



# TAKING YOUR BUSINESS TO FOREIGN SHORES



## Export Sales and Marketing, Web Optimisation & Social Media Marketing Workshops

*January and February 2015*

West Midlands Business Export is pleased to invite new, inexperienced and experienced exporters to a series of **FREE** half day workshops to be held in your West Midland sub region in January and February 2015, specifically designed to help you increase sales and grow your business.

### **Half Day Workshop – Export Sales and Marketing – Jeff Lewis, Resultz**

This workshop is designed to highlight the key elements to successfully promote and sell your products overseas. It will cover all the major areas of export sales to help you sell profitably and deliver growth in your chosen international market sector. Workshop content includes:

- Market Research
- Competitor Analysis
- Customer Sampling
- Country/Region Profiling
- Cultural Analysis
- Export Pricing
- Export Logistics and Documentation
- Agents and Distributors
- Preferential Trade Agreements

### **Half Day Workshop - Web Optimisation for International Trade - Doug Lawrence, Export Communications Consultant, UK Trade & Investment (UKTI)**

Attend this specialist workshop to learn the practical steps you can take to boost your international business performance online and use the web as a new channel for international markets. This workshop, led by an expert in international websites and effective communication, will provide hints and tips on free tools and leading-edge web techniques to structure, design and optimise your website for international visitors.

*Find out how to ...*

- Plan an international web strategy right from the start by targeting your international customers more effectively to increase your overseas sales
- Be visible on the international web, reach new global customers and increase the number of website enquiries from outside the UK
- Forge ahead of your competitors in global markets by ranking more highly in international search engines
- Write content that is understood by customers across the globe by localising your website



## **Half Day Workshop - Introduction to Social Media Marketing - Hannah Stephen, SEO Director, HeadRed**

There are over 1.8 billion active social media users in the world, with 36 million in the UK alone. Networking online presents a huge opportunity to expand and grow your business through reaching your audience where they are most active on the web. This workshop will provide you with an overview and introduction of the main networks (Facebook, Twitter, LinkedIn, Google+ Pinterest and Instagram) useful tools, analytics and tips on strategies to use to target international markets.

*Find out how to ...*

- Use tools and data available to research your industry, competitors, and audience
- Create an effective social media marketing strategy and how to plan targeted, relevant content to attract your target market
- Use tools to make social media monitor & manage your social networks & the community you build
- Define clear goals and measure your performance with available tools

### **Workshop Dates:**

#### **Wednesday 21st January 2015 – Worcester Racecourse**

Export Sales and Marketing Full Day Workshop

#### **Thursday 22nd January 2015 – Ramada Coventry Hotel & Suites**

AM – Export Sales and Marketing Workshop

PM – Introduction to Social Media Marketing Workshop

#### **Thursday 29th January 2015 – Moat House Hotel, Stafford**

AM – Export Sales and Marketing Workshop

PM - Web Optimisation for International Trade Workshop

#### **Tuesday 3rd February 2015 – Copthorne Hotel Merry Hill Dudley**

AM – Export Sales and Marketing Workshop

PM - Web Optimisation for International Trade Workshop

#### **Thursday 5th February 2015 – Telford Hotel and Golf Resort**

AM – Export Sales and Marketing Workshop

PM - Web Optimisation for International Trade Workshop

#### **Wednesday 11th February 2015 – Radisson Blu Hotel Birmingham**

AM – Export Sales and Marketing Workshop

PM – Introduction to Social Media Marketing Workshop

To book your priority place, please go to [www.wmbusinessexport.co.uk/newexporters](http://www.wmbusinessexport.co.uk/newexporters) contact [info@wmbusinessexport.co.uk](mailto:info@wmbusinessexport.co.uk) or call 024 7623 6406. Places are limited and are allocated on a first come first served basis, so book early to avoid disappointment.

Funded by the European Regional Development Fund (ERDF) and managed by Coventry University Enterprises Ltd, the West Midlands (SME) Internationalisation Project is jointly delivered by UK Trade & Investment and West Midlands Chambers of Commerce and aims to increase the number and competitiveness of eligible West Midlands SMEs operating internationally.