (one hour duration) **Cost:** \$25 **For more information:** Contact James Bledsoe at James.Bledsoe@trade.gov