

50 Tips for Promoting Yourself Overseas

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
- Block out time to follow up after the show BEFORE you go
- Do a cost/space share deal with your partner
- Get experience on a shared trade association stand
- Get student help for interpreting
- Walk the floor to get competitor information
- Don't appoint partners at the show!
- FOLLOW UP your leads!

The following module offers a deeper insight into this topic:

Language, Culture and Your Marketing and Communications

You can find it in the SavvyAcademy or in the 'Access Markets' area of 'Create Your Plan'

Information you complete as part of the Modules will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.

Localising your website - Top Tips

- People are four times more likely to 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 UKTI Language and Culture Adviser

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 UKTI Language and Culture Adviser

Trade Advertising Overseas - Top Tips

- Use UKTI OMIS 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

Capture Information

- Exchange quality information for contact details
- Build Followership

Keep in Touch

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