
Go Global

IBT ONLINE

Grow your Exports, Sales, Brand, and Business Online Globally

Massachusetts Export Center- Export Expo
Get Found, Be Understood, Make Global Sales
December 13th, 2019



BIG “THANK YOU” TO:



Paula Murphy
Director



Nancy Lowd
Senior International
Trade Advisor



HELLO

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CEO

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HELLO!

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Business Development
Director

ja@ibt.onl

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online global[®]

Since 2002, helping companies to take advantage of today's online opportunities to grow their exports, sales, brand, and business online and globally

Working with >450 companies, delivering >1,500 Online Global Programs in 20+ languages and 40+ countries

Our team of digital natives from the Americas, across Europe, and Asia

US Partners



America's SBDC represents America's nationwide network of Small Business Development Centers (SBDCs)- the most comprehensive small business assistance network in the United States and its territories.



Expotech fulfill a vital role in helping companies grow through a range of programs and funding. IBT Online is a trusted, able, proven, proactive partner. Since 2002, we are proud to successfully serve and deliver export and global business development services for hundreds of companies.

Online Global: 18 US State Programs



online global

US Commercial Service E-Commerce Innovation Lab (EIL)

We are listed on this list, the official resource for US businesses looking to optimize their digital strategy for the ecommerce sales channels.

US Commercial Service Global Healthcare Team

We are listed on this list, which is designed to help US healthcare companies identify professional service providers to assist them in the assessment, completion, and/or financing of an export transaction.

SIDO's "Champion of Trade" Award

The State International Development Organizations, Inc. (SIDO) is the premier U.S. organization dedicated to supporting state international trade agencies. SIDO recognized IBT Online with the "Champion of Trade" Award for its successful Online Global program, working directly with small to medium-sized exporters.



Today's Agenda- Two Messages

1. The Online World of Opportunities

1. Online Presence
2. Search Engines and Social Media
3. Success Stories

2. Your Online Success Story

1. The Online Global Program
2. Register for Success
3. Next Steps

{ 1

The Online World of
Opportunities

}

“

>70% of the world's purchasing power is outside of the USA.

>85% of the world's economic growth is outside of the USA.

”

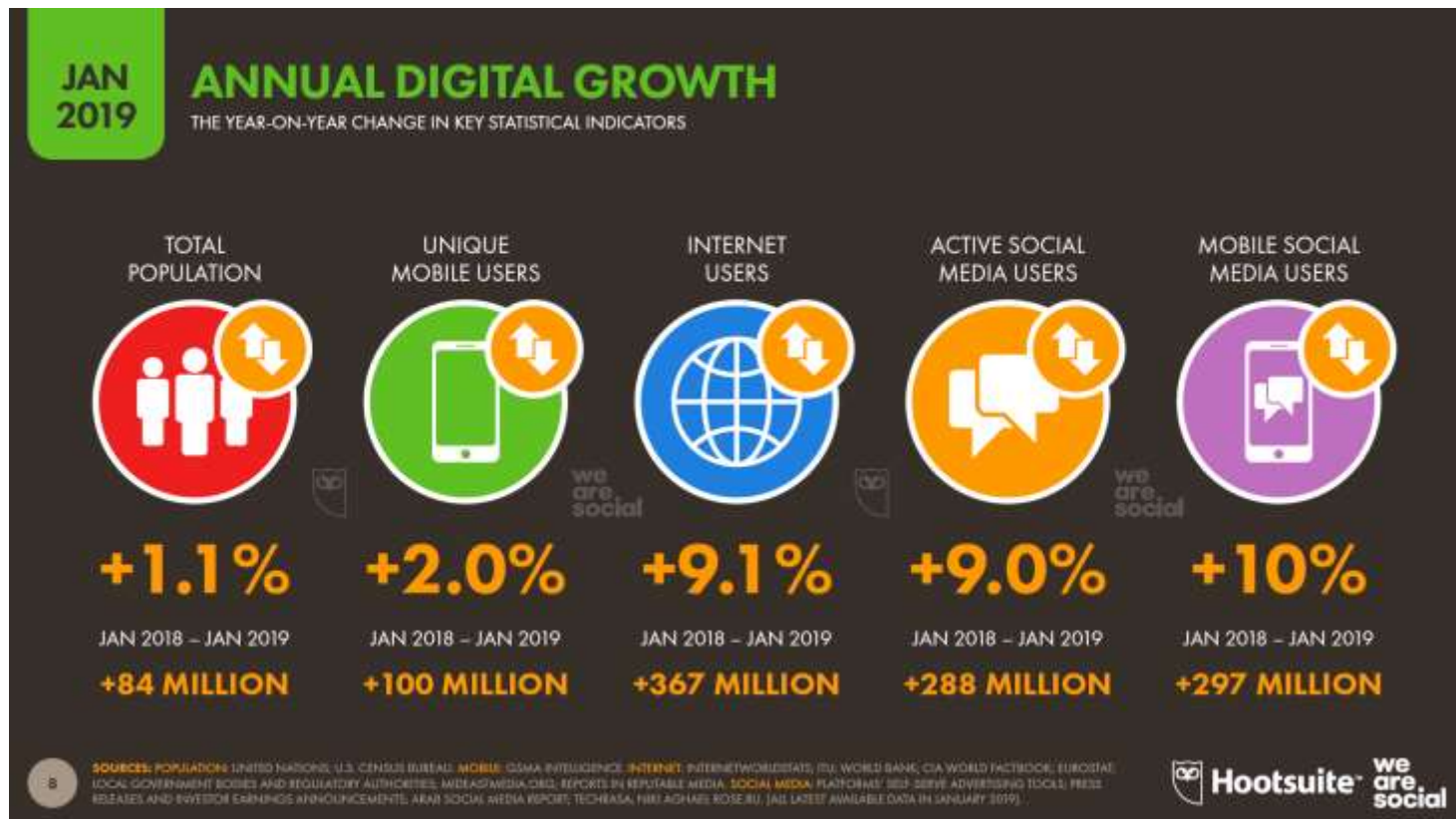
**THE WORLD IS
CHANGING....**

IT'S ONLINE

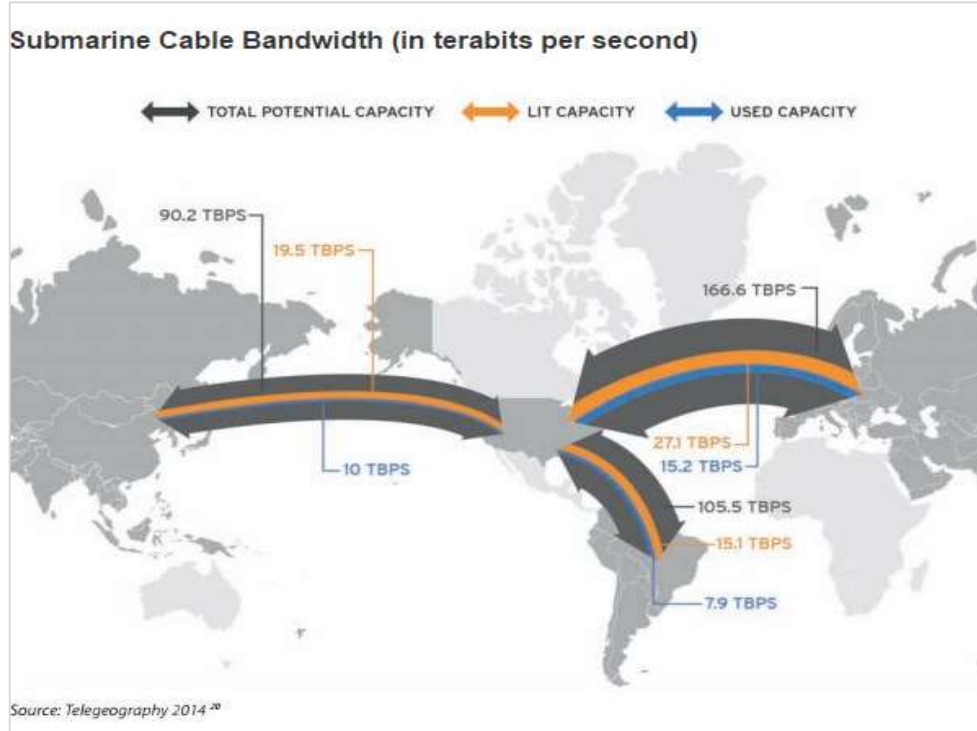




1: The Online World of Opportunities



Digital Growth



Cross-border bandwidth
X 45 since 2005
2015-2020
projected X 9

Digital flows
now exert a larger impact
on GDP growth than the
trade in goods



94% of B2B purchases are researched before contacting a sales rep or distributor

50% of B2B search queries today are made on smartphones, and this percentage will grow to 70% by 2020.

>70% of searches start with a generic search, such as “CRM software,” rather than a search for specific brands.

81% of B2C purchases are researched before buying

How do Search Engines work?



They are **LOCALIZED**

Google has:

- 192 country/region specific search engines
- > 90% in Europe, Brazil, Mexico, Singapore, UAE
- > 67% in the USA



Different markets >> Different results

Same ranking algorithm, => different results

Google in the USA ≠ Google in the UK

Search engine optimization is country specific

1: The Online World of Opportunities

Florida, United States



Secure | https://www.google.com/search?ei=6n0IWq5JG6GN_QbopY
SharePoint Facebook LinkedIn Twitter Basecamp HubS

Red Shoes for Women - Macy's

https://www.macys.com/shop/shoes/all-womens-shoes/Color_normal/Red?td...
Shop our collection of women's shoes online at Macy's. Browse the latest trends and view our great selection of boots, heels, sandals, and more.

Red Shoes: Shop Red Shoes - Macy's

<https://www.macys.com/shop/b/red-shoes?td=90950>
Embrace a bold color by shopping Macy's large selection of Women's Red Shoes, Men's Red Shoes, and Kid's Red Shoes. You'll see how stylish red can be at Macy's.

Shoes, Red, Women | Shipped Free at Zappos

https://www.zappos.com/women-red-shoes/CK_XAUIQYQTAHQHAgMBCBg.z90
1181 items - Free shipping BOTH ways on Shoes, Red, Women, from our vast selection of styles. Fast delivery, and 24/7/365 real-person service with a smile. Click or call 800-927-7671.

Women's Red Shoes | Nordstrom

[https://shop.nordstrom.com/Women/Shoes/All Women's Shoes](https://shop.nordstrom.com/Women/Shoes/All%20Women's%20Shoes)
Free shipping and returns on Women's Red Shoes at Nordstrom.com.

Amazon.com: Red - Shoes / Women: Clothing, Shoes & Jewelry

<https://www.amazon.com/Shoes-Red-Women/s?ie=UTF8&page=1&rh...>
Results 1 - 48 of 30147 - Online shopping for Clothing, Shoes & Jewelry from a great selection of Sandals, Boots, Pumps, Fashion Sneakers, Footwear & more at everyday low prices.

The Red Shoes (fairy tale) - Wikipedia

[https://en.wikipedia.org/wiki/The_Red_Shoes_\(fairy_tale\)](https://en.wikipedia.org/wiki/The_Red_Shoes_(fairy_tale))
The Red Shoes is a fairy tale by Danish poet and author Hans Christian Andersen first published by C.A. Reitzel in Copenhagen 7 April 1845 in New Fairy Tales. First Volume. Third Collection. 1845. (Nye Eventyr. Første Bind. Tredie Samling. 1845.) Other tales in the volume include "The Elf Mount" (Elvehøi), "The ...

Women's Red Shoes | DSW

<https://www.dsw.com/en/us/category/...red-shoes?N=1z141jZ1z141juZ1z141gd>
Items 1 - 60 of 967 - Shop Women's Red Shoes at DSW. Check out our huge selection with free shipping every day!

Red Shoes | Bloomingdale's

<https://www.bloomingdales.com/buy/red-shoes>
FREE Shipping & FREE Returns on Red Shoes at Bloomingdale's. Shop now! Pick Up in Store Available.

London, United Kingdom



Secure | https://www.google.co.uk/search?iz=1C1GCEA_enGB761GB761&ei=nIUWqCdlc3UOfmrbgf&ig=...

Women's Red Shoes | Red Heels, Sandals & Pumps | New Look

www.newlook.com » Home » Womens » Footwear » Shoes » Shoes & Boots ... High Heels Sandals Court Shoes Espadrilles Flat Shoes Trainers Mules Shoes ... Dark Red Velvet Block Heel Sandals

red - Shoes & boots - Women | Debenhams

www.debenhams.com/women/shoes-boots/red
Find red from the Womens department at Debenhams. Shop a wide range of Shoes & boots products and more at our online shop today.
Red - Shoes - Women - Court shoes - Wide fit - Ankle boots (91)

red - Shoes - Women | Debenhams

[www.debenhams.com/Women/Shoes & boots](http://www.debenhams.com/Women/Shoes%20&%20boots)
Find red from the Womens department at Debenhams. Shop a wide range of Shoes products and more at our online shop today.

Red Shoes | Shop Red Women's Shoes - House of Fraser

<https://www.houseoffraser.co.uk/shoes-and...shoes/red?15.4160.0.0.0043095.1.pl>
Browse our selection of red shoes at House of Fraser. Choose from our exciting range of styles. Free delivery on orders over £50 or Buy & Collect in store.

Womens Red Shoes | Red Court & Leather Shoes | Next UK

www.next.co.uk/shop/gender-women-productaffiliation...category-shoes-colour-red
Shop for women's red shoes at next.co.uk. Next day delivery and free returns available. 1000s of products online. Buy women's red shoes now!

Red Shoes & Trainers | ZALANDO UK

<https://www.zalando.co.uk/red-shoes/>
Ready to paint the town red? Grab your lippy and red shoes and we'll meet you on the dancefloor! Free UK Delivery & Returns.

Red Shoes & Boots | M&S

[www.marksandspencer.com/Women/Shoes & Boots](http://www.marksandspencer.com/Women/Shoes%20&%20Boots)
Red - Shop women's shoes & boots at M&S. Our footwear selection includes bright flats, gorgeous heels and summer-loving sandals.

Red Shoes for Women | eBay

<https://www.ebay.co.uk> » ... » Women's Shoes » Red Shoes for Women » Results 1 - 48 of 318211 - Shop from the world's largest selection and best deals for Red Shoes for Women. Shop with confidence on eBay!

Matthew Bourne's production of The Red Shoes - Sadler's Wells Theatre

<https://www.sadlerswells.com/whats...matthew-bournes-production-of-the-red-shoes/>



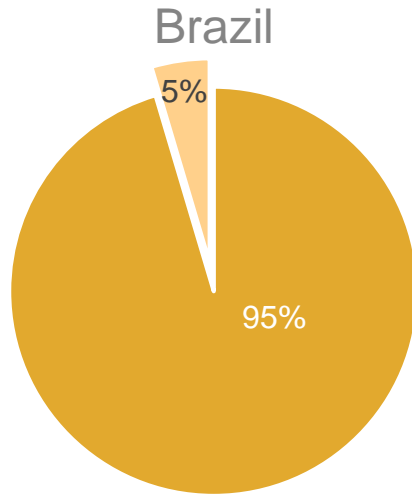
English- How many English-language websites do you need? (Click to read)

	United States	United Kingdom
Grammar	Learned, fit	Learnt or learned, fit or fitted
Vocabulary	Cookie, Soccer, Chips	Biscuit, Football, Crisps
Spelling	Globalization, Center, Color	Globalisation, Centre, Colour

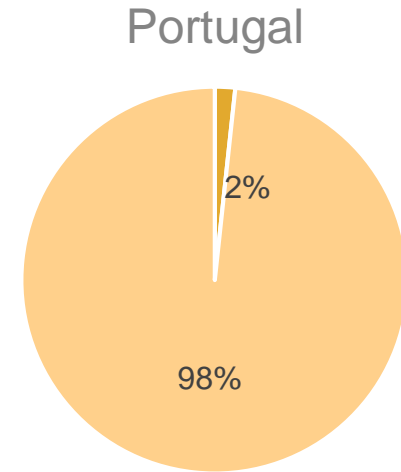
French- Will one French website reach all French markets? (Click to read)

	France	Canada
Grammar	More formal, more prepositions used	Less formal, less prepositions used, different abbreviations
Vocabulary	Cranberry = airelle To lock = verrouiller	Cranberry = atoca To lock = barrer
Pronunciation	R = flapped way	R = uvular sound

Search Engines are: Market-specific & Client-focused



■ Trem ■ Comboio

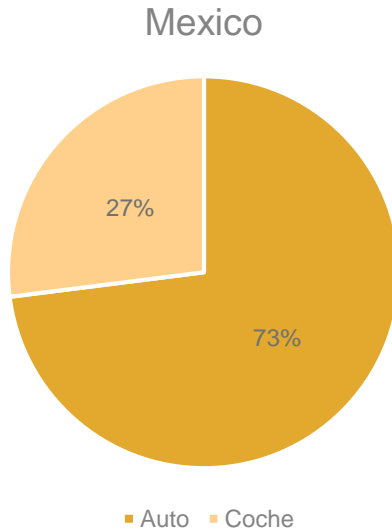


■ Trem ■ Comboio

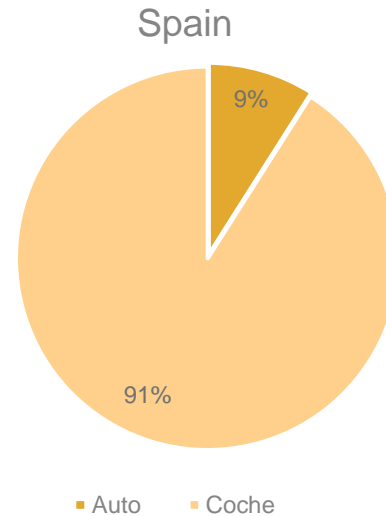
**Train in Portuguese:
'Trem' or 'Comboio'?**

- Google Brazil and Google Portugal
- Same language
- Different keywords
- Different Google ad campaigns

Search Engines are: Market-specific & Client-focused



**Car in Spanish
'Auto' or 'Coche'?**



- Google Mexico and Google Spain
- Same language

- Different keywords
- Different Google ad campaigns

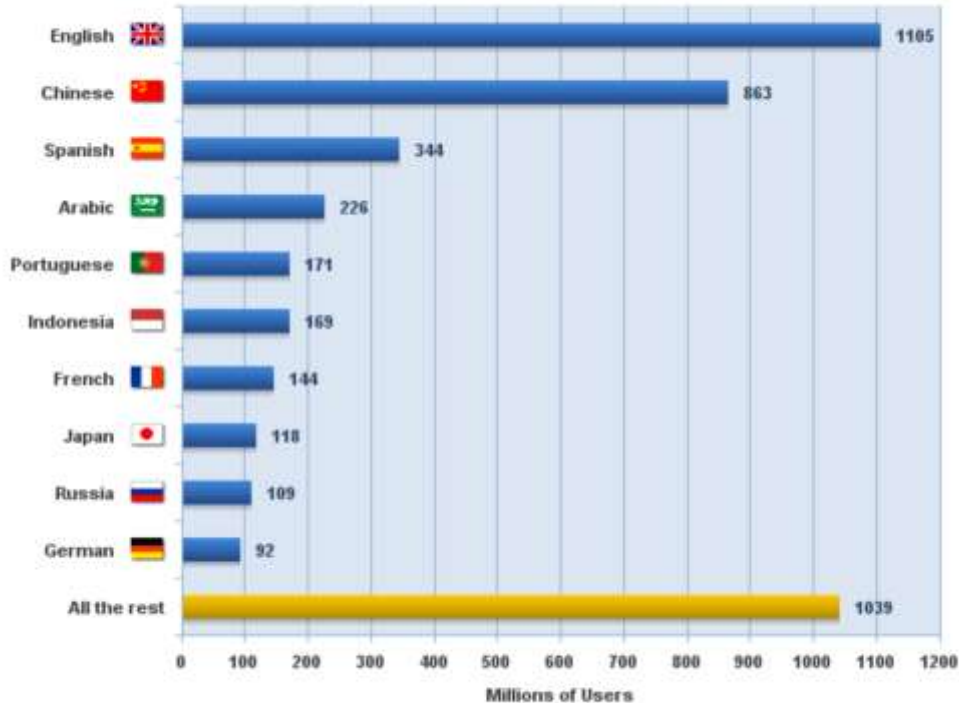
>55% say they will only buy online when the website is in their native language.

>75% of multilingual consumers prefer to buy products in their native language.



>95% of multilingual consumers who speak major languages, such as English, Chinese, Japanese, Spanish, French, German etc. will only buy online when the website is in their language.

Top Ten Languages in the Internet in Millions of users - April 2019



76% of all users on the internet speak one of the top 10 languages

Over the past 9 years, Arabic speaking internet users grew by 8,917%

There is room to grow with every language

Website Localization

Be found

Be understood

Be easy to do business with

Market-specific & Client-focused

- Registered domain name
- Multilingual navigation
- Mobile-enabled
- Design adaption
- Fully adapted to local language
- Cultural aspects taken into consideration
- Optimized for search engines
- Hosted locally
- Correct content management system
- Regulatory requirements

The Cookie Test



Hussel Confiserie

Startseite » Tee & Gebäck » Gebäck » Schokoladengebäck

Schokoladengebäck

Reduzierte Produkte anzeigen

Kategorien

- Kein Filter
- Buttergebäck
- Nussgebäck
- Schokoladengebäck
- Spritzgebäck
- Waffelgebäck

Preisspanne ▾

Sortieren nach ▲

- Kein Filter
- Beliebtheit
- Neuest
- Preis: aufsteigend
- Preis: absteigend

Produkte pro Seite ▾



Walker's Chocolate
Shortbreak Selection 400g

14,99 €

Stückpreis: 37,24 € / 100g



Walker's Chocolate Chips

3,99 €

Stückpreis: 128,67 € / 100g



Bonne Maman Cookies
chocolati et noisettes 225g

4,79 €

Stückpreis: 212,44 € / 100g



Bonne Maman Tartelettes
chocolat caramel 125g

2,79 €

Stückpreis: 223,20 € / 100g



Schokladen-Röllchen
150g

2,99 €

Stückpreis: 19,93 € / 100g



Johannisbeer-Törtchen mit
Zartbitter-Schokolade
200g

2,99 €

Stückpreis: 149,00 € / 100g



Mini-Nusskekke 200g

3,99 €

Stückpreis: 199,50 € / 100g



Butter-Florentiner-
Mischung 140g

3,99 €

Stückpreis: 284,29 € / 100g

Bonne Maman

Accueil

Les Produits

La Boutique

A propos de Bonne Maman

Le Blog

Contactez-nous !

Q Les produits

OK >

Accueil / Les Produits / La Biscuiterie / Les Biscuits / Cookies chocolat et noisettes 225 g

Cookies chocolat et noisettes



225 g

Référence : 3178530405781

Ingédients

Chocolat 30%, farine de blé tendre, sucre, beurre, noisette 9%, oeufs, arôme naturel et arôme naturel de vanille, poudres à lever, sel, émulsifiant: lécithines, lait écrémé en poudre.

Valeurs nutritionnelles moyennes pour 1 biscuit (25 g):

Energie	540 kJ / 129 kcal
Matières grasses	6.8 g
Glucides	15 g
Protéines	1.7 g

1688

首页 供应产品 公司档案 公司相册 联系方式 在线询价 会员专区 代理加盟 订博会

实商2周年 正宗威宁荞酥贵州特色糕点酥饼零食500g散装苦荞点心食品批发代发

7.6 蜜糖周年庆 全场满减/全场满包物流/享周年特价 距大促结束仅剩 00天21小时27分02



¥14.20 ~~¥11.00~~—~~¥16.50~~

≥3 份

查看代购价 >

优惠 满0.01元包邮(1688网站新人) ∨

物流 贵州毕节 请选择 ∨ | 快递 ¥8

成交评价 ★★★★★ | 1384 份成交 2874 条评价

包装规格	混糖味	14.20元	168份可售	- 0 +
	玫瑰味	14.20元	168份可售	- 0 +
	洗沙味	14.20元	168份可售	- 0 +

立即订购 加入进货单

Sam's Club

01800 999 5AM5 17267

Chat Hazte Socio Ayuda Promociones

Te da más

Categorías

Hola, ¿Qué estás buscando?

Bienvenido Ingresar / Registrarse

Subtotal \$0.00

Alimentos y Bebidas > Cereales, Galletas y Barras > Galletas Dulces > Galletas

Art. 000109171

Galletas Gamesa Chokis 14 pzas de 63 g

★★★★★ Gamesa

- Disfruta los beneficios de ser Socio.
- Hazte Socio y Renueva online.
- Compra en línea y Recoge en club.
- Descarga la APP.

Comparar

\$106.99

Entrega a domicilio No disponible

Club Pick-up Disponible

- 1 +

Pieza

Añadir al carrito

¿Cómo desea su artículo?

Añadir a Lista Enviar a un amigo

Tweetear Compartir Guardar

Envío asegurado 100%

Compra asegurada 100%

Fortnum & Mason

The screenshot shows the Fortnum & Mason website's 'Chocolate Biscuits' product page. The navigation bar at the top includes links for Home, Hangers, Tea, Food Hall, Wine & Spirits, Homecare, Gifts, Restaurants, and Journal & Events. The breadcrumb trail reads: Home > Food Hall > Fortnum & Mason Classics > Biscuits > Chocolate Biscuits.

FOOD HALL

- Fortnum's Classics
- Biscuits
- Fortnum's Favourites
- Biscuits Selection
- Ready Biscuits
- Afternoon Tea Biscuits
- Chocolate Biscuits**
- Flavoured
- Mixed Biscuit Tins
- Savoury Biscuits
- Scottish Biscuits
- Chocolate
- Cakes
- Confectionery & Sweets
- Jam & Marmalade
- Honey & Syrup
- Coffee
- Infusional Estate

Chocolate Biscuits

There are few things more welcome than a chocolate biscuit and ours are designed to be the very best that they can be. Juicy crisp or chewy biscuit is made to our own recipe and is thickly coated or generously dusted with very good quality chocolate, from dark and nutty to sticky and shimmery. Here are some of our biscuits in a tin.

Showing 14 of 14 Sort Order: Default

Product Name	Weight	Price
Ready Chocolate Peppermint Biscuits	200g	£7.99
Dark Chocolate Coated Cocoa Chocolate Macadamia Nut Biscuits	150g	£9.99
HS Chocolate Coated Lemon Biscuits	150g	£9.99
Dark Chocolate Biscuits & Biscuits	150g	£9.99
HS Chocolate Coated Salted Caramel Biscuits	200g	£9.99
Chocolate & Hazelnut Biscuits	200g	£12.80
Fortnum's Christmas Biscuits	400g Tin	£17.80
Highland Chopped Chocolate & Hazelnut Biscuits	150g	£9.99

Mrs. Fields

Chocolate Chip Collection

Get your fill of chocolate chip cookies with Mrs. Fields®! Whether you need a gift or would like to treat yourself, find a wide assortment of our signature chocolate chip cookies - all baked fresh and delivered right to your door. Shop cookie gift baskets, tins, buckets & more.

SORT BY: **FEATURED** | \$ LOW-HIGH | \$ HIGH-LOW | RATINGS | NEW

12345 678910

OCCASION

- Any Occasion Gifts (20)
- Birthday Cookie Cakes
- College Care Packages
- Congratulations Cookie
- Get Well Gift Baskets (
- Graduation Gifts (3)
- Sympathy Gifts (9)
- Thank You Gifts (9)

FILTER BY PRICE

- Under \$25.00 (11)
- \$25.00 - \$35.00 (8)
- \$35.00 - \$45.00 (4)
- \$45.00 - \$60.00 (5)
- \$60.00 - \$80.00 (2)

\$ _____ to \$ _____

GIFT ARRANGEMENT



Chocolate Chip Cookie Tin
\$24.99 - \$39.99



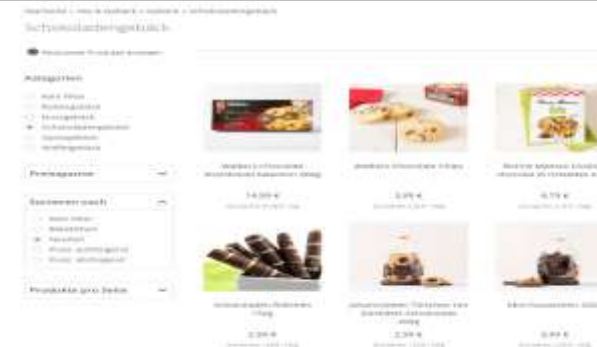
Chocolate Chip Nibbler Tin
\$24.99



Chocolate Chip Cookie Basket
\$59.99



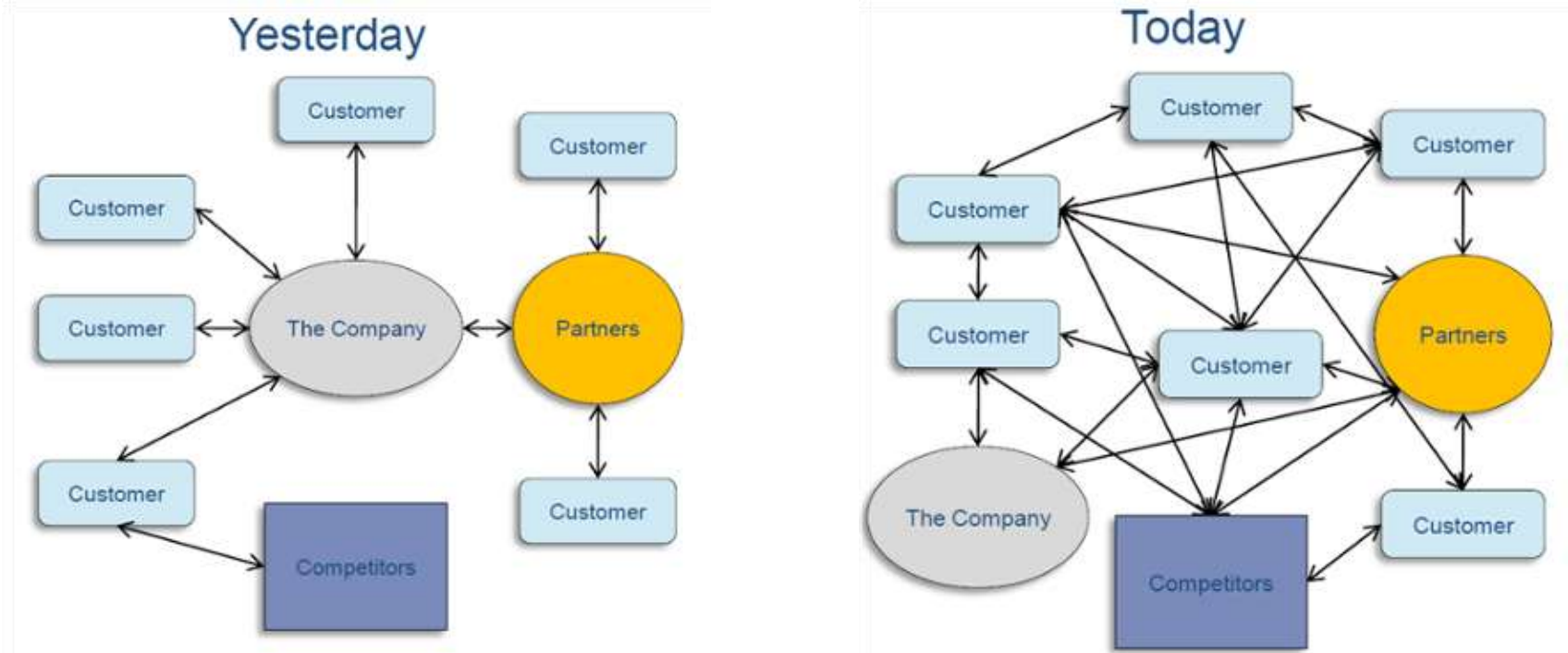
1: The Online World of Opportunities

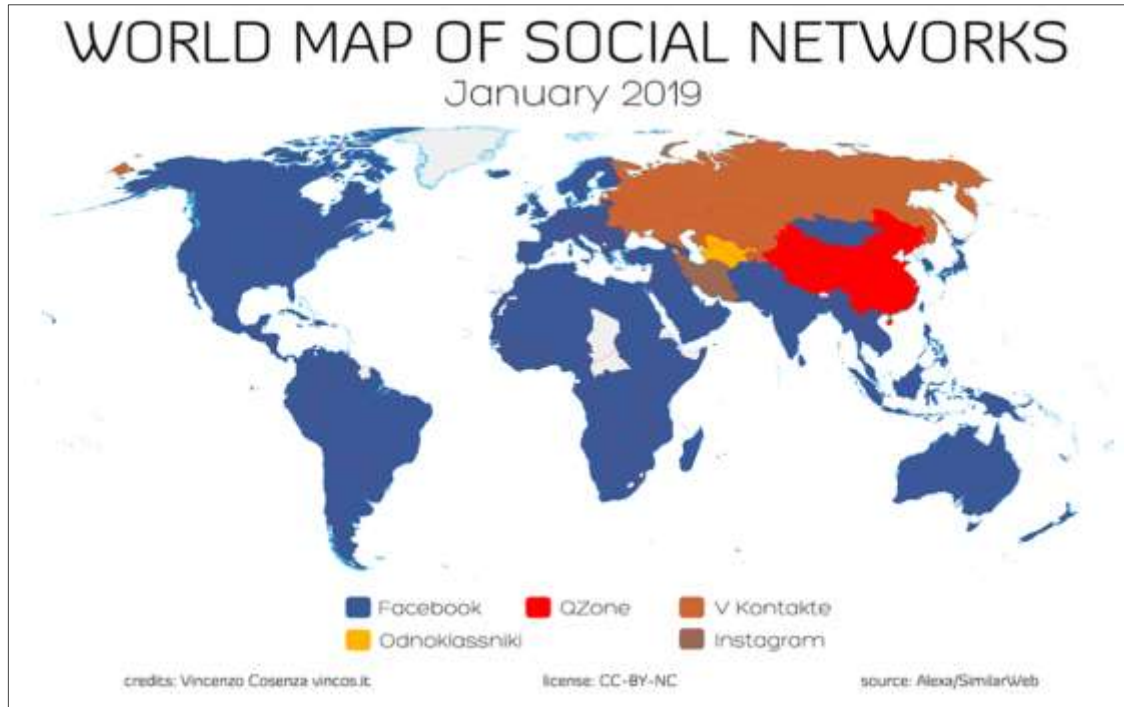


Which website would you buy from?



Social Media – Route to Export Growth

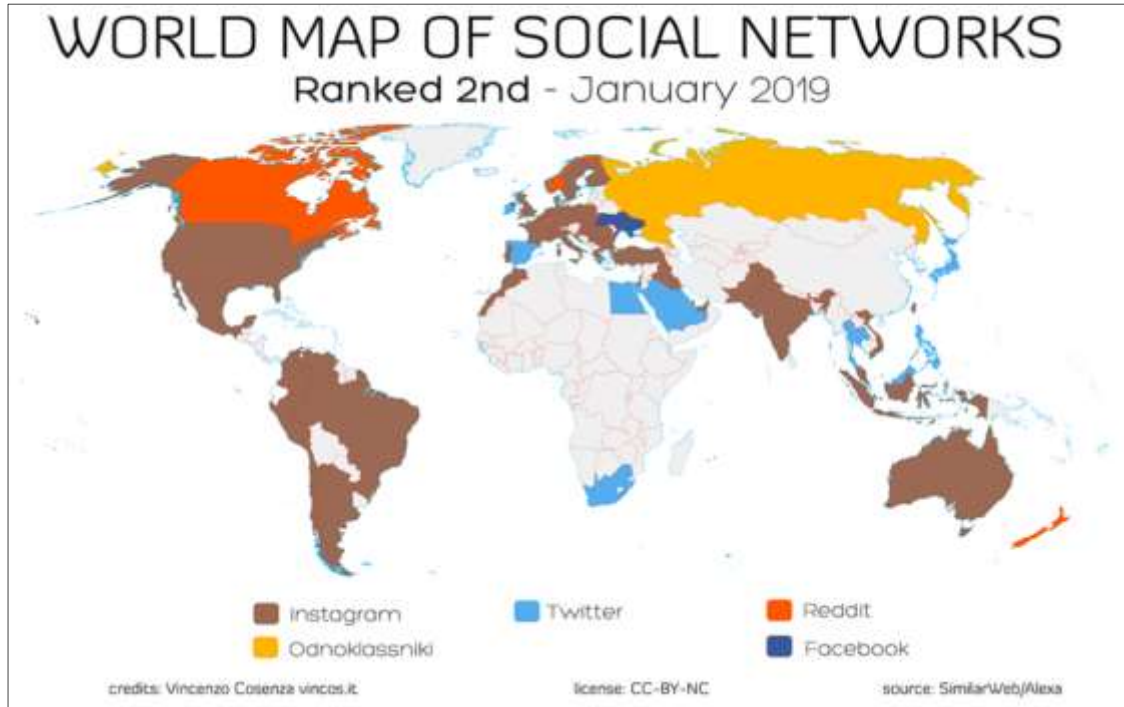




Social media platforms allow companies to engage with potential clients all over the world

Social network ad revenue > \$33 billion in 2016, growing > 30% per annum

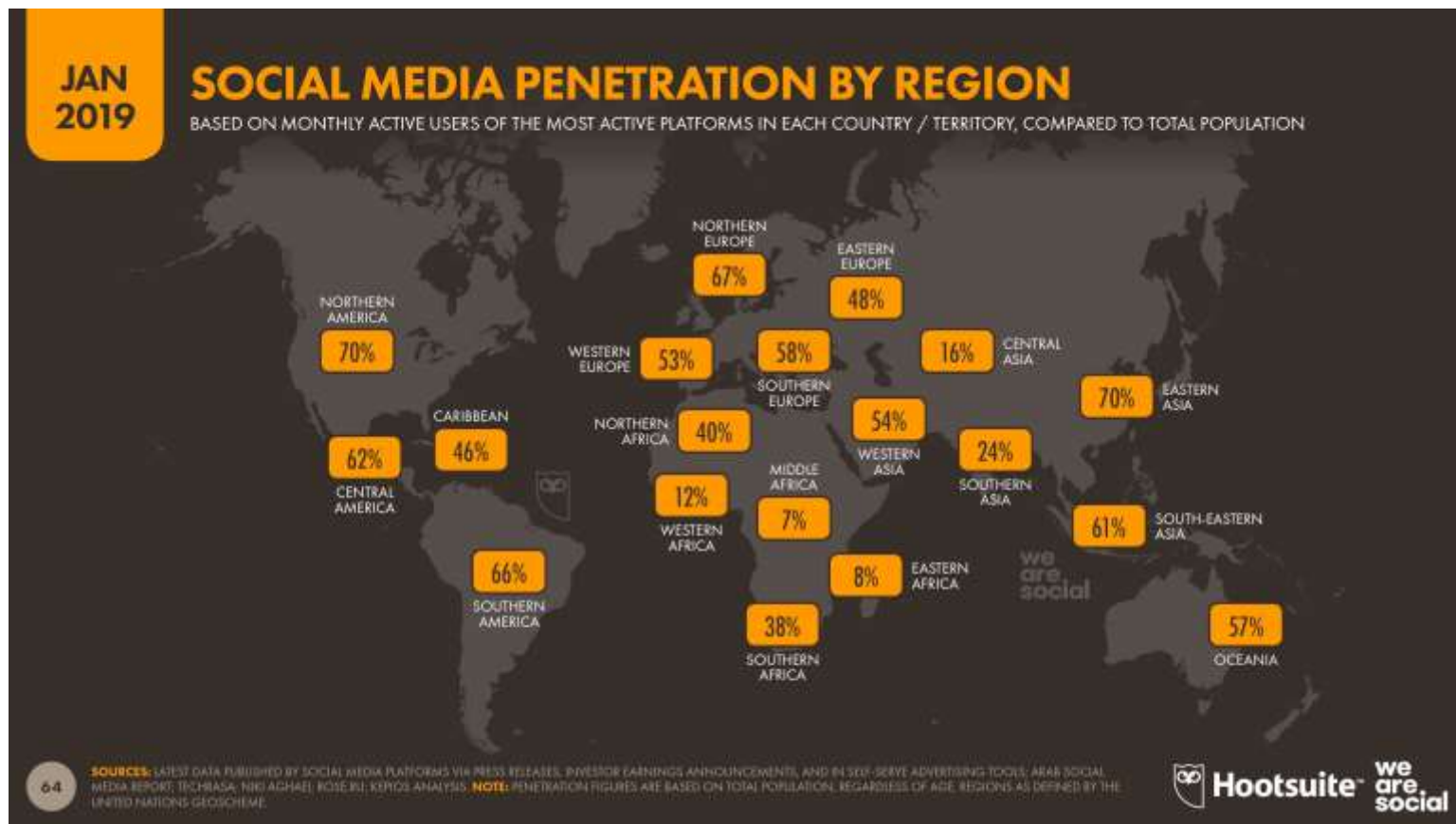
3.1 billion people use social media networks across the world in 2017

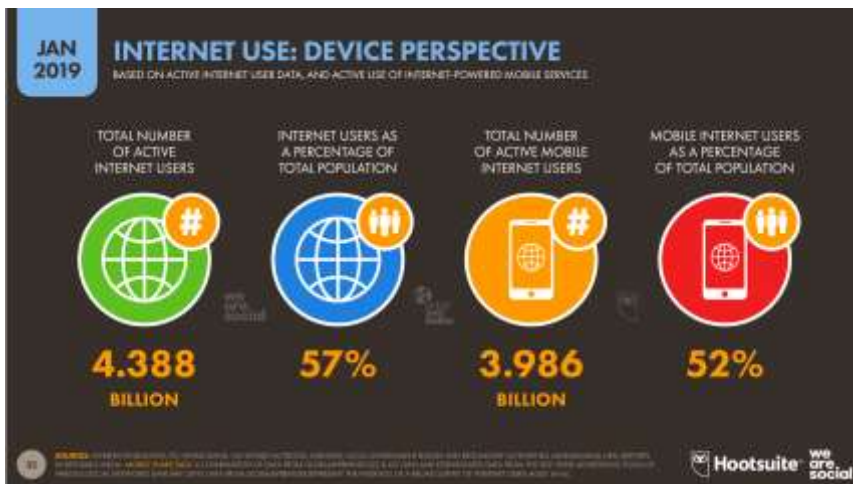


Social media platforms allow companies to engage with potential clients all over the world

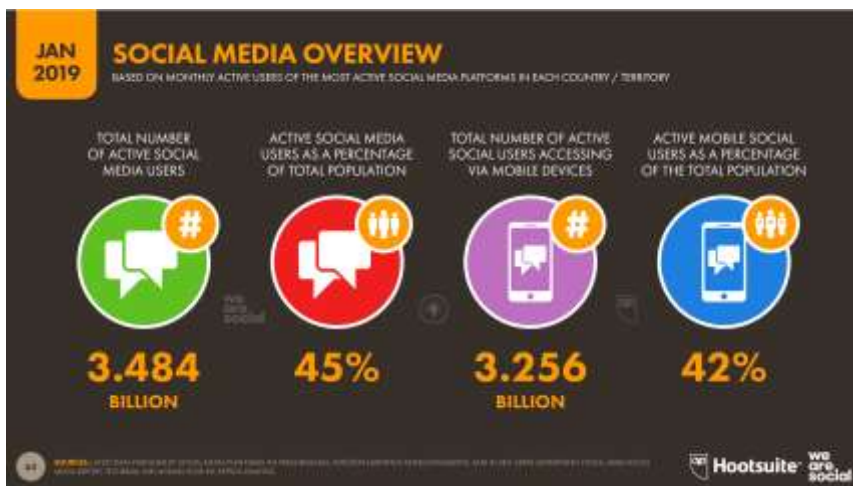
Social network ad revenue > \$33 billion in 2016, growing > 30% per annum

3.1 billion people use social media networks across the world in 2017





Digital World



Social

catches up with

Search

YouTube



- 2nd most visited website globally
- 2nd largest search engine globally
- 1,900,000,000 logged in monthly users
- 400 hours of video uploaded every minute
- 1 billion of hours of YouTube videos are watched daily
- 8 out of 10 18-49 year-olds watch YouTube
- 80% of views outside of the U.S.
- 91 countries
- 9% of U.S. small businesses use YouTube
- In 2018, the 95% of the most watched videos were music videos

Facebook



Available in 101 languages

+2.32 billion monthly active users, + 18 percent

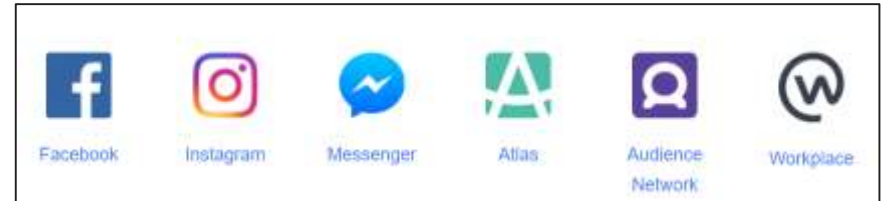
Users spend an average of 35 minutes a day on Facebook

96% of Facebook users access it on mobile

97% of the Interbrand Top 100 Global brands have dedicated Facebook accounts



Facebook owns WhatsApp, Instagram and Facebook Messenger
combined audiences = 4.37 billion





Fun Facts:

575 million LinkedIn Users

250 million Monthly Active Users

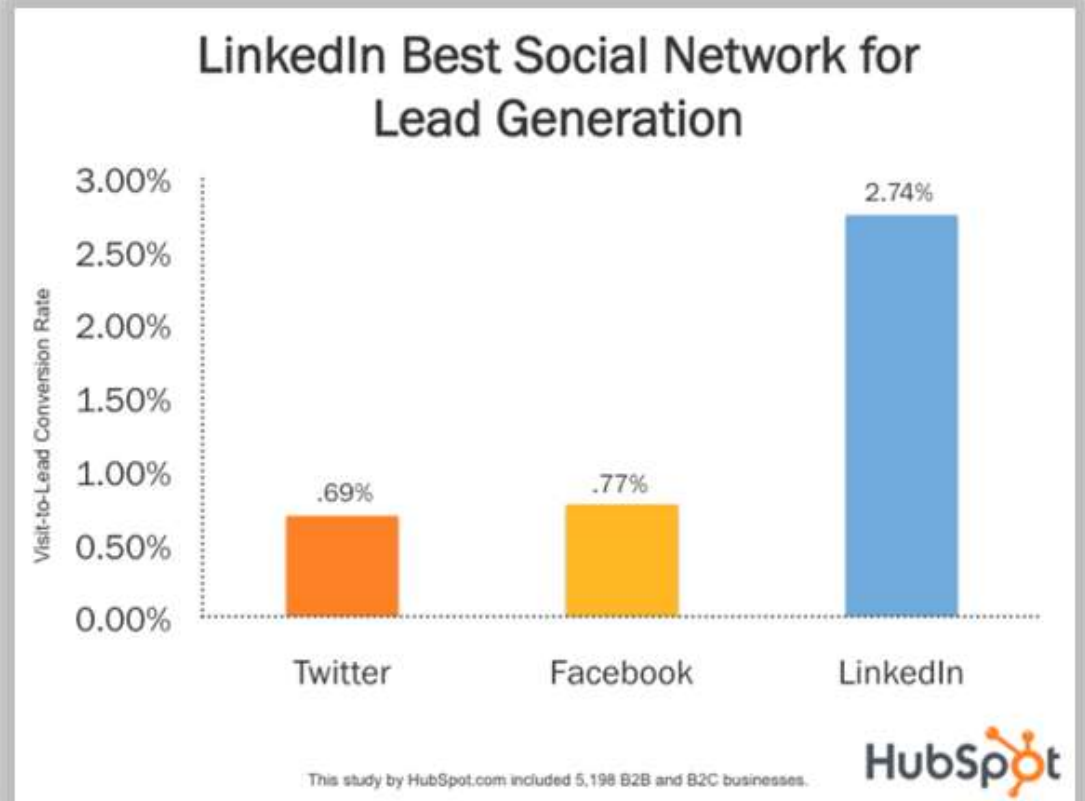
40% use LinkedIn DAILY

70% of LinkedIn users are from
Outside the US

After the US, India, China, Brazil,
Great Britain, and France
have the highest number of
users

277% more effective than
Facebook and Twitter

Source: Kinsta.com



1: The Online World of Opportunities

The screenshot shows a LinkedIn group page for 'online global'. The group has 414 members and is led by John Worthington, the Group Owner. A post by John Worthington is visible, titled 'Online Accessibility : a Right for All', discussing the Americans with Disabilities Act (ADA) and website accessibility. A large orange 'JOIN US!' watermark is overlaid on the right side of the page. The page also features a 'Member' badge, a search bar, and navigation links for 'My Groups' and 'Discover'.

online global Export – US Exporters Go Global
414 members

JOIN US!

Member

ABOUT THIS GROUP

An online community of business professionals focused upon growing exports, sales, brand and business, online and globally.

Helping US companies go global with website localization and international online marketing.

Make the internet work for you globally, get visible with website localization, speak to the world with international online marketing, sell everywhere with e/mcommerce. **Show less**

MEMBERS 414 members

Invite others

Conversations Jobs

John Worthington · Group Owner
Innovating international sales, brand and business growth, through On...

Online Accessibility : a Right for All

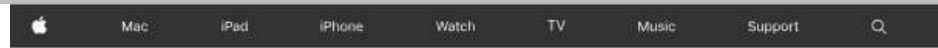
In 2017 400+ U.S. companies were served with lawsuits under the Americans with Disabilities Act (ADA) because their websites were not accessible to the disabled. Business take note! Web accessibility is becoming a global issue. Check out our latest b... **Show more**

Web Accessibility - universal access to your website
There is growing pressure to recognize that websites are public places and therefore must abide by public laws, notably Accessibili...



Apple has **132** international websites

\$252 billion cash mountain stuck in Ireland



Choose your country or region.

Africa, Middle East, and India



Asia Pacific





Started in 08.2008
>80 International websites
>190 Countries
Valuation **>\$30 billion**

Homes around the world



ENTIRE HOUSE · MARRAKESH
YOUR PRIVATE 3 BEDR. RIAD, AN EXCLUSIVE RENTAL!
\$88 per night · Free cancellation
★★★★★ 199 · Superhost



EARTH HOUSE · ORONDO
Underground Hygge
\$200 per night · Free cancellation
★★★★★ 355 · Superhost



ENTIRE CABIN · SECHELT
Cabin #3 - Alfie the A-Frame
\$106 per night · Free cancellation
★★★★★ 292 · Superhost

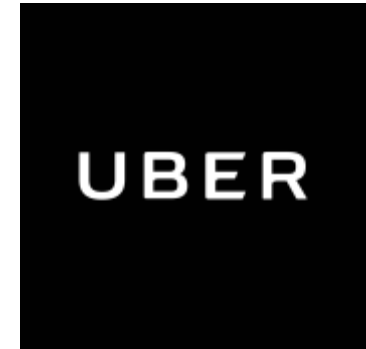
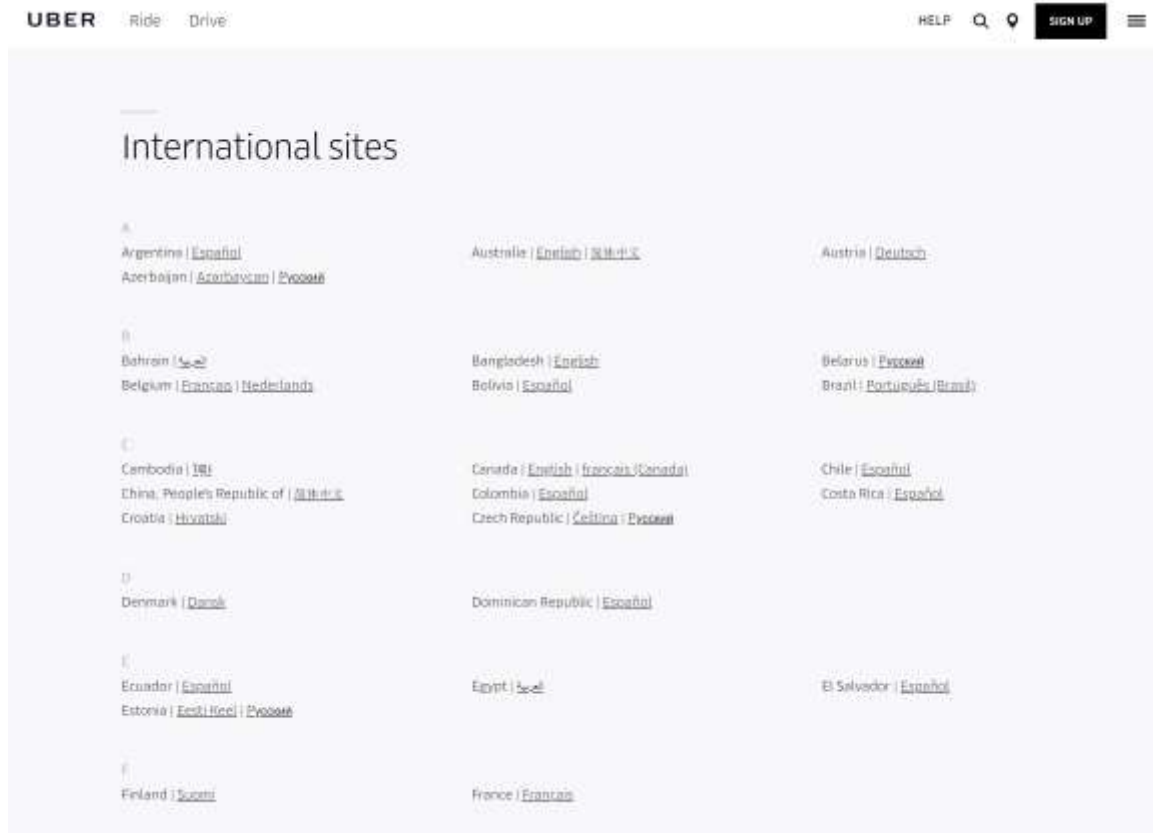


DOME HOUSE · OSTUNI
Trullo aromatic green
\$211 per night · Free cancellation
★★★★★ 55 · Superhost



ENTIRE COTTAGE · VIANA DO CASTELO
Casa do Rio - Beach and Mountains
\$84 per night · Free cancellation
★★★★★ 146 · Superhost

1: The Online World of Opportunities



Started in 03.2009

>80 International Apps

>65,000 Cities

Valuation **>\$72 billion**

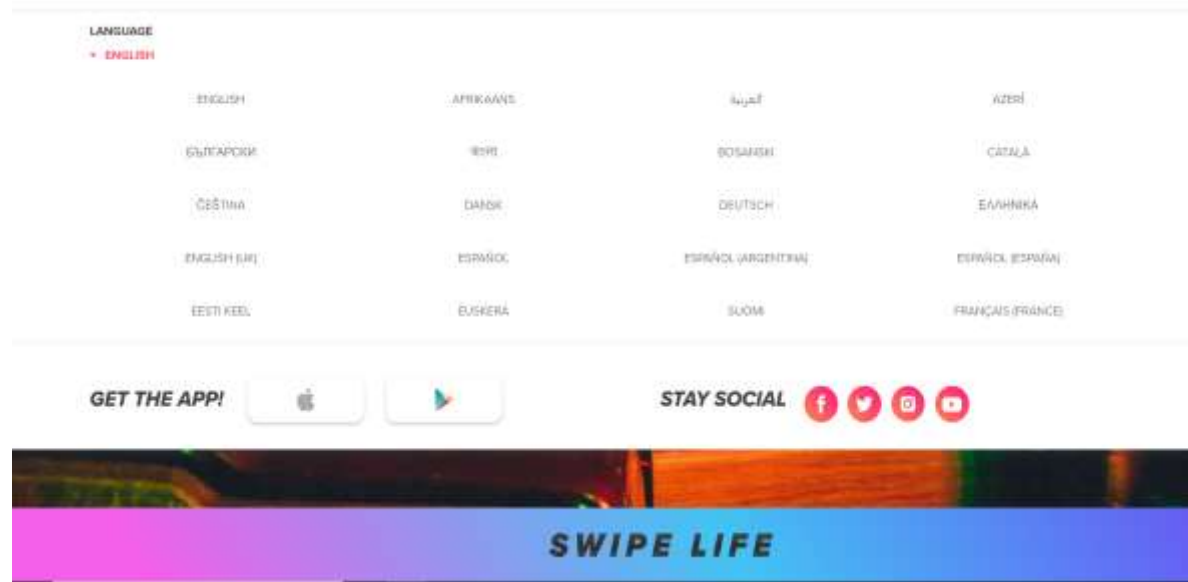


**Started in
09.2013**

>56 languages

>196 countries

Valuation >\$10 billion



Digitally Literate SMEs

Digitization is transforming business models in ways that enable more cross-border activity

		Flow type				
		Data	Goods	Services	Finance	FDI
Cross-border implications of digitization						
Remote monitoring	Remote tracking	●	●			
	Remote maintenance	●	●			
Supply-chain management	Remote inventory management	●	●			
	Supplier management	●	●			
Access to global markets	Cross-border access to customers	●		●	●	
	Cross-border access to labor	●		●		
	Cross-border access to finance	●			●	
Business operations and strategy	Centralized back-office operations	●		●		
	Cross-border digital payments	●			●	
	Real-time communications and collaboration	●		●		
	Data sharing and analytics-driven decision making	●	●	●	●	●

Digital world →
Great news for SMEs

SME exporters:
Winners will be
well-connected and
digitally literate

1: The Online World of Opportunities

AMSOIL

Online Global in the Australia, France, India, Mexico and the UK-plans to extend to other markets

Localized marketing campaigns through social media and search engine optimization

Increased sales, brand recognition, new distributors, and business growth in their target markets

The screenshot displays the AMSOIL International website. At the top left is the AMSOIL logo with the tagline "The First in Synthetics". To the right are navigation links: "FIND A DISTRIBUTOR", "BECOME A DISTRIBUTOR", "PRODUCTS", "CONTACT US", and "AMSOIL.COM". A dark blue bar below contains "DOWNLOAD CATALOG" and "DOWNLOAD BROCHURE" buttons, a "DISTRIBUTOR LOGIN" button, and a "USA" flag icon. The "PRODUCTS" section features a dark grey box with the text "High-quality synthetic lubricants that maximize the performance of nearly anything you ride, drive or operate." and buttons for "FULL LINE" and "INTERNATIONAL ONLY". Below this are icons for "Auto & Light Truck", "Motorcycle", "ATV", "Marine Outboard", "Small Engine", and "Snowmobile". A section titled "AMSOIL International" contains another "DOWNLOAD CATALOG" and "DOWNLOAD BROCHURE" buttons. The bottom text block states: "AMSOIL INC. is a leader in developing synthetic lubricants and fuel additives that maximize vehicle and equipment performance. AMSOIL synthetic lubricants are made in the USA using global components. Developing innovative products and manufacturing to high quality standards have become our industry trademark and continue to drive worldwide demand. Our staff of experts in international business is prepared to meet that demand while driving further growth by custom-designing products that fulfill international market needs. We're seeking qualified worldwide distribution partners interested in growing their businesses with AMSOIL products." The "ibt.onl" logo is visible in the bottom right corner.

Bulman Products

Online Global in the UK, Germany, China, Spain, UAE, Australia, Turkey, Singapore, and Korea

Localized marketing campaigns, optimizing trade shows and identified distributors

International sales growing at >22% p.a., and driving the business forward



BULMAN Products, Inc.

ABOUT | PRODUCTS | HOW TO | BECOME A DISTRIBUTOR | BLOG | CONTACT

Find out more ▶

HOW TO WRAP A FLOWER BOUQUET
& what to keep in mind

MADE IN THE USA
SINCE 1958

Bulman Products, Inc. is a world leading manufacturer of paper cutters, dispensers and racks used to cut or tear rolled art paper, kraft, giftwrap, plastic, bubble wrap, foam, corrugated, cook, foil, cling wrap, etc. These items are used in many markets, including School/Art Supply, Industrial Packaging, Retail Packaging, and Food Packaging. Bulman Products are shipped globally, including the United Kingdom, Ireland and other European countries.

Bulman Products 销售超过 50 种用于包装材料的自动切纸机、展示架及设备。以下是最新产品的概述。

Bulman 手动切纸机是全球卷材裁切应用最广泛的产品之一。该产品为用户提供多年零维护的使用体验。Bulman 手动切纸机完美地适用于多种类型的纸类，包括：包内纸、牛皮纸、礼品包装纸。使用双刃弹簧刀片，切割均匀。更多相关产品可供选择，使用锯齿刀片切割其它包装材料。

切纸展架二合一

标准 / 豪华 / 不锈钢三种选择

卷材的更换操作简单，将定位器和刀柄朝前制打开位置即可。手动切纸机配备橡胶垫脚，提供安装表面保护，可以灵活地安装在柜台上、柜台下或者墙面上。

🛒 请到我司电子商务网店选购下单！

规格：

材料尺寸（厘米）：
15, 22.5, 30, 37.5, 45, 50, 60, 67.5, 75, 90

安装尺寸：
宽度：+5 厘米
高度：20 厘米
深度：16 厘米

卷材的卷筒直径 7.5 厘米，卷材料直径上限 22.5 厘米



ibtonline

Hague Quality Water International

Online Global in England, France, Spain, and Mexico

Needed a way to organize all of their partners: exclusive distributors, tied agents, and subsidiaries

Feedback from distributors has been very positive. Generated new leads for distributors through the localized websites and social media campaigns.

HAGUE
Quality Water International®

Accueil Problèmes liés à l'eau Traitement de l'eau Produits Distributeurs À propos Blog Contact

Une eau du robinet au goût plus agréable
Prenez soin de vous et des aliments que vous cuisinez avec une eau adoucie

Découvrez les avantages de l'eau douce

Les adoucisseurs d'eau suppriment les minéraux de l'eau dure par processus d'échange d'ions, en utilisant des billes de résine...

HAGUE
Quality Water International®

ibt.onl

Avionics Support Group

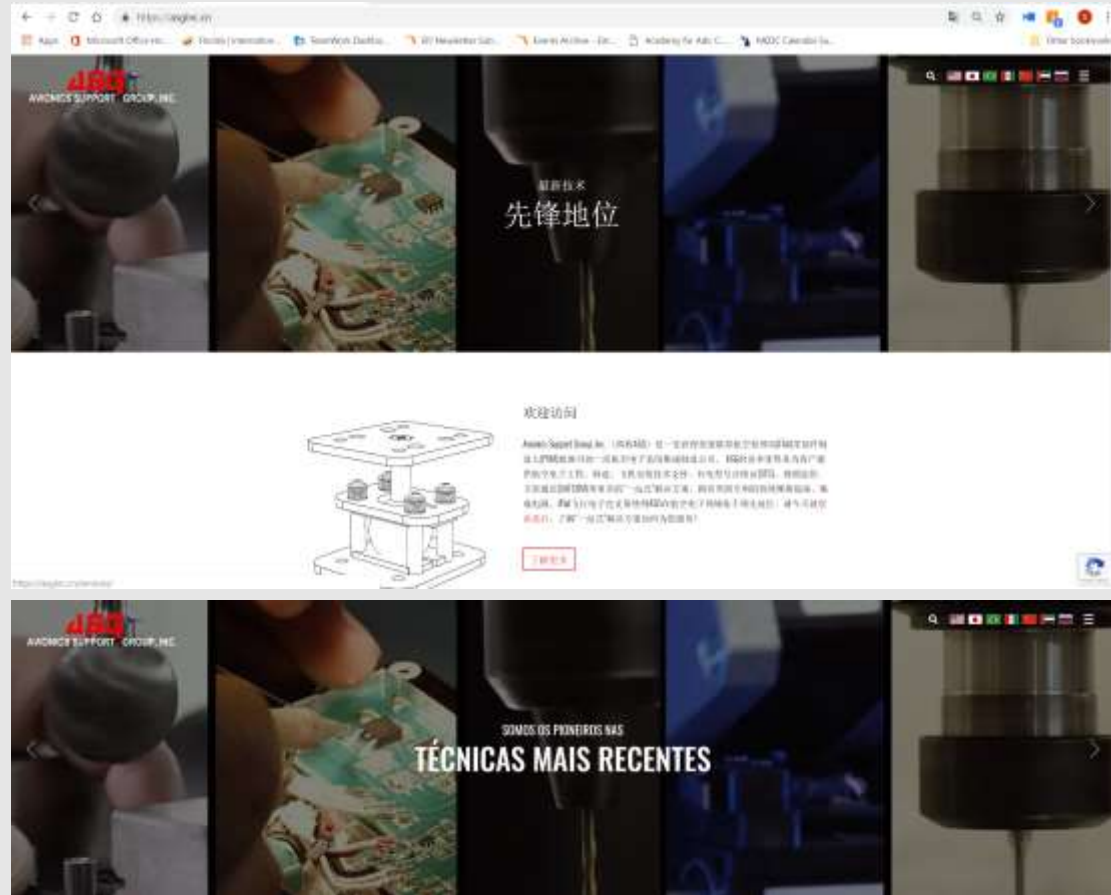
Online Global in the United States, China, Mexico, Japan, Brazil, the UAE, Russia, and France

Optimizing trade shows and generating leads

The return on investment was rapid: \$.5 million airline deal
Exports grew from \$2.5 to \$5 million

View Testimonial:

<https://www.youtube.com/watch?v=qq6FFfNagFc>



Ocean Optics

Online Global in Mexico and Brazil

Worldwide company that saw some holes in their business strategy in the two markets. Localized websites gave them an active presence.

Ocean Optics team member stated it was the “smoothest project” they have ever done with an outside agency.



Página Inicial

Técnicas de medição

Aplicações

Contato



Sobre a Ocean Optics

A Ocean Optics combina produtos inovadores, sistemas e capacidade de integração com conhecimento de aplicativos para ajudar as pessoas a resolverem problemas utilizando espectroscopia, imagem e tecnologias de sensoriamento. Nós oferecemos uma variedade de produtos de espectroscopia modular, sensores multiespectrais e desenvolvimento de programas para diversas aplicações nos ramos da indústria, pesquisa e ciências, alimentos e agricultura, biomedicina e ciências da vida, medições de iluminação e cores e segurança e proteção.

Nossa abrangente linha de tecnologias complementares inclui sensores químicos de fibra ótica, analisadores Raman, UV-Vis, instrumentação de proximidades NIR e MIR, fibras óticas e sondas, filtros óticos e acessórios. As montagens e os componentes são projetados para uma integração simples em dispositivos e sistemas OEM. A Ocean Optics oferece soluções que variam de testes e validações de pesquisas laboratoriais, desenvolvimento de componentes e montagens personalizadas, assim como design, manufatura e fornecimento de sistemas específicos de aplicação.

Successful companies that trust us to deliver:



{ 2

Your Online
Success Story

}



Programs and grants to help you leverage today's online opportunities into



Massachusetts Top Merchandise Export Destinations \$US Billions, 2018

Canada	\$3.0
China	\$2.6
Mexico	\$2.5
Germany	\$2.0
Japan	\$1.5
All Other Countries	\$15.6
Total	\$27.2

2: Your Online Success Story

ONLINE ENVIRONMENT

90%

33 Million
Canadians
use the
internet

89%

Of internet
users go online
daily for
personal reasons

72%

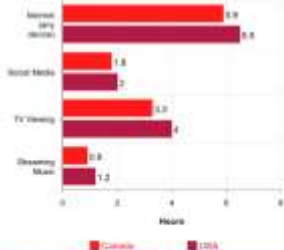
26 Million
Canadians are
unique mobile
users

28%

Of Canadians
usually access the
internet via a
smartphone

Canada vs USA

Average Daily Time Spent with Media



46%

Of Canadian households
have five or more internet-
connected devices.

Top 5 Websites

Based on number of visitors &
pages viewed on each site per visit

Google
YouTube
Facebook
Reddit
Amazon

.CA vs .COM

.CA = .COM

Canadians have no
preference for
general
browsing/surfing,
entertainment,
downloading music,
movies, games, files,
etc., and social media

.CA > .COM

Canadians prefer .CA for:
Banking, news/current events,
shopping, online
education/training, product
research, travel research, school
or work-related research,
accessing government services,
and getting involved with
community organizations

.CA < .COM

Games

CANADA'S ONLINE ENVIRONMENT

WEBSITE LOCALIZATION SNAPSHOT: CANADA

Created by [Teresa Edwards](#) on Thu, Oct 25, 2017

[Like](#) [Retweet](#) [Bookmark](#)

Canada is a great market for US companies selling the international export version for the first time, but easily offers a great long-term international business growth opportunity. Canada is the go-to export market of many US companies, not only thanks to its close proximity, which allows for easier, more affordable shipping and order fulfillment, but also thanks to fewer language and cultural barriers. But how about the barriers of the online world? What should you consider when building a website for Canada?

Language: The official languages of Canada are English and French. Even though 85% of Canadians speak English as their primary language, it is the mother tongue of only about 60% of its population. A US website might be therefore understandable to most Canadians, but it won't provide them with a local and native experience that some looking for when building a site in a new export market. Most Americans are familiar with the Canadian accent, but did you know that the written language - Canadian English - is a language in its own, and contains elements of British English, American English, as well as numerous local Canadian terms? It is therefore important not to use American English, or British English, but at all times Canadian English on your website for Canada, in order to create a genuine experience to your existing and potential customers as well as to business partners north of the US border.

French speakers in Canada live in different regions depending on the region (Quebec French, Acadian French, Newfoundland French etc.) but it is Quebec French which is considered to be the most widely spoken type of Canadian French and the one which would be generally recommended for a Canadian website targeting the French speaking population. How different is Quebec French compared to the Metropolitan French? Linguists tend to agree that the difference is greater than between British and US English, and comparable to that between European and Brazilian Portuguese.

So does this mean that you should have two websites for Canada, to comfortably cater for needs of the nation? Not if those ready to start now! Register our website: [How to localize in Canada](#)

Currency: Canadian dollar (\$) sometimes referred to as Can\$ or C\$. Did you know that the Canadian dollar is the world's 10th most valuable currency? (Source: [International Monetary Fund](#))

Units of measurement: Metric system is the official one in Canada, creating a major website localization obstacle for many US companies. However, imperial units - which are largely similar to the US customary units - can be used in certain regions of the Canadian territory due to its being the United Kingdom and the USA, but a general use of imperial units or US customary units is not recommended for a Canadian website (be it English or French), especially in relation to product specifications. Whereas the metric units are a must, the other type of units are an optional extra, permitted to be displayed.

Although the imperial units are still visible in daily lives of Canadians in certain respects, Canada has been six to ten years in implementing the metric system more so than the United Kingdom, when it still keeps road signs including speed and distance, in the imperial and metric per hour.



CLEAN. SAFE. EASY.



ABOUT CANADA ABOUT AMERICA PRODUCTS SOFTWARE TECHNOLOGY CONTACT US



The website makes use of cookies to enhance navigation, improve site performance and provide additional functionality.

Accept

Almost 75% of
Canadians are
unlikely to buy a
house without
high speed
internet.

Mobile phone
web traffic
increased by
16% over the
past year.

Google is
Canada's most
popular search
engine with 92%
market share.

CLICK TO READ!



ONLINE ENVIRONMENT



751 Million Chinese people use the internet



Of internet users go online daily for personal reasons



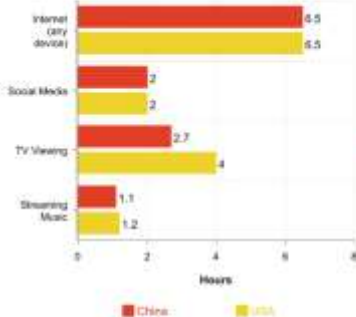
1.1 Billion Chinese people are unique mobile users



Of Chinese people usually access the internet via a smartphone

China vs USA

Average Daily Time Spent with Media



China's Apps

How many on their phones?
World: Avg. of 80 apps
China: Avg. of >100 apps

How much time?
China: 225 billion hours in 2017...
Next largest market was India at 50 billion hours!

Top 5 Apps

Based on monthly active users

- WeChat
- QQ
- TaoBao
- Alipay
- Wifi Master Key

CHINA'S ONLINE ENVIRONMENT



HOW TO GET STARTED ONLINE IN CHINA

Posted by [Venissa D. Robinson](#) on Tue, May 28, 2014



China's internet market is now the world's largest after several years of double digit growth. Many companies have managed to take the value and capabilities on the online frenzy. What our readers have come to see increasingly taking on the market as well.

But China can be a daunting market for an exporter. Not only is everything from regulations, branding and marketing different to what you may be used to, but China is also a fast-evolving environment. Change can happen so quickly in China that the future arrives before the past is fully dropped away!

We thought it would be helpful to share a some of our experiences with exporters successfully doing business in China using online tools. Here are our top tips on how to get started in China in the online world.



There are more than 20 million .cn top level domains registered in China

49% of internet users were introduced to a later purchased product/service via the internet

Baidu is China's most popular search engine with 74% market share

CLICK TO READ!

2: Your Online Success Story

ONLINE ENVIRONMENT

65%

85 Million
Mexican
people use the
internet

78%

Of internet users
go online daily
for personal
reasons

62%

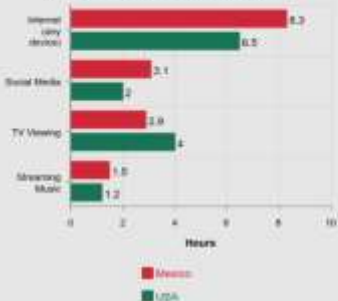
81 Million
Mexicans are
unique mobile
users

40%

Of Mexicans
usually access the
internet via a
smartphone

Mexico vs USA

Average Daily Time Spent with Media



Top 5 Websites

Google
YouTube
Facebook
Live
Mercado Libre

All 5 websites are on Mexican (.mx) URL's and are localized for Mexican users.

56% of internet users access the web through laptops and desktops (26% increase)

28% of internet users were introduced to a later purchased product/service via the internet

Google is Mexico's most popular search engine with 96% market share

MEXICO'S ONLINE ENVIRONMENT



BUILDING BRAND AWARENESS WITH SOCIAL MEDIA IN MEXICO

Posted by [Cecilia Reyes](#) on Friday, Aug 26, 2016

Social media is a powerful new way to boost your brand awareness and open your sales in Mexico. Mexican consumers and businesses are receptive and engaged online, post great relevant content and watch it spread around your target audience base! On top of that, social marketing can be measurable compared to many other target markets. You'll get your social media and online marketing right. The return on investment for brand awareness and the sales that can go with it, are real. Below we share some of our insights for the Mexican online world that you can use as international marketers to help our clients build their brand, sales and business in Mexico.



Dimensiones

Este tipo de escala es ideal para el uso en laboratorios y en la industria de la construcción. Se utiliza para la medición de la masa de materiales y de los productos finales. Se utiliza para la medición de la masa de los materiales y de los productos finales. Se utiliza para la medición de la masa de los materiales y de los productos finales.

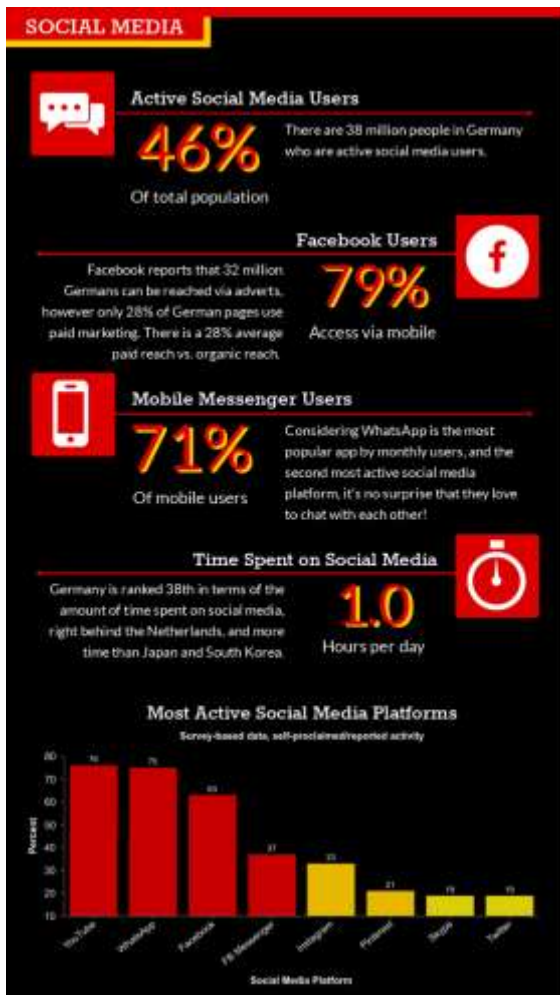
Comprar en



CLICK TO READ!



2: Social Media Marketing- Best Practices



GERMANY'S ONLINE ENVIRONMENT



CUSTOM BIOGENIC SYSTEMS: VISIBLE ONLINE TO A QUARTER OF THE WORLD

Posted by [Susanne Harby](#) on Wed, Feb 14, 2018

[Tweet](#) [Share](#) [Like](#) [Star](#)

If you want to be a global leader, you need global websites – this was the conclusion of Custom Biogenic Systems' management. In 2016, IBT Online rolled out the first 2 localized websites for them; now 2 years later, Custom Biogenics is online, optimized and fully visible to their international clients and prospects, with 6 websites across 6 international markets. **IBT Online first built 4 localized websites for Custom Biogenics for Europe: French, German, Spanish and Italian. In early 2018, the company decided to add Chinese and Russian.** These 6 languages equate to over a quarter of the world's population. This multi-website presence allows the company to push forward its international ambitions, growing together with the global biotechnology, pharma, industrial and research sectors that they service.



As a Michigan-based company, Custom Biogenics benefited from the **Michigan Online Global Program**. This joint venture between IBT Online and the Michigan Economic Development Corporation (MEDC), **provides website localization and international online marketing for Michigan exporters.** From strategic planning, through content localization, design customization and technical implementation of localized websites, to country-specific search engine optimization and social media marketing, the Online Global services are tailored to support the international business strategy of the Michigan exporter.

CHOOSING YOUR TRADE LANGUAGE: ENGLISH, FRENCH, SPANISH OR ARABIC?

Published by [Susanne Harby](#) on Thu, Nov 08, 2018

[Share](#) [Like](#) [Star](#)

When your company decides to expand its market, Chinese and Japanese are a very safe bet in choosing which markets to target. In the Asian market there is a strong preference for the English language, and which are the most and benefits of creating a localized website to target these markets. **Focusing on that of the most spoken languages globally, the English web site opens up the main language issues especially for when expanding their businesses into new markets with different languages.** What are the most spoken languages? How many countries speak Spanish, or Arabic, or French? What languages are the most spoken in the world? How different are the languages in your market? What is the most spoken language? Is it really a global language?

Using one language for several geographic markets gives an strategic advantage for your export business. The most common choice is to use English as the main communication tool, especially with general customers, partners and distributors and the local web for internationalizing. Choosing the local language for your website can have a positive impact on your business. **But, however – even with one language, there are local differences** – caused by a people and culture specific to each region. For example, not everyone in Europe speaks the same language, and this applies to Spain to not the same as the Spanish in each country. When you expand your business, you will have to be localized and optimized accordingly.

Which are the major trade languages?

Approximately 20% of the world's population speaks at least one of these languages and is recognized as an official language in at least 18 countries. Today there are four major global trade languages: English, French, Spanish and Arabic.

FACTS

	English	French	Spanish	Arabic
Speakers	31	28	31	28
Number of people	1,199,024,300	444,077,000	461,404,000	414,000,000

The numbers on the table above are linguistic but not all these speakers use the major trade languages as their primary or "mother tongue". For example, in France, English is an official language. Linguistically, you could find it in most speakers' brains to more than one language. The table above shows that 3 billion people speaking English in all countries and the number of non-speaking English in these primary language throughout the world is 600 million.

CLICK TO READ!



ONLINE ENVIRONMENT

93%

118.5 Million Japanese people use the internet

91%

Of those internet users go online DAILY

68%

100 Million Japanese people are unique mobile users

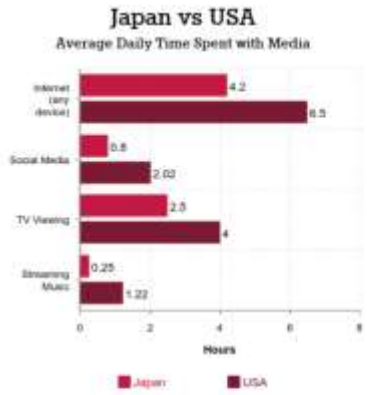
37%

Of Japanese people access the internet mostly via a smartphone

JAPAN'S ONLINE ENVIRONMENT



GO GLOBAL WEBINAR SERIES- LEVERAGING THE WEB TO GROW YOUR BUSINESS IN JAPAN



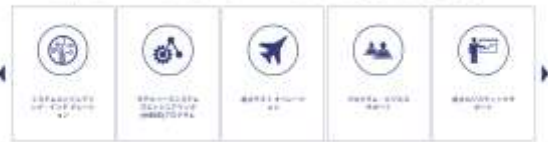
Top 5 Websites:

- Google
- Yahoo
- YouTube
- Twitter
- Amazon

All 5 websites are on Japanese (.jp) URL's and are localized for Japanese users



常に最先端の技術を用いた。当社のサービスは以下のサービスが中心となっております。



69% of Japanese people access the web through laptops and desktops

Websites that are text and information heavy tend to rank higher than simplistic sites

Google.com.jp is Japan's most popular search engine with 70% of the market share

WATCH NOW

First Name*

Last Name*

Email*

Company Name*

What is your position in the company?*

Please Select*

Country*

Please Select*

By registering, I agree to IBT Online's [privacy policy](#) and consent to receiving marketing information.

[Click here to watch now](#)

CLICK TO READ!

IBT ONLINE GLOBAL PROGRAM

Make the internet work for you globally!

Help your international prospects, customers and partners find you, understand your company, and do business with you by giving them an online local user experience (LUX) in their language(s) and market(s).

Whether you sell directly or via distributors, a local website that is easy to engage and do business with, built to match your business strategy, is essential for your international business success.

How will the programs help you?

- ✓ Reach new markets
- ✓ Be found and understood in target markets
- ✓ Generate leads
- ✓ Grow your international sales
- ✓ B2B distributor recruitment and support
- ✓ B2C consumer influence, opinion, leadership and engagement
- ✓ Grow your brand awareness, credibility, and trust
- ✓ Own and control your online presence
- ✓ Measure and manage your online success

Option A

Benefits:

Two best practice, optimally localized business development websites, with a predefined scope, so your company will be found, be understood and easy to do business with in your top two target markets. Your websites, that you will own and be your property, will be built and managed for you, as per the Statement of Work, by IBT Online’s team of international digital natives.

Budget:

\$12,000, with a \$3,000 STEP grant available to qualified companies

2 Market Expansion



ようこそ

はじめに

ASG Support Group, Inc. (ASG) is a technical support company serving the Japanese market. We provide installation support for our customers. Our website is designed to be user-friendly and easy to navigate. We are committed to providing the highest quality of service to our customers.



Bem-vindo

A Asg Support Group, Inc. (ASG) é uma empresa de suporte técnico especializada no mercado português. Nós oferecemos suporte de instalação para os nossos clientes. O nosso website foi desenvolvido para ser fácil de navegar e fácil de utilizar. Estamos comprometidos em oferecer o mais alto nível de serviço aos nossos clientes.

Option B

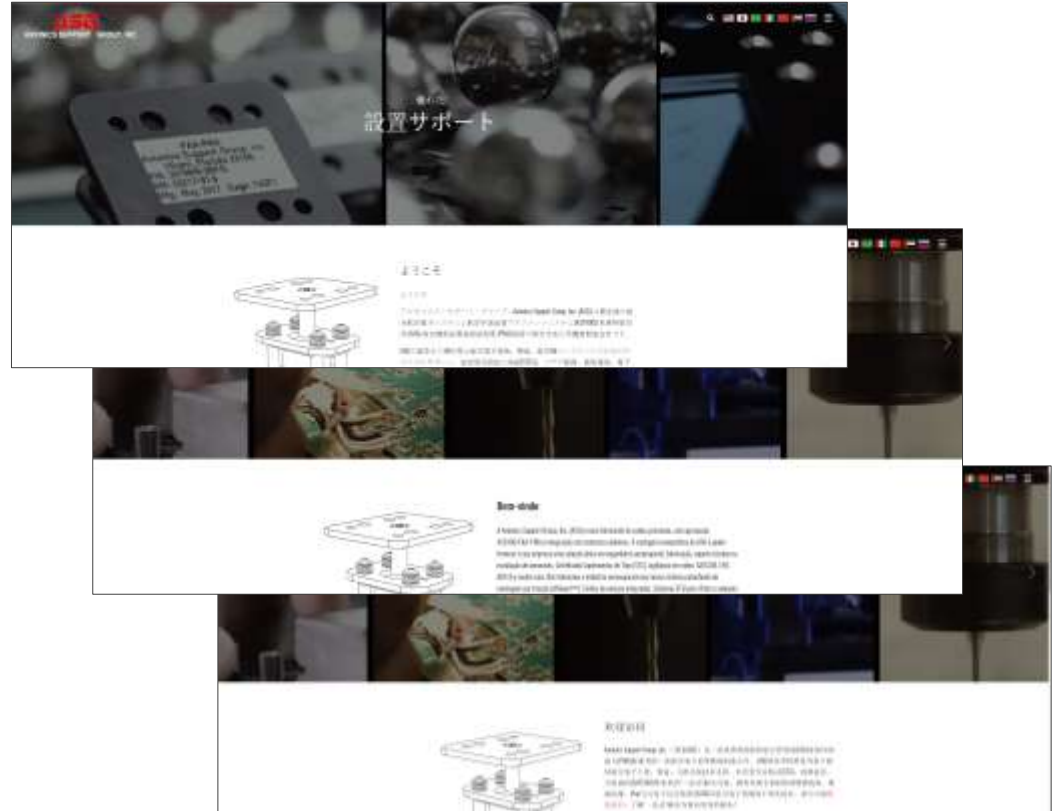
Benefits:

Best practice, optimally localized business development websites, with your defined scope, so your company will be found, be understood and easy to do business with in your top target markets. Your websites, that you will own and be your property, will be built and managed for you, as per the Statement of Work, by IBT Online's team of international digital natives.

Budget:

Dependent upon scope, a \$3,000 STEP grant available to qualified companies

Multiple Market Expansion



Option C

Benefits:

The fastest and most cost-effective way to found, understood and easy to do business with, Online Global Marketing Programs will grow your exports, sales, brand and business in your top target markets. Search Engine Marketing (SEM), Social Media Marketing (SMM), Reporting and Analytics will be managed for you, as per the Statement of Work, by IBT Online's team of international digital natives.

Budget:

\$1,250 per market per month, plus \$300 per market/month advertising expense

International Online Marketing





**Get today's Massachusetts
Online Global slide deck,
the information, links, and
contacts:**

**TAKE YOUR PHONES OUT
NOW!**

Just type in

<https://info.ibt.onl/mass-og>

in Google...

MASSACHUSETTS ONLINE GLOBAL PROGRAMS TO GROW YOUR EXPORTS, SALES, BRAND, AND BUSINESSES INTERNATIONALLY

GET SLIDE DECK

First name: Samantha
Last name: Soffici
Email: samsoffici@gmail.com
Website URL: http://www.ibt.onl
Export country 1: Bahrain
Export country 2: Lebanon
Follow-Up?: 1 Month
Feedback? How else can we help you?

GET THE SLIDES!

MAKE THE INTERNET WORK FOR YOU GLOBALLY!



Fill out the form and receive the Massachusetts Online Global slide deck immediately!



It was great to see you!

Hi there,

Thanks for taking the time to join my presentation at the Massachusetts Export Expo about the Online Global Program- Growing your business online and internationally! We had a fantastic time, and hope you got some value from the day.

SLIDES & CONTENT:

As promised, here is where you can [download the slides](#). You can also [book a meeting with me at your earliest convenience](#) so we can find out more about your company, international target markets and export objectives, and how the Online Global programs can be leveraged for your business. Remember, there is grant money available for qualified companies in specific states who wish to go global through their online presence, so get in touch with me today!

[Download The Slides](#)

1.

Thanks again for joining today's presentation, it was a pleasure meeting you.

Hope to speak soon!

Best,

Jeff Ardis, Business Development Director
IBT Online
t: +1 (860) 930-4522 e: ja@ibt.onl

[Ready to go online global? Book time on IBT Online's calendar](#)

2.

Now check your email...

Have you received the email?

1. Download slides
2. Book a meeting with Jeff

Sign up today!

Next Steps:

1. Contact me, Jeff Ardis, to talk about growing your exports, sales, brand, and business online globally
2. Go to <https://ibt.onl/massachusetts> for more information



Jeff Ardis

Business Development Director

E: ja@ibt.onl

P: 1 (860) 930-4522

MASSACHUSETTS ONLINE GLOBAL PROGRAM

GROW YOUR EXPORTS, SALES, BRAND AND
BUSINESS INTERNATIONALLY

online global

A graphic featuring a blue globe with a white grid. An orange arrow originates from the Massachusetts region and points towards the rest of the world. The text "online global" is overlaid on the globe in a bold, sans-serif font. Below the globe, a map of Massachusetts is shown with several cities labeled: Lowell, Boston, Worcester, Springfield, and Plymouth.

Next Steps:

1. Contact me, Jeff Ardis, to talk about growing your sales, brand, and business online globally
2. Go to <https://ibt.onl/massachusetts> for more information
3. Two Messages

Questions?