



EBOOK

# HOW TO PROMOTE YOUR COMPANY ABROAD

WITHOUT BREAKING  
THE BANK



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# Introduction

## Why should small businesses import and export?

Every year, the world of B2B is taking on **more and more of a global proportion**. With markets becoming increasingly fragmented and open to the world, start-ups and small businesses must be able to operate globally in order to meet their clients' demands. Quite often, going global means **it's time to start importing and exporting**.

Industry trends throughout Europe are all pointing towards the success of exports. In 2019, the European construction equipment market size is set to hit a five year high as **more and more emerging markets come into play**. As these markets begin to emerge, customers with larger amounts of disposable income will drive demand for larger developments and more infrastructure. The construction equipment industry isn't alone either; MMH reports that the global forklift industry is set to rise by almost 7% to \$55.9 billion by 2021. Elsewhere the textiles industry is also set to rise almost 14% by 2020 thanks to the increasing demand in emerging economies.

**Exporting in particular can make a huge difference to SMEs.** Many small companies tend to be

heavily reliant on just a few clients. However, if you set your sights on developing new business relationships and exporting, you will be able to significantly expand your markets and create a more stable business. Not only will you gain new markets and more stability, but by ramping up your production, you could benefit from better margins and bigger economies and scale.

Of course, choosing to export is a big decision for any business. We previously looked at some of **the main concerns facing business owners when it comes to exporting**, but as we will demonstrate, the risks surrounding exporting are perceived rather than real. Whether it's fears about losing control of your products in different markets, or concerns over shifting the focus away from your existing customers, fears can be mitigated by taking the right approach and asking the right questions. Before too long, you can have a strategy in place that enables you to export on a small budget, and one that will completely transform your business.

In this e-book, we'll **show you just how much of a difference exports and imports can make**. You'll learn **how to identify key markets** and **how to ask the right questions** as well as how to **effectively promote your business to increase your visibility**.



The tips and advice in this e-book will give you the tools you need to effectively create an export and promotion plan that will enable you to take your business to the next level.

## Export advantages

The multinational courier FedEx looked into exporting within European SMEs and commissioned a report on the subject which provided some interesting findings.

The report stated that despite SMEs making up 99% of all businesses throughout the European Union, **only 38% of those SMEs were 'internationally active'**.



It means that a huge 62% of SMEs throughout Europe are missing out on the advantages that exporting can bring to their businesses – but what exactly are those advantages?

### ► Higher demand

Trading overseas allows you to tap into markets you may not know exist. **Exporting means you can create higher demand due to the many niches of your product worldwide** compared to the domestic market alone. Scandinavian countries are well known for finding plenty of niches abroad: companies such as Lego have cornered the market for interlocking bricks, whereas Sandvik has become synonymous with high quality power tools. Even Volvo Trucks have made a name

for themselves by producing the world's leading lorries. Although those companies have large resources, they didn't do anything small B2B organisations cannot replicate. **By simply studying an overseas market, you'll be able to identify niche areas in which your product or service could potentially thrive.**

### ► Maximization of profits



It's no secret that businesses that export grow at a quicker rate. For SMEs and start-ups, it's all about how quickly you can grow. Exporting can help you **reach your targets much faster**. In fact, the same FedEx report mentions that the European SMEs which export are almost twice as likely to experience rapid growth than those that don't.

### ► Greater diversity



Accessing the international market will help you develop greater diversity. **More diversity means you rely less on your current core customers** and are thus better protected from any local downturns. A good example of this occurred in the aftermath of the financial crisis in 2008. A report commissioned by UPS which found European SME Exporting Insights found that SMEs which chose to export outside the EU managed to maintain or increase their turnover between 2010 and 2012. It's because the SMEs chose to export that they were able to minimise the risk to their own business. Over 80% of SMEs in France, Germany, the UK, Belgium, Poland and the Netherlands all managed to navigate global financial uncertainty and maintain or grow their businesses.

► **Reduced production costs**



By simply increasing your sales, you should be able to **negotiate lower manufacturing costs** because you'll be able to place orders in higher quantities.

► **Increased innovation**



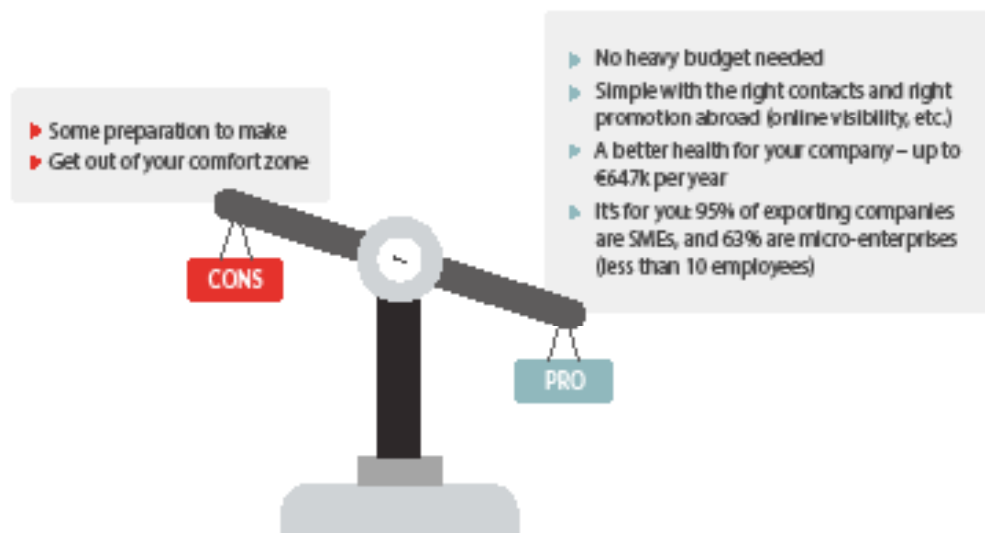
Often times too much emphasis is placed on the finance side of things but exporting can also hugely contribute to expanding your business knowledge. By exposing yourself to different markets, **you'll learn new ways of doing business which can help you develop better products and services.**

## Exporting: expectations vs reality

### EXPECTATIONS



### REALITY





# Get ready!

Do research before going abroad

**Whether you are a B2B going global, or a start-up going abroad, you need to get ready.** That means identifying the markets you want to target as well mitigating against any export risks. **Finding the right market is crucial to your business expansion plans and requires thorough research.** The more research you do, the more useful information you'll have at your disposal on how best to manage your efforts.

Whilst it may be tempting to pick out several markets, it's important to not stretch yourself too thin too early. For most small businesses, three foreign markets should initially present you with plenty of opportunities. To help reduce the risks, you could test one market at first before using your newfound experience to move into secondary markets.

# 1. Analyze the country & its market

It's no secret that **exporting is on the rise**. According to the World Trade Organisation in the last twelve years the value of exports throughout the world has grown by over 30%. Additionally there's been a rise of 64% within commercial service exports. Whilst those statistics, point towards the success of exports, it's still highly important to do your homework first and thoroughly analyze the market – and that involves asking the right questions.

## How mature is the market?

Finding out how mature the market is will help you identify **whether or not there is space for your product or service**, and if the target market will respond well to your offering. Analyze the market to see how quickly customers' needs are evolving.

- ▶ Are there any new disruptive innovations?
- ▶ Have the market shares of your potential competitors solidified?
- ▶ Are there signs that your product or service will be familiar to the consumers?

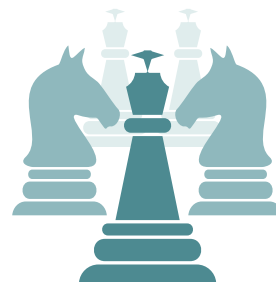
## What are the opportunities?

Identifying the opportunities in a new market will be crucial to any future successes of your small business or start-up. You need to evaluate key factors such as the political, competitive and economic environments.

**What potential is there for your product or service?** Conducting market research will help you ensure you don't miss out on any key opportunities. Thankfully, large companies are no longer the only ones that can afford to evaluate trends. Small businesses can take advantage of a wealth of online data and easily search for similar products in overseas marketplaces.

## Who are the competitors?

Entering a new market means going up against new competitors. Some competitors may be market leaders and therefore obvious, but you may have more competing businesses than you think. Knowing your competitors means **looking beyond your direct competition**. There will usually be a lot of replacement and perceived competitors that may not offer a similar product or service but will be competing for attention from the same customer base.



## 2. Managing multicultural differences

In order to go international, small businesses will have to adapt to the multicultural differences in different markets. The fact is that with every new market you enter, you'll find that the ways of doing business differ greatly. Once again, you'll have to do your research. Be sure to check regulations and codes your target market may have in place.



### ► Communication

Good communication will be essential to the success of your small business operating on the global market. With good communication, your message won't be lost in translation. For most international companies, English is the language of business— but rather than language, **it's more about how you get your message across**. For example, in Finland the direct approach is preferred, but in India communication is usually more indirect and nuanced.

You need to also think about cultural differences. In your current market, a handshake may be appropriate, but elsewhere it could be unusual or even offensive. If possible, do your research in preparation for any professional interactions.

**Don't forget about body language** either, and if unsure, don't be afraid to ask. By being open and approaching differences with awareness you can help put everyone at ease.

Does your logo or name mean something different in the country where you're thinking of expanding your business? **If so you'll have to adapt your small business advertising plans**. To help you make sense of the multicultural differences you may encounter, we've put together some handy tips.



### ► Adapting your company's offering and tools

B2B sales are no different than B2C in that potential customers will search online for a product or service. In order to attract new customers, **you need to rank amongst the search results**. Whereas in Europe and the US, it's important to rank on Google and Bing, in the Far East, you will need to rank on Baidu and 360 Search. Make sure you have the right translation on your website and adapt your products and services so that you rank high for relevant search terms in different geographic locations.

### ► Dedicate time to your relationships

Trust and personal relationships take time to build, especially if you plan on establishing multicultural relationships. Over time, **the relationships you nurture will be built on trust**, even more so if you comply with deadlines and take time to understand the differences in culture, hobbies, social background and education. Don't be afraid to be as personable as possible, and it's always a good idea to encourage new and innovative ideas whenever you can.





## 3. Get help with your administrative procedures

Entering a new market can be extremely difficult if you don't have the right approach when it comes to administrative procedures. Relying on local talent familiar with the administrative procedures of the market is important in order for you to have good knowledge of the country's culture and to be able to take a structured approach.

With access to the right help, you can put yourself on the front foot as you prepare

to enter the international market. Using a professional or a team with knowledge of the market will ensure you **become quickly familiar with the local industry standards** and regulatory environment. You'll also find out about any potential export barriers that need to be overcome. Above all, inside knowledge gives you the opportunity to structure your preparations and clearly set out the steps needed in order to start exporting.

### The structured approach

With expert knowledge of administrative procedures, you will set out clear steps for your business to take as you **prepare to export**. Begin by:



**Creating** an action plan that addresses the advantages and disadvantages of exporting to your chosen market.



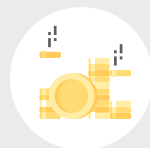
**Looking** at any product modifications that you may need to make depending on export barriers and the environment of the market.



**Understanding** the specific regulations and licenses that apply to your services and products.



**Learning** about customer preferences within your target market as well as the industry standards.



**Understanding** tariff and import fees. It's very important to thoroughly consider the effect that tariffs, port handling fees and custom charges will have on the final cost of your product.



**Thinking** about any non-tariff export barriers. In some regions, laws and regulations are in place to protect domestic industries from foreign competition. Expect to learn about everything from import quotas to subsidies for domestic and foreign goods.



**Anticipating** cultural differences. Calling on local experts to help you with your administrative procedures will give you a greater capacity to adapt your approach in a way that best serves the market you're entering. By simply knowing how business is done in the local market, you can save yourself vast amounts of time and money during the planning phase.



# Take action

## Promote & cooperate abroad effectively

Now that you've done the preparation, **it's time to take action**— and that means telling your prospective clients about your product or service. Most marketplaces are incredibly competitive and crowded, so in order to be heard above the noise, it's vital that you use the right tools in the right way.

Generating interest in your products and services isn't always easy, but if you work on your SEO, invest in clever digital marketing

create a clear and shareable social media plan and attend the right events, **your visibility is sure to grow**. In this section, we'll show you just how important all of these elements are and how you can use them to your advantage. Thanks to the huge growth in digital marketing, the playing field has been levelled. Although start-ups and SMEs may not have the same budget as large corporations, they can still make sure their voice is heard with the right approach to networking and content marketing.

# 1. Developing your visibility abroad



## Events

**Events can play a key part in getting you and your brand noticed.** With many industry-specific B2B events happening all over the world, it's vital that you choose the right ones in order to meet buyers in your industry. Once you've found the right event for your business, you'll need to prepare properly:

### ► Proper organisation

Preparing in advance can save you plenty of time and money. Many trade shows for example offer discounted rates for those who sign up early.

### ► Know who you're targeting

Before you go, **determine whether it's better for your business to build up a large number of contacts, or a small number of well-qualified leads.** At most events, it will be difficult to do both.

### ► Measuring success

A good idea is to have a **quick sign-up form** where people can leave their contact details if they didn't have the chance to speak to you. Taking away something measurable will help you plan for future shows and decide whether you should attend them.



## Social media

When it comes to B2B online marketing techniques, social media is quite often overlooked. Despite the huge success B2C companies have with social media, **a lot of B2B companies still rely on older methods such as cold calling.** Whilst these tactics can be effective, they shouldn't be used instead of social media. Rather, if you're a small B2B business, you should be looking to integrate social media into your marketing plans.

Social media is not only fantastic for increasing your visibility, but you can **establish yourself as an authority within your industry.** It's also a highly effective communication tool that will allow you to directly communicate with customers and partners. To help you get started with social media, we've put together some useful tips.

### ► Regular posts

Posting regularly on all social media platforms is vital but so is posting **valuable content your audience will appreciate.** If your business has dormant social media pages, this is a sign that your business is disorganized or out of touch with modern times— and with social media pages often ranking high on major search engines, it's important that people looking for your business see an **active and engaging company** that cares about communicating with its audience.

### ► Provide value

If you can provide value on your B2B social media pages, your following will grow dramatically. Within the B2B context, it's all

about **useful content**. Industry buyers and influencers are always looking for reliable content they can use to learn about their own business or industry. Think about all the information you found useful when building your business and set about creating a social media plan that will share valuable and useful information.



## SEO

SEO (search engine optimisation) is a technique that uses your website content to **enhance your online visibility**. The more visibility you have, the greater your chance of increasing traffic to your website. By having the right content on your website, not only can you increase the number of visitors, but you can **also attract the right kind of visitors**— the ones who are going to be interested in what you have to offer.

When you're entering a new market overseas and looking to promote your product or service, it's important to develop a proper SEO strategy in place. Here we've put together a few tips for developing an SEO strategy in new markets:

### ► Check your website traffic from other countries

If you're looking to break into a new global market, you should be aware of how your current website is performing abroad. Google Analytics is a great starting point as it allows you to see **how successful your current digital marketing efforts for your small business are in foreign markets**.

### ► Twitter curation

Twitter curation is a handy social media tool that enables you to **showcase a new product or service**, which could be highly important when it comes to entering new international markets.

By heading to Google Analytics, you can see the volume of visitors and the trend from the market you're trying to break into. You'll also get a good idea of what keyword phrases work in certain areas.

### ► Check your visibility from other countries

Tools such as SEMrush and Google Webmaster will allow you to see what queries and pages already have the highest visibility in your target countries. By using these tools, you can see **what's already working** and better prepare an SEO plan accordingly.

### ► Keyword research

At this point, you should have already identified where you want to expand your business. Now it's time to do some keyword research into the international market you are targeting. By using the right tools, you can see the **local search volume for relevant keywords** in different countries. Be sure to find out which tool is the right one for your market. Using Google Keyword Tool is great for the US, but for markets such as China, you should use Baidu Index.

### ► Understanding your international audience

If you've identified enough potential for your website in your target market, the next step in your B2B SEO plan should be to understand your international audience. Knowing the linguistic and cultural profile of your target countries will help you **refine your SEO strategy**. Websites such as Google's GDN research and TNS Digital Life can help you do just that.

### ► Competitor analysis

Competitor analysis is something most SMEs and start-ups will already be familiar with, but it's also important for SEO. Using tools such as Alexa Top Sites and SimilarWeb will help you **establish your level of competition in international markets**. In addition, you'll also gain insight into your competitors' behaviors and characteristics.

## Getting started

In order to get noticed you need to put your products or services in front of the right buyers. The good news is that a huge number of **B2B buyers** are already searching online to fill their needs, that does however mean that the marketplace can get crowded, meaning you not only have to be visible, but you need to have a message that stands out.

In order to do that, you need to be in the right place and be talking in the same language as the buyer. Kompass offers a unique **SEO service** called **Booster** which can help you **speak directly to your target market**. By allowing businesses **to showcase their products and services in 25 languages and more than 60 countries**, it means your visibility can not only increase locally, but worldwide.

On top of that, **thanks to Booster your products and services are presented to potential buyers** at the most optimal time which means they get as much attention as possible. With **Booster**, you'll notice the quality of your leads dramatically improve because your products will be placed in front of buyers when they're actively searching for your products, meaning you can catch them when they're a click away from being a new customer.

Before you start, you can even **agree a minimum results target**, so you're guaranteed to **only pay for the results you want** all for a much lower fee than you would pay with an advertising agency.

**BOOSTER CLICK**





## Digital advertising

Small business advertising can be hard to get right but by focusing on digital advertising for SMEs you can increase your brand awareness without spending huge sums of money. Online digital advertising makes your products and services visible in your target market and can **make all the difference within the world of B2B.**

### The key benefits of digital advertising:



#### Targeted placement

By choosing when and where to showcase your products, you can target key markets and users based on your offering. Targeting puts you in control of where your message is seen and by whom to ensure it is visible by the right people.



#### Tracking

Traditional marketing efforts can be hard to measure just how successful they really are. Digital advertising, however, tells you exactly how many click-throughs you received from your ad, and Google Analytics can even tell you how many of those went on to convert.



#### Return on investment

Traditional advertising methods simply don't offer the same kind of return on investment as digital advertising. Not only does digital advertising cost less, but you can choose exactly when and where to place your advertisement. With everything from simple square ads to banner ads available, you can shape your message and make it visible to key buyers within your industry.



#### Works with SEO

If you've been doing research into the new countries where you wish to set up operations, you'll have a good idea of what SEO tactics work. You can then use your research to help make your advertisements as successful as possible. If you already have a message you know is successful, the chances are that you'll obtain a good result if you transfer it to a digital advertising format.



#### Builds awareness quickly

Whilst SEO and organic searches have been proven to work, getting them right does take time, especially if you're entering into new markets. If you need to generate interest quickly, nothing works quite like digital advertising. With well thought out advertising you can side step the competition usually ranked at the top of organic searches, build greater brand awareness and trust, and attract new customers.

**Kompass** can help you get noticed with various digital advertising options including the **International Ad Display**. Millions of visitors from more than 60 countries visit the Kompas site every month, and with key tools such as the B2B online directory, the Kompas site attracts everyone from business owners to buyers and beyond.

Advertising through **International Ad Display** service allows you to put your products and services right in front of your target audience within new markets and quickly build brand awareness and improve your company image and get new business contacts.

## 2. Picking the right international contacts

**Having a good network in place is essential** if you're looking to export. The good news is that there are numerous public, private and even voluntary organizations that offer help and advice to entrepreneurs looking to get started.

Unless you plan on selling your product directly in new markets across the world, you will need a team of contacts to help you through the manufacturing and distributing processes — these contacts are usually intermediaries. Rather than simply taking a percentage of each transaction, **they make it much easier for buyers in new markets to access your products**. They can also help you to better streamline the manufacturing process. To help you decide on the most beneficial intermediary for your business, we've identified the key players that can help you get your products or services off the ground in new international markets.

### Different types of intermediaries:

#### Agents and representatives

Local agents and representatives are vital when entering a new market. Quite often they will already have contacts and a background within your sector, and if they like the products you have to offer, they can help you obtain **quicker product visibility among the right people**. Usually acting on a permanent basis to help bridge the gap between your business and the buyers, agents and representatives are paid in commission, and unless they have

a stake in your business, they won't have any ownership over the sold products. If you're seeking a way into a crowded marketplace, an established agent or representative can help you get noticed.

#### Distributors

A good distributor can make a huge difference when you are trying to compete in a new international market. Rather than buying your products from the producers, distributors can **speed up sales** between the manufacturer and the retailer or another business. Usually paid in commission, or by an agreed fee from the manufacturer, a distributor can ensure you enter international markets whilst avoiding many of the export risks and logistics issues. It's also worth bearing in mind that using an established distributor who has a contact list will make it easier for you to introduce your brand into the market.

*To get started on finding agents, representatives and distributors in the market you wish to operate in, simply use the quick and easy Kompass B2B Online Directory.*





## Finding partners

Another way of entering a foreign market is by partnering up with a domestic or foreign company. If you're operating on a small budget, you may not have access to the technology or skills required to make any sort of tangible impact. **Having a partner means getting access to skills and technology** as well as capital, and if you partner with the right company, you'll get a level of market access you simply wouldn't have been able to achieve on your own.

### The advantages of partnership:



#### Acquiring new customers

Entering new markets can be a daunting task, especially if you have little to no presence in the region. By partnering up, you can instantly increase your market share and access. Having a bigger slice of the market means you will also be able to negotiate better deals and cut down your manufacturing costs, helping to push your profits in the right direction.



#### Shared resources

Striking up a partnership also gives you the opportunity to pool your resources. If you're operating out of the UK for instance and want to enter the Japanese market, having the right tools at your disposal is going to be **vital**. Partnering with an established Japanese business will give you all the tools you need straight away, and once you have the right tools, your business will benefit from increased levels of innovation.



#### Expanding your product lines

You may intend to enter the market with a handful of products, but **strategic partnerships** give you access to new materials as well as knowledge of the market. With those new materials and knowledge, you'll be better placed to create more products that best suit your new market.



#### New revenue streams

Successful partnerships mean increased revenues. When two companies with similar strategic objectives come together and use their resources to complement each other's goals, both companies benefit from new market access and ultimately **larger revenue streams**.

Those new and larger revenue streams are already being tapped into by SMEs throughout Europe. UPS found that although many European SMEs favoured exporting within the EU, there were plenty that were also looking further afield. Currently SMEs within Germany send the most shipments, although those located in Belgium, the UK and the Netherlands are responsible for exporting in the highest numbers outside the EU.

Among those SMEs that export outside of the EU, the top targeted regions are North America (52%), Asia (47%) and Africa (21%). Other highly profitable markets include the Middle East, South America and Australasia, all of which 20% of globally exporting SMEs ship to.



Tools such as the **Kompass B2B Online Directory** exist to help businesses like yours find a partner with similar goals: the directory covers over 20 million business worldwide, and with key contacts including



**2.5 million  
executive emails**



**more than  
12 million phone  
numbers**

You're bound to find a partner that can help your business **go international**.

## Finding suppliers

Finding the right suppliers for your business is another crucial step if you're a small business looking to expand into the international market. Entering a foreign market is tough but working alongside a supplier that is familiar with the market makes the transition a lot smoother.

When choosing a foreign supplier, it's a good idea to have the same priorities in mind as you would when choosing a domestic supplier. **Reliability, standards and price** will all have a huge impact on how successful your business is within the market. If possible, once you've

drawn up a potential shortlist of suppliers and compared them, you should think about visiting the suppliers to see their operations first-hand. Here are some of the priorities you should be thinking about when sourcing a new supplier:

### ► Familiarity

Although your supplier may be based in your target country, they should also be highly familiar with the market. Established suppliers will not only know the target country, but they should also have a list of sector-specific contacts that will make business a lot easier.

### ► Value for money

From a foreign supplier, you should always be seeking a price and quantity that you're happy with. Written quotations are important too. It's always a good idea to ask for a sample based on your specifications that way you can check if the supplier is truly capable of producing exactly what your business requires.

### ► Reliability

Perhaps the most important factor is reliability. By visiting potential suppliers, you can look at their production systems. Don't forget about subcontractors. If your supplier uses subcontractors, you'll also need to look into their reliability.

The **Kompass B2B Online Directory** is a great tool to help you find reliable suppliers that are established in key international markets throughout the world. Start your search today and take a big step towards expanding your global reach.

## Finding Prospects

A combination of digital advertising, SEO, social media, and events, networking, the right distributors, agents and suppliers can all help you find excellent prospects, but all of these processes may take time. Getting the right prospects and marketing lists quickly requires access to local data, which for a small business can be hard to come by.

That's where **EasyBusiness** comes in. With the **EasyBusiness** service, you can find the right leads and lists before you enter a new market. Kompass use teams on the ground in a wide range of locations around the world to help us gain true insight into your target markets. That means the **global Kompass B2B database** is full of useful and actionable prospects all of which satisfy data compliance regulations in each region.



# The B2B exporter / importer checklist

**B2B companies** looking to export or import should have a checklist in place to ensure they have thought of everything. Here are the key steps every **B2B importer** or exporter should keep in mind.

## ☐ Market analysis

Knowing your market will be crucial to the success of your business in new international markets. Not only will you have to take the economy of the market into consideration, but you'll also have to look at the cultural differences to see if there are any potential export concerns. Good market analysis means taking a look at whether the market has matured, studying the region for opportunities and identifying who your direct and indirect competitors are.

## ☐ Adapting your offer

Although you may have a successful product or service in your home country, there's no instant guarantee it will be just as successful abroad. Everything from the economic environment to slight cultural differences could make your product or service less appealing. In which case it pays to be flexible. Adapting your offering to best suit your target market may require you make wholesale changes or slightly modify your packaging or logo. With prior research, you can be sure of the changes you need to make.

## ☐ Translating your marketing tools

Knowing what market you're going to target is just the start. You also have to translate your current marketing tools to best suit your audience. In some regions, a direct approach is preferred, whereas in others, it pays to be a bit more on the subtle side. You will need to have spot-on translations and adapt your message to best suit the international market you're looking to expand into.

## ☐ Effective social media management

Everything from good translated LinkedIn content to Twitter curation and beyond can help you stand out from the crowd in new markets. It pays to have a clear strategy on social media so you can provide your target audience with useful content. If language is a barrier, be sure to make the most of local talent by possibly partnering up with a business and using their resources to ensure your social media is sending out the right messages.

## ☐ Launching a SEO strategy and a digital advertising campaign

As we mentioned earlier, an effective SEO strategy can help support a digital advertising campaign, with **Booster** for example. The first step is to check your current SEO efforts in other countries before using the right tools to perform your keyword research tailored to your target country. Once your research is in place, your main goal is to get to know your target audience. Building a linguistic and cultural profile will go a long way towards establishing an effective content marketing and advertising strategy.

## ☐ Identifying the right contacts

The right contacts will ensure your business gets off to the best possible start in international markets. Trustworthy suppliers, agents with the right contacts, and established distributors can all make a huge difference because they know the market inside out. Using their knowledge will not only help make the transition easier, but it can also give you greater reach within the new market.





# Don't start alone!

Starting alone is a surefire way to ensure your new ventures never leave the ground. Entering new markets around the world can be very tough, but by adopting a strategic approach and using the right contacts, **you can make a success of it.**

A study carried out by the OECD found that 40% of European SMEs agreed strongly that there are customers globally who would potentially be interested in their products or services. On top of that almost 60% of respondents stated that they not only had the ambition to internationally grow their business, but that they were excited about the **global potential of their business.**

Those findings however are not entirely reflected in the fact that less than 40% of European SMEs are **internationally active.** With that in mind, it's clear that starting to export and operate internationally is seen

as too big of a step for many SMEs. In order to overcome those concerns, it's important to get as much help as possible via the right contacts and by having an extensive plan in place.

It's also worth remembering that internationalisation can be a growth driver for your company. Not only will it help you reach far more customers and increase your revenue streams, which in turn will **make your small business more stable**, but it can also open your eyes to new business methods. Being introduced to new cultures and new ways of doing business can be extremely beneficial. And with the right international team working to ensure you reach new markets, you will soon see your small business grow in an effective and sustainable way.

Good luck!

# About Kompas

As an exporter, setting up abroad can be daunting. There are a number of export risks to consider, but with **Kompas** on your side, you'll have a helping hand every step of the way irrespective of your budget. From helping you find prospects and key contacts in international markets, to extensively guiding your digital marketing efforts, **Kompas** ensures you have the best possible chance of success.

## Kompas in numbers



**500 employees based in more than 60 countries**



**10% of group sales dedicated to data collection**



**25 languages spoken**

With 25 languages spoken, Kompas can help break down any potential export barriers and streamline processes. With teams on the ground dedicated to providing you with the best possible lead contact information, you can be sure you'll get highly qualified prospects in your target region time after time. Since Kompas operate on a local

level, it can also ensure your leads are fully compliant with data regulations.

**Kompas** works with all sorts of businesses, from small companies to large corporations, and have a **range of business solutions to suit everyone**. If you're after some new leads in a new country, **Kompas** can help. In fact, Kompas have helped countless companies around the world export successfully through effective and proven methods that ensure businesses big and small get noticed.

In today's competitive world, it's harder than ever to become noticed, which means it's more important than ever to have the right approach when entering a new market. If you're backed by **Kompas**, you'll have access to a wealth of information and contacts capable of turning every opportunity into a success. The **global business directory** is extensively researched, meaning you can find trusted suppliers, distributors, agents and even partners in no time.

**Kompas** also make it easier than ever to prospect leads and use effective digital marketing strategies to engage your target audience. With over 7.5 million visitors every month from more than 60 countries, **Kompas** is perfectly positioned to help you improve your SEO and grow your customer traffic. The unique expertise means you can increase the number of relevant enquiries and start getting noticed by the people you want to reach.

# Which Kompass solution to choose when exporting?

## BOOSTER



To **gain long-term international visibility** (more than 60 countries) of your products and company and **obtain qualified contacts**.

## BOOSTER CLICK



To **boost** your **visibility** in specific foreign markets and get **Guaranteed Minimum Results**.

## INTERNATIONAL DISPLAY



To **build or improve brand awareness** of your company/ products in more than 60 countries simultaneously.

## EASYBUSINESS



A Worldwide B2B **prospecting and Market segmentation** tool.

## KOMPASS WORLDWIDE DATABASE



To find **potentials partners, distributors and prospects** abroad.

## EXPORT MISSIONS SERVICE



In addition to its foreign databases Kompass can provide **additional tailor-made services** in overseas markets thanks to its physical network with local teams based in **over 60 countries**.

\*When entering new market(s), to get optimal results, the best solution is to **combine brand awareness building** (International Display) **with one of the SEO solutions** depending on your needs (Booster/Booster Click).



[www.kompass.com](http://www.kompass.com)

Because today, capturing business opportunities has never been more challenging, Kompass provides innovative B2B information services to reach the right targets, based on its unique data expertise in over 60 countries.

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