



EXPERT EXPORT GUIDES

CAN I EXPORT THROUGH DIRECT SALES ONLY?

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We've looked at the options for entering a market through local representation, but you should also consider if your product/service is suitable to be sold directly from your home country or via e-commerce.

Increasingly these days products are purchased online and shipped across borders. Will this work for you?

Generally speaking, e-commerce is most effective for smaller, more consumer led products, though increasingly business will buy certain items online also. Where a product is more technical in nature or requires greater customer service, this is unlikely to be a success however.

Generating enquiries and sales through your website is one of the great developments in the last 20 years. The website is your constant advert to the world about your company, product and services. It can also contain an e-commerce shop where customers can buy and pay for goods directly from you 24/7.

Just having an eye-catching, well-presented website and ecommerce shop is not enough however. Unless customers know where to look for you or how to find you, it's not going to do much. You need the support of a digital marketing expert to drive traffic to your site by optimising your results in search engines when customers search for the keywords related to your product or service.

It's an art to drive traffic to your site, combining not only SEO but also utilising social media to generate awareness and interest.

To those of us of a certain age it's a bit of a black art! To those in the know it's the only way to go.

What is clear however is that strong digital marketing can prove a powerful sales support tool. A great website, easily found across the world for brand-related searches and clear 'trust signals' such as reviews, contact information and client recommendations can help support activity as you enter a new market.

And for a direct approach, lead generation strategies can make sure people searching for the very services or products you offer find your website first, learn what you offer and get in touch.

Go Exporting uses the services of a specialist digital marketing company to promote our services. [Click here](#) for further details.



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