EVERYONE’S ON-LINE. Reaching your global clients through digital marketing.

MAPIT Alliance
*Maryland Partners in International Trade*

Webinar
April 30, 2020
Agenda

• Introducing the MAPIT Alliance
  • Pathway to exporting

• Digital marketing for global clients
  • Why? Cross-cultural considerations
  • How? Strategies and planning

• Resources to help
  • Sales kit, website globalization, virtual services (USEAC)
  • ExportMD grants (MDOC)
  • Virtual summer internships (UMD)

• Q&A
MAPIT Alliance

U.S. Export Assistance Center (USEAC)

Center for Global Business, CIBER, University of Maryland

MD Department of Commerce (MD)

MD District Export Council (MD/DC DEC)
Pathway to exporting: manufacturing & services

Tips
• Get interested!
• Get top management buy-in from the beginning and along the way
• Leverage MAPIT resources
• Report your success MAPIT partners
P.K. Kannan

• Dean’s Chair in Marketing Science, Smith School of Business

• Distinguished Visiting Professor of Digital Business, University of Groningen, Netherlands

* Visiting Professor – Japan and Finland

• Research focus on digital marketing, pricing, marketing analytics and CRM

• Teaching and Research in China, India, Portugal, Finland, Japan and Netherlands

• Editor-in-Chief, *International Journal of Research in Marketing*

• Will focus on cultural factors impacting adoption and use of digital technologies in international markets
Customer Journey in a Digital Environment
Hofstede’s Cultural Dimensions

- Power Distance: China 80, India 54, Japan 91, United States 62
- Individualism: China 77, India 48, Japan 66, United States 30
- Masculinity: China 40, India 46, Japan 56, United States 40
- Uncertainty Avoidance: China 54, India 48, Japan 60, United States 46
- Long Term Orientation: China 80, India 91, Japan 95, United States 87
- Indulgence: China 30, India 40, Japan 20, United States 26

*estimated
Comparing Two Online Journeys

**WESTERN JOURNEY**

- **SHOPPING IS EFFICIENT**
  - Search for wedding favors
  - Browse for inspiration; settle on chocolates
  - Search for wedding gifts for fiancé; decide to buy cufflinks
  - Read reviews to finalize choice
  - Purchase the cufflinks
  - Search for small gift bags and read product reviews; receive a suggestion for wedding invitations
  - Add the wedding invitations and the gift bags for the favors to the cart
  - Purchase the invitations and the gift bags
  - Browse for chocolates, check types and price range, and read reviews
  - Purchase the chocolates

- **SHOPPING IS SEAMLESS**
  - See the story "Eight Ideas for Wedding Favors"; click to read and follow the embedded links to products and stores
  - Post a question to the community asking what people buy for wedding favors; receive responses within minutes
  - Pursue a suggestion for chocolates and chat with a merchant to find out more
  - Select specialty chocolates and small gift bags; add items to favorites
  - Join a brand's fan party on Tmall; browse the brand's latest collection and decide to order cufflinks for fiancé
  - Receive a notification that a live-streaming show hosted by a favorite celebrity is about to start; click to watch and order the featured perfume while viewing
  - Add all items to the basket and purchase with a single click; follow delivery via the app

**CHINESE JOURNEY**

- **TAOBAO**
  - Online searching
  - Online shopping
  - Online exploring

**Source:** BCG analysis.

1A fan party sponsored by a brand showcases new products to followers and offers them special promotions.
Designing touchpoints

Understand the role of seamless and social shopping within collectivistic cultures

Pay particular attention to your website design
Power of Platforms
Meituan-Dianping’s In-App Functions

- Movie and Show Tickets Like Fandango
- Restaurant Reviews Like Yelp
- Ride Hailing Like Uber
- Home Rentals Like Airbnb
- Hotel Booking Like Booking.com
- Food Delivery Like Grubhub
- Travel Booking Like Kayak
- Supermarket Like Walmart
Power of Platforms
Rekuten – Japan & Flipkart - India
Importance of brand building

• The effect of brand credibility on product evaluation is more pronounced in collectivist cultures than in individualist cultures

• The effect of information from social sources on product evaluation is more pronounced in collectivist cultures than in individualist cultures
Designing Feedback Outlets

- Customers in collectivist cultures have richer online communication with others than customers in individualist cultures, leading to richer, more qualitative feedback in collectivist cultures.

- Online reviews are more positively biased in collectivist cultures than in individualist cultures.

Importance of options for feedback and online reviews
Overview

• International marketing strategy focusing on digital presence
• Recommendations on planning
• Case studies
• Presenter: Bob Zhang

Founder and General Manager
USABAL Solutions LLC – a website and digital marketing solutions provider

Principal Consultant
Peng Consulting Group Inc. – a global strategic advisory, business and diplomacy consulting service provider with a focus on east Asia.

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Digital Marketing Strategy

• Digital marketing strategy should be a part of your overall marketing strategy
  • It expands your global reach and range, supports your overall marketing and business initiatives

• Before you think digital, you must develop a marketing strategy for expanding globally
  • Are you already doing business internationally? Have you outgrown your domestic market?
  • Do you have a product or service that can be sold to international customers, is there a market?

• Always do your homework
  • Marketing research
  • Competitor analysis
  • Tradeshows etc.
Digital Marketing Strategy

• Digital marketing strategy is often derived from preparing your business for international expansion
  • Your business is ready to expand globally
  • You’ve identified the best potential market

• Common steps
  • Self-evaluation to make sure your business is ready (People, operations, financials etc.)
  • In-depth understanding of your target market (Regulation, language/culture, competitions etc.)
  • Prepare your entry (Legal, localization, marketing, operation model etc.)
Digital Marketing Objectives

• Set high-level objectives for your digital marketing based on your overall marketing strategy, understand your targeted market, strategy of entry. Here are some examples:
  • Increase brand awareness
  • Increase lead generation/website traffic/fans
  • Increase conversion/sales
  • Increase customer loyalty

• Choose the right digital channel(s), understand your customers, culture, technology preferences etc. Unplanned approach will lead to waste of time and money. Here are some examples:
  • Website and content marketing
  • Social media
  • Organic search/SEO
  • Email Marketing
  • Paid search/PPC and Display
  • Mobile
Digital Marketing and Customer Journey

• Understand how digital may influence your customer’s decisions in your target market
  • Market research and digital analytics to better understand customer behavior
  • Apply factors like culture and technology preferences etc.
### Analytics

<table>
<thead>
<tr>
<th>Country / Territory</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
</tr>
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<tbody>
<tr>
<td>United States</td>
<td>94</td>
<td>1.93</td>
<td>00:02:16</td>
<td>63.83%</td>
</tr>
<tr>
<td>Spain</td>
<td>30</td>
<td>3.13</td>
<td>00:02:41</td>
<td>40.00%</td>
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<td>Germany</td>
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<td>00:00:40</td>
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*Note: The map and table data are illustrative representations*
### Analytics

<table>
<thead>
<tr>
<th>Country</th>
<th>Acquisition</th>
<th>Behaviour</th>
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<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>21,486 (56.54%)</td>
<td>21,140 (56.33%)</td>
</tr>
<tr>
<td>United States</td>
<td>5,014 (13.19%)</td>
<td>4,993 (13.30%)</td>
</tr>
<tr>
<td>Ireland</td>
<td>2,394 (6.30%)</td>
<td>2,382 (6.35%)</td>
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<tr>
<td>Canada</td>
<td>698 (1.84%)</td>
<td>695 (1.85%)</td>
</tr>
<tr>
<td>Australia</td>
<td>673 (1.77%)</td>
<td>674 (1.80%)</td>
</tr>
<tr>
<td>India</td>
<td>416 (1.09%)</td>
<td>415 (1.11%)</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>399 (1.05%)</td>
<td>399 (1.06%)</td>
</tr>
<tr>
<td>Poland</td>
<td>344 (0.91%)</td>
<td>338 (0.90%)</td>
</tr>
<tr>
<td>Italy</td>
<td>340 (0.89%)</td>
<td>338 (0.90%)</td>
</tr>
<tr>
<td>(not set)</td>
<td>325 (0.86%)</td>
<td>321 (0.86%)</td>
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</table>
## Analytics

![Map and Table](image)

<table>
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<tr>
<th>Region</th>
<th>Users</th>
<th>% of Total</th>
<th>New Users</th>
<th>% of Total</th>
<th>Sessions</th>
<th>% of Total</th>
<th>Bounce Rate</th>
<th>Avg for View</th>
<th>Avg for Session</th>
<th>Avg Session Duration</th>
<th>Transactions</th>
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<td>Maharashtra</td>
<td>60</td>
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<td>45</td>
<td>12.00%</td>
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<td>12.58%</td>
<td>90.20%</td>
<td>1.12</td>
<td>0.00:00:46</td>
<td>0</td>
<td>0.00%</td>
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</tbody>
</table>

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Content is King!

• Serve the relevant content to the relevant audiences
  • Identify the key messages for your targeted audiences/market
  • Be flexible (landing page vs. microsite vs. fully functional website vs. ecommerce store)

• Don’t just translate, localize! You need to communicate your key messages in their own terms.
  • Chips vs. French Fries, not to mention other cultures. Understand your customer’s culture and what’s treading in your target market.
  • Cultural considerations – If you are targeting seniors in Asian countries, who should you market your product/services to online? Their children!
Content Strategy

• International content strategy - Manage content generation/development, approval, publishing process for your international website
  • Identify who will be doing what and when, outside vendors etc.
  • Content management process

• Multilingual content strategy
  • Content classification so you don’t have to translate everything
  • Human translation for essential content, Google Translate for non-essential content
  • Domestic audiences
Website

• Website is the foundation of all digital channels
  • Visuals like design, font, photo use
  • Layout, functionalities
  • Domain (Country code, subdomain, directories)
    • www.example.cn – More official and targeted, you will need a new domain, and it may or may not be available
    • cn.example.com – Easy to set up but less targeted, you may use it for general international use
    • www.example.com/cn - Ideal for landing pages and shorter initiatives like attending a tradeshow or event
Sample – Pizza Hut
Sample – P&G JD Store
Sample – starbucks.in

INTRODUCING HONEY TURMERIC LATTE

PERFECT COMBINATION OF ESPRESSO, HONEY AND TURMERIC

#TheSuperLatte

MAPIT Alliance
约翰·霍普金斯医疗集团

为什么要选择约翰·霍普金斯？

约翰·霍普金斯医疗集团创建于1889年，总部位于美国马里兰州巴尔的摩市，是一家集医疗、科研、教学于一体的顶尖学术型医疗系统。约翰·霍普金斯医疗体系下的约翰·霍普金斯医院在2019-2020年度《美国新闻与世界报道》美国最佳医院排名中位列前三，更是榜单中唯一一家成人与儿童排名俱佳的医学中心。

预约就诊

在线预约

电话预约：

Sample – hopkinsmedicine.org/international/chinese/
Sample - nike.com/cn/
Sample - under armour.cn
International Keyword Research

• Similar to content, remember to localize your keywords - direct translations won't always be relevant and may not be the terms that people are searching for in your target country.
  • Baidu Index (Chinese)
  • Yandex (Russian)
  • Google Trends (Almost everywhere else)

• Region vs. Language - search trends and terminology in these markets are very different
  • French, Spanish are official language for 20+ countries
  • Chinese may include different style like simplified vs. traditional, Mandarin vs. Cantonese

• Work with a local SME experts to capture the most relevant keywords in your target market, on your digital channel.
Other Considerations

• You need to tell search engines what to do with your site, geo targeting
  • Search console/Webmaster tools (Google, bing etc.)

• Install analytics to track your international site performance and user behavior
  • Google analytics
  • Baidu analytics

• Search engines needs to know what language/location your site is targeting
  • Hreflang tag
    • English speakers in the UK:
      • <link rel="alternate" hreflang="en-gb" href="https://example.com/uk/hello" />
    • English speakers in the US:
      • <link rel="alternate" hreflang="en-us" href="https://example.com/us/hello" />

• Link Building
  • Help drive more relevant local traffic to your site, help build brand reputation
How to make it more manageable

• Star small
  • Start with one or two products/services, instead of the entire catalog

• Some may already doing international business
  • Determine how digital may help you resolve business problems

• Other tips
  • Overall planning – Involve someone in your company who may understand the culture, work with a knowledgeable global business consultant to get started
  • Content strategy – Work with a good translation/localization company
  • Diverse community – Network with diversity programs organizations i.e Maryland Sister States, Baltimore Sister Cities programs
  • International students from your targeted markets as an intern

• Case study
Case study – Mp3Car

• Mp3Car - specialized in car electronics, mainly focused on the domestic market

• Summary
  • Selling one or two products through existing relationships
  • Launched on Amazon but need to streamline their ecommerce process
  • Addressed issues on the way such as Regulations/lead, tax, currency, returns, marketing, language/translation
    • Later lunched Whitebox, another company specializes in streamlined ecommerce solutions

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Case Study – Bustin Board

• Bustin Board – a cool skateboards and longboards brand

• Summary
  • Premium brand positioning, market sector, quality of product (U.S. brand)
  • Worked with a distributor (through existing relationship, worked with one of their manufacturing partners)
  • Doing well initially, then expanded online
    • Taobao, JD, TMall - cost of entries
  • Continue to face pricing, online channel, graphic and localization, domestic competitions challenges
Case Study – AFCR

• AFCR – funds cancer research, especially those cancers prevalent in Asian populations, and promote global collaborations.
  • HQ in Hong Kong, Co-founded by Maryland-based NFCR (National Foundation for Cancer Research)

• Summary
  • Afcr.org – Bilingual mirror site (afcr.org/en/ and afcr.org/zh/), human translation
    • Google analytics
  • Amazon AWS for Nonprofit – With data center in Asia
  • PPC - Google for Nonprofit
  • Social media – Facebook and Twitter
Resources: U.S. Export Assistance Center

- **Sales kit support** – review corporate PPT slide deck, one-page marketing document (for target country), and distributor/agent introductory letter

- **Website globalization review** - $100 fee based service through which we provide improvements for your company’s website related to international search engine optimization (SEO) and international visitor appeal

- **U.S. Department of Commerce / U.S. Commercial Service virtual services** ([https://trade.gov/virtual-services](https://trade.gov/virtual-services)) – virtual matchmaking, etc.
Resource: ExportMD Grant Program

• Up to $5,000 in 2/3 reimbursement for expenses ($7500 spent for full reimbursement)
• Eligible expenses: trade show fees, travel expenses, translation, website localization
• Qualifications:
  • Have business operations in Maryland
  • In good standing with the Maryland Department of Assessments and Taxation
  • In existence for at least one year
  • Has not received an ExportMD Award in the last 12 months
  • Is a “small business” as defined by the SBA
  • Is planning an eligible international business initiative
  • For digital marketing: must have existing website
• Deadlines: First of every month

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Resource: Virtual internships

- CGB handles the program administration
- Company fee of $1000 is matched by CGB to provide a stipend to students
- Fee is reimbursable by ExportMD grant
- New to internships? We’ll coach you through it.
Questions?

MAPIT Alliance and presenter contact information

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