



Department for  
International Trade

# MADE IN THE UK SOLD TO THE WORLD

## Six Steps to E-Commerce Success

A series of webinars to  
help you sell online

📅 Event dates: 21st September -  
26th October 2022

🕒 Time: 10 am - 1 hour per webinar

▶ Register here:

[www.eu.eventscloud.com/website/9006/](http://www.eu.eventscloud.com/website/9006/)



Selling your product or service online opens up a wealth of exporting opportunities that you might not otherwise be able to achieve.

**Wednesday, 21 September - 10 am**  
**Implementing International Social Media Campaigns**

Takeaway some of the key considerations when creating social media content, how to adapt your approach for overseas audiences, and how to make better decisions about how you use social media to engage with potential international customers.

**Wednesday, 28 September - 10 am**  
**Getting started with paid marketing on Google Ads and Facebook Ads**

You will learn how to determine your budget and choose the right keywords or targeting; as well as best practices for setting up and managing paid marketing campaigns.

**Wednesday, 5 October - 10 am**  
**Getting the best from Google Analytics**

Google Analytics shows you how visitors find your website, what they're looking for, and who's visiting it. As a result, you can clearly see who to target, whether your efforts are paying off, which web browsers are being used and which keywords are used, which is essential for SEO.

**Wednesday, 12 October - 10 am**  
**Technical SEO & Keyword Analysis**

Receive strategic and tactical advice on how to ensure that your business makes more money online through SEO to help grow your business globally.

**Wednesday, 19 October - 10 am**  
**Translating your website and content**

Discover whether you should develop bespoke content or translate the content you already have? How to source a reputable and reliable translator? Should you utilise your team's own skillset or is it better to get someone with specific translation experience?

**Wednesday, 26 October - 10 am**  
**Internationalising your Website**

Your company's website is the gateway to your business, allowing your company to increase its international visibility, attract new leads and customers, and facilitate consumer research into your products or services.

# SIX STEPS TO E-COMMERCE SUCCESS



**Having a strong e-commerce presence can elevate your business both at home and in overseas markets. We've put together a series of 6 informative webinars to help ensure you have a compelling offer for overseas customers.**



# E-COMMERCE

# EXPERT SPEAKERS



## Socialb

A Digital Marketing Agency specialising in Digital Marketing and Social Media Training to clients in the UK and around the World. In the past ten years, they've grown and adapted as the digital landscape has developed, both predicting and responding to the needs of their clients. Working with some of the biggest brands on the planet and those nobody's ever heard of, yet.

## Footprint Digital

An industry-leading team of marketing experts helping companies exceed their marketing goals and accelerate business growth. Helping companies make their digital marketing more effective with specialist data-driven marketing services including; Strategy, SEO, PPC, CRO, Content Marketing, and their new Digital Carbon Footprint Audit.

## No Fuss Group

The No Fuss Group Limited helps companies who export to increase global business by embracing Digital, Language and Culture best practices. They like to do business the No Fuss Way – simple and effective.

## ILC

ILC specialise in helping digital marketing professionals to communicate across the world with impact, authenticity and local relevance.

[Register Here](#)

PARTNERS

