

Export Readiness Training Program

STEP FORWARD

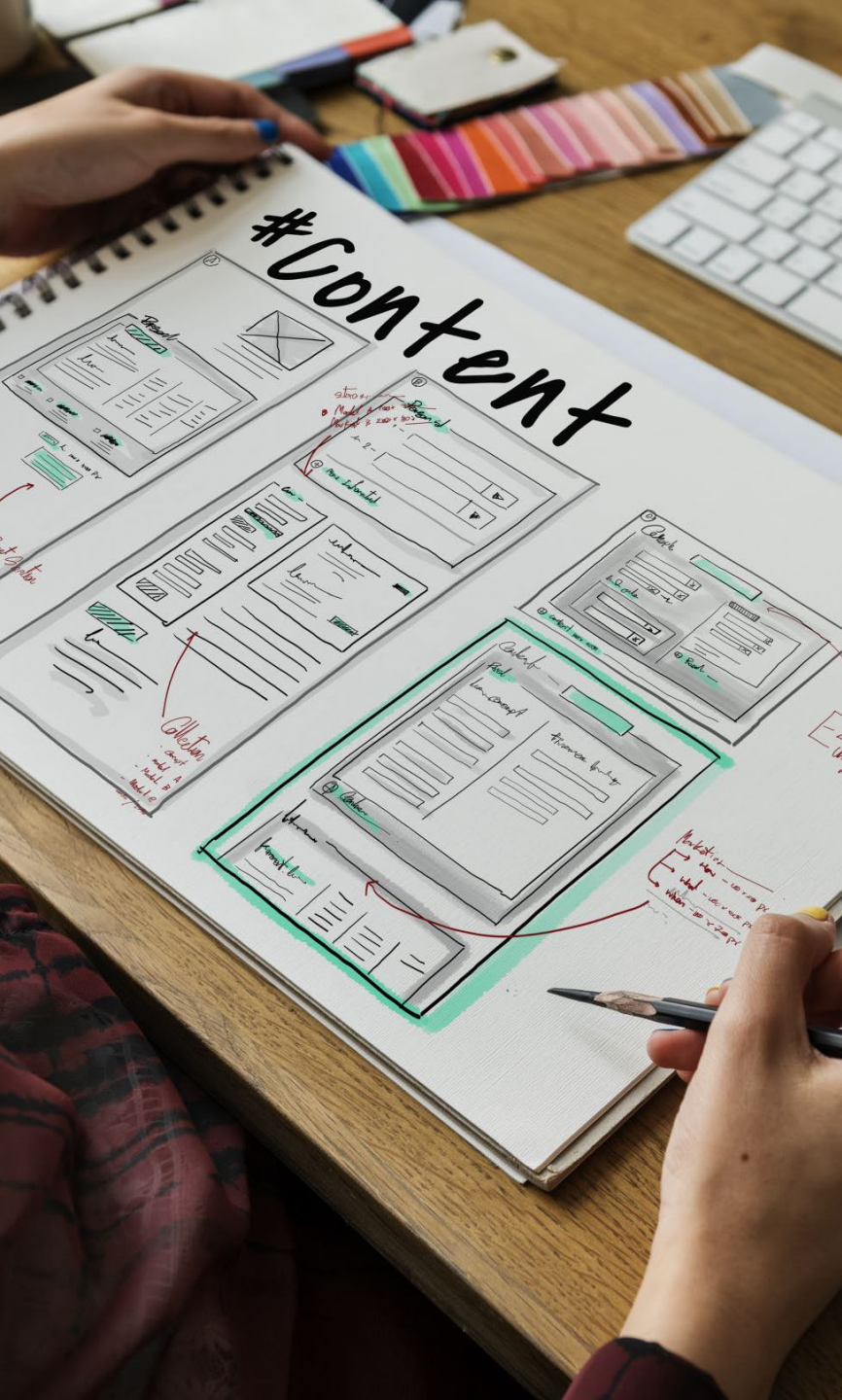
Eco-friendly Trade:
Sustainable Marketing
for Export

The logo for GUSTEP features a blue stylized 'G' with a white arrow pointing upwards and to the right, followed by the letters 'USTEP' in a bold, black, sans-serif font.

GUAM STATE TRADE EXPANSION PROGRAM



Disclaimer: The Guam STEP grant is a state-federal partnership funded in part through a grant with the U.S. Small Business Administration (SBA). All opinions, conclusions and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA. Requests for reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. For arrangements or inquiries, please contact the Guam Economic Development Authority (GEDA) AT 671-647-4332 or email step@investguam.com.



TRAINING AGENDA

- What is branding and online presence
- Why it matters to manage and monitor your company's brand
- Managing customer reviews
- Maintaining your website and social media
- Using third-party marketplaces
- Tips to develop your digital marketing plan

WHAT IS BRANDING?

- Creating a distinct identity for a business in the mind of your audience
- What customers think and say about your company
- First impression a customer gets when they see your name
- Logo, visual design, tone of voice
- Based on the experience(s) customers have with you
- What you do vs. what you say
- Help your customers understand what you offer and how



WHAT IS ONLINE PRESENCE?

- The ease of finding find information about a brand or company online
- Helps to build your company's reputation
- Gain trust and credibility with your customers
- Increases brand awareness
- Provides visibility of your products or services when customers are searching for related keywords
- Website, search results, customer reviews
- Social media mentions, news and PR, online ads



MONITOR AND MANAGE YOUR ONLINE PRESENCE

- Monitoring helps you maintain brand integrity
- It's important to know how your brand is perceived
- Resolve any issues with dissatisfied customers early on
- Respond to positive reviews from customers to let them know you care

97% of consumers use the internet to find a business.

-TripAdvisor

More than four negative reviews can decrease a company's sales by 70%.

-Spiegel Research Center

CONTENT YOU
CREATE

VS.

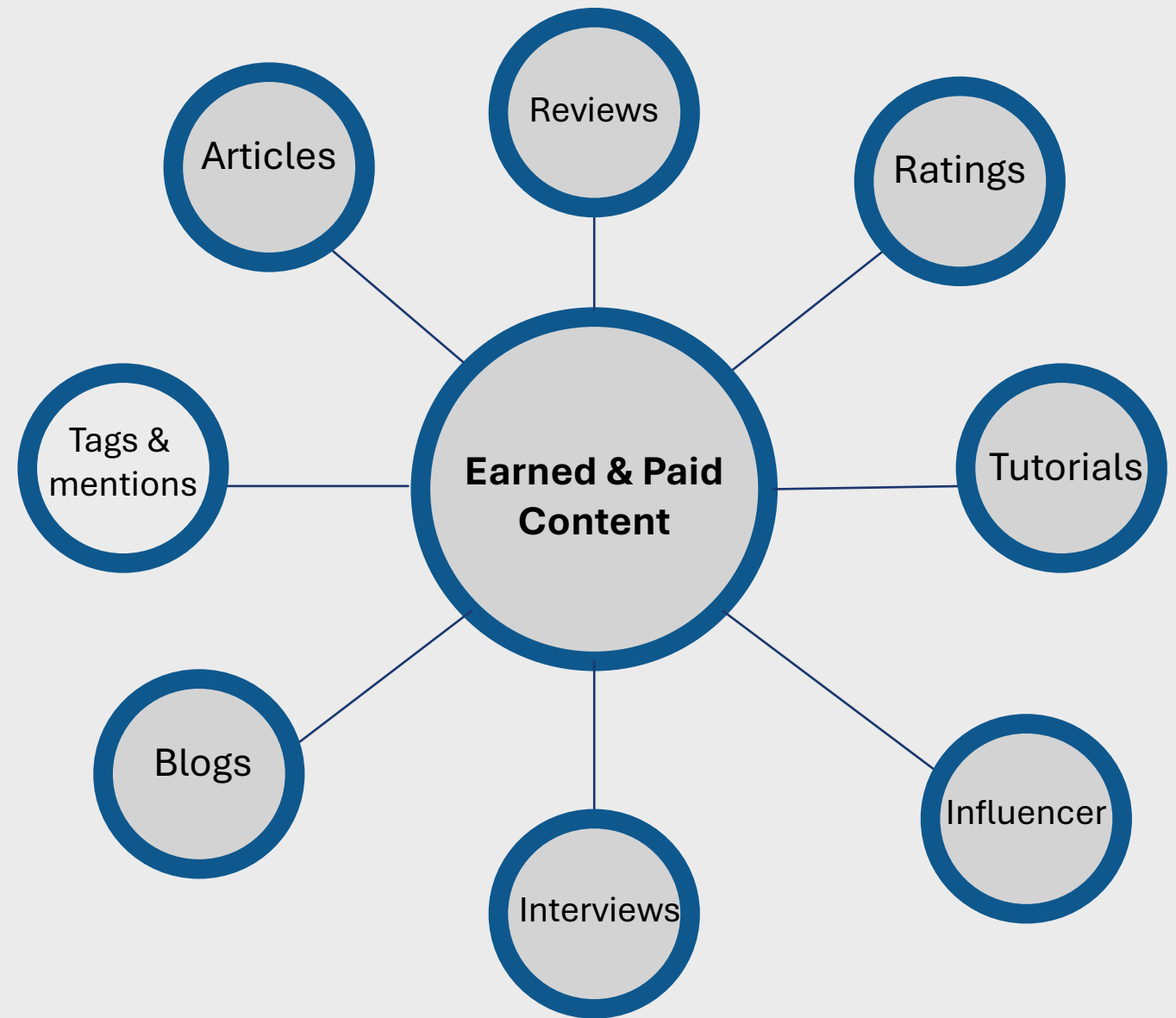
CONTENT
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ABOUT YOU



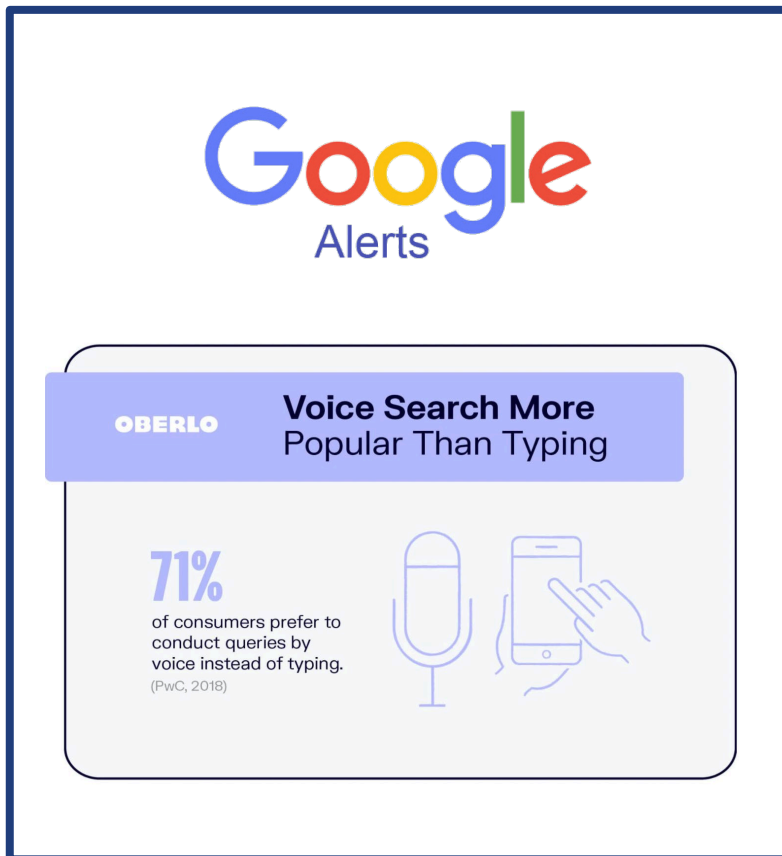
CONTENT YOU
CREATE

VS.

CONTENT
CREATED
ABOUT YOU



MONITOR THE CONVERSATION



1. **Go to [google.com/alerts](https://www.google.com/alerts).** Choose the Google account you want to use.
2. **Choose your keywords.**
3. Select how often you want to **receive notifications**.
4. **Choose the media sources** you want to monitor. (News, blogs, videos, books)
5. **Choose the region or location** you want covered. If you have multiple offices in other states or regions, this is where you would indicate that.
6. **Choose between “only the best” or “everything”.** Do you want to track everything, or will you let Google choose the most important ones?
7. Select the **email address** to receive notifications.

DID YOU KNOW?

What is the most popular category for online purchases in the U.S.?

Cosmetics & body care

Food & beverages

Clothing

Health products

Submit

● Loading...



MANAGING YOUR WEBSITE - DESIGN

Appearance is everything

- 75-94% of people will make a snap decision based solely on design
- They will do it in 0.5 seconds
- Stock photos vs. actual photos of the business
- Use of outdated links that leads to error pages
- Clear calls to action
- Timely information is easy to find
- Organization of content on your site affects search rank

“If we perceive a website as **unappealing**, we are *less likely to trust it*, and **more likely to leave** it in favor of others.”

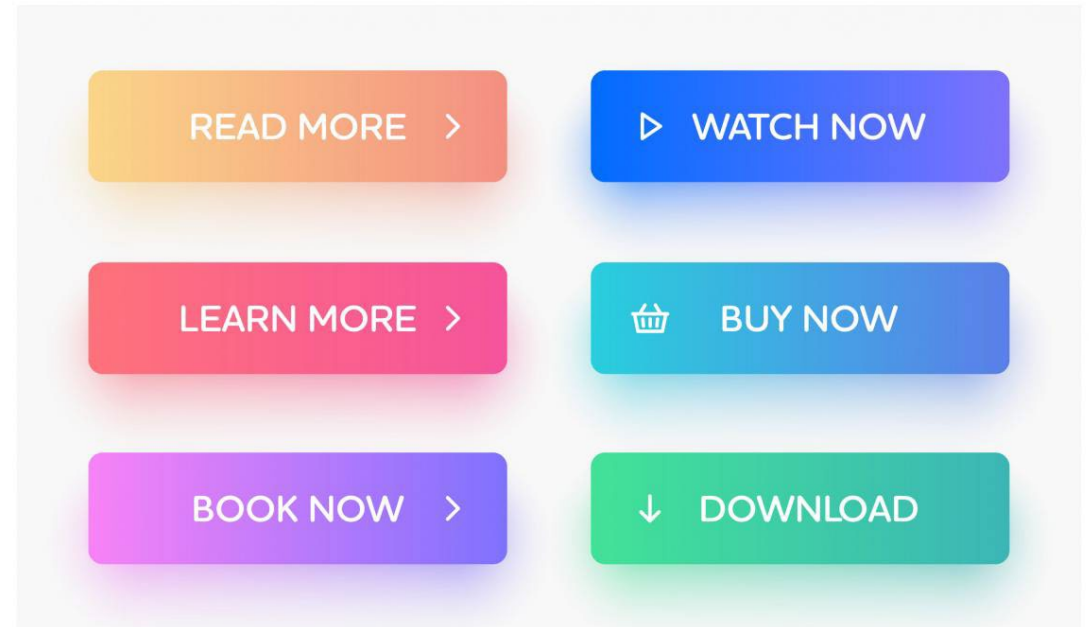


HARVARD
UNIVERSITY

MANAGING YOUR WEBSITE – SITE PERFORMANCE

Responsiveness and Content

- Detailed product and services descriptions
- Store policies are up to date
- Tell your customer what they need to know
- Use banners to communicate most important information or latest updates
- Update, repurpose, and create different types of content



SEO VS. SEM

Search Engine Optimization (SEO)

- Improves organic search engine results
- Evaluates how content is written, types of content, and backlinks to your website
- A combination of on-page SEO, technical, and off-page SEO
- Results take time
- Ad shows to anyone

Search Engine Marketing (SEM)

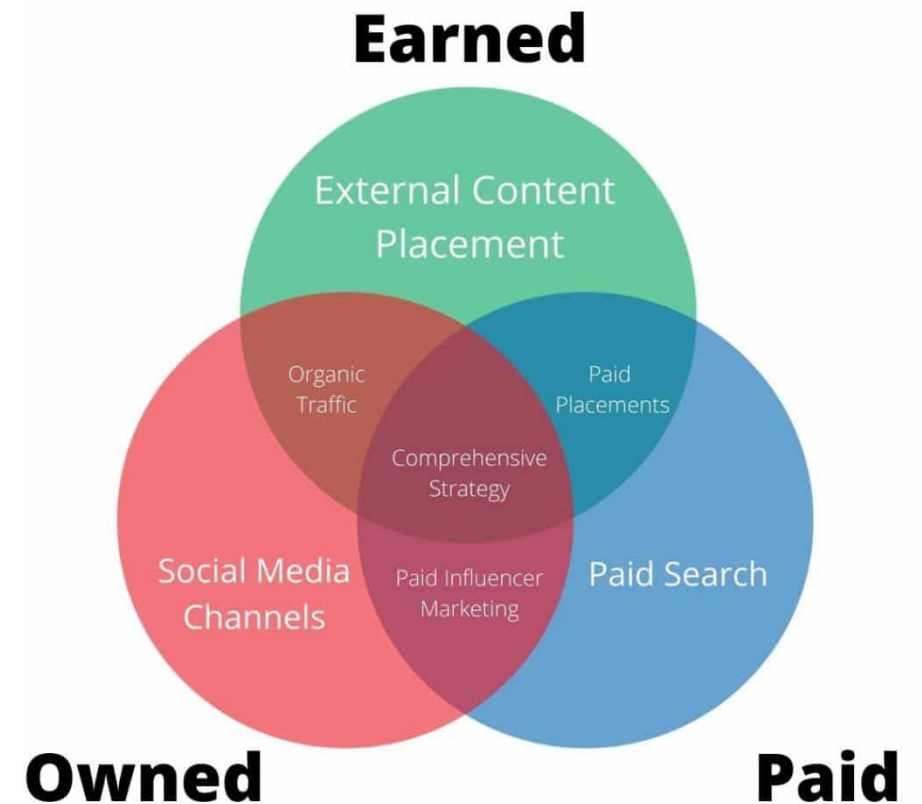
- Paid strategy to improve search engine results
- Increase search visibility
- Pay-per-click (PPC) marketing
- Only pay when a user clicks on the ad
- Keyword research and testing
- Ad shows to a specific target audience

Helpful tools: SEMRush, Keyword Planner, WordTracker

MANAGING SOCIAL CHANNELS

Tips to grow your brand on social media

- Use content building tools like Canva to develop social media templates / kits
- Use real photos
- Consider partnering with brand ambassadors
- Use long-form and short-form content
- Try a variety of content posts on multiple social media channels (stories, reels, memes, lives, highlights, tutorials)
- Take a strategic approach and balance by using owned, paid, and earned content



Customer reviews & testimonials

- Are you responding to customer comments and reviews?
- Responsiveness shows you value your customers
- Address issues early to prevent bad reviews from lingering online
- Let customers know you care about their experience
- Let customers know you value their business
- Good testimonials and reviews can be great for marketing
- User generated content helps to improve your search ranking
- Encourage customers to share their experience with you



DID YOU KNOW?

What is the #1 selling item on Amazon?

Shoes

Legos

Laptops

Coffee

● Loading...



CROSS PROMOTE YOUR BRAND

- Site on print materials (business cards, packaging, newsletter, coupons)
- Trade publications
- Opt-in ads to receive store updates, sales, promos, new products
- Follow-up emails with a coupon for a discount or sale items
- Social media to drive traffic and get engagement



CONSIDER THIRD PARTY MARKETPLACES

- Search capability on platform
- Listing fees
- Inventory Management
- Fulfillment and shipping
- Sales reports and tracking
- Mobile platform availability
- Access to wider buying audience
- Ad space for similar products

The Amazon logo consists of the word "amazon" in a lowercase, black, sans-serif font. Below the letters "a" and "z" is a curved orange arrow pointing from the "a" to the "z".The eBay logo features the word "ebay" in a lowercase, sans-serif font. Each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.The Etsy logo is the word "Etsy" in a stylized, orange, serif font. The 'E' is significantly larger than the other letters.The AliExpress logo features the word "AliExpress" in a sans-serif font. "Ali" is orange, "Express" is red, and there is a small orange star above the 'i' in "Express".The Rakuten logo is the word "Rakuten" in a bold, red, sans-serif font. A red horizontal line is positioned below the letters "u" and "t".The Udemy logo features the word "udemy" in a lowercase, black, sans-serif font. A purple hat-like shape is positioned above the letter 'u'.

TRIVIA

What global product is valued at more than \$10 billion and growing?

Socks

Candles

Bath salts

Cookware

Submit

● Loading...



FBA vs FBM

Fulfillment by Amazon (FBA)



Products are stored, picked, packed, and shipped to customers by Amazon after sellers send them to Amazon's fulfillment centers.



Amazon manages customer service, returns, and refunds for FBA orders.



Sellers can access Prime shipping benefits, potentially enhancing visibility and sales.



Sellers incur fees for storage, picking, packing, and shipping services, along with a referral fee for each item sold.



FBA is ideal for sellers seeking to delegate logistics and customer service to Amazon.

FBA vs FBM

Fulfillment by Merchant (FBM)



Sellers store, process, and ship products to customers.



Seller handle customer service, returns, and refunds.



Sellers can customize shipping rates and delivery speeds, enhancing their control over customer experience.



Amazon charges fees for various services and a referral fee per sale.



FBA is ideal for sellers outsourcing logistics and customer service.

Perfect Launch

Product Prep, Labeling & Shipping (to Amazon)

When preparing products to be shipped to Amazon's FBA (Fulfillment by Amazon) warehouses, it's important to follow specific guidelines to ensure your products are received and stored correctly. Here are some tips:



Labeling: Each product must have a unique barcode (Amazon or manufacturer). Ensure it's scannable and properly affixed. Use Amazon's labeling service or print labels yourself.



Packaging: Use sturdy, protective packaging to prevent damage. Avoid excessive packaging to minimize dimensional weight.

Perfect Launch

Product Prep, Labeling & Shipping (to Amazon)



Bundling: If you're sending multiple units of the same product, you can bundle them together to save on packaging and shipping costs. Make sure the bundle is clearly labeled and packaged securely.



Product Condition: Products should be in new condition with no damage or signs of wear. If you're sending used or refurbished items, make sure they're labeled as such.



Documentation: Include a packing slip or shipment ID in each box so Amazon can easily identify your shipment. You'll also need to provide a shipping plan in your Amazon seller account.

Perfect Launch

Product Prep, Labeling & Shipping (to Amazon)



Compliance: Make sure your products comply with Amazon's policies and guidelines, including restricted products, hazardous materials, and product safety standards.



Shipping: Use Amazon's partnered carriers or your own. Follow Amazon's shipping guidelines and provide tracking info for each shipment.

By following these tips, you can ensure your products are properly prepared and shipped to Amazon's FBA warehouses, which will improve your chances of a smooth and successful selling experience on Amazon.

Tips to develop your digital marketing strategy

A person's hand is seen pointing at a desk covered with various marketing documents, including a color palette, a Venn diagram, and several sticky notes. The background shows a blurred office environment with a desk lamp and a coffee cup.

- **Know your customer** – Develop different buyer personas based on the markets you're selling in
- **Identify your goals and the digital tools you'll need to achieve it.** – Be specific so you can measure the impact of your marketing tactics.
- **Consider the big picture.** - Evaluate your digital channels and assets.
- **Try different posts** and various content types. (A & B testing)
- **Measure your performance and adjust.** Run reports to compare engagement, reach, and conversion.

For Additional Resources

- eCommerce Resources - <https://trade.gov/ecommerce>
- SBA Learning Center - <https://learn.sba.gov/dashboard>
- Country Commercial Guides - <https://www.trade.gov/ccg-landing-page>
- SCORE - <https://www.score.org/grow-google-digital-readiness-series>
- Amazon Seller University - <https://sell.amazon.com/learn>
- Shopify Plus Academy - <https://plusacademy.shopify.com/>



QUESTIONS?

Please complete today's training survey.





In agradesi (appreciation) for your time, please enjoy a special gift just for you from:

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