

# EXPORT GUIDELINES

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How to manage your digital prospection

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# How to use the guidelines

IN ORDER TO FACILITATE THE READING AND THE USE OF THESE GUIDELINES, WE DESIGNED THEM ALONG THE SAME LINES.

The guidelines are classified in 6 categories:

- **NUMBER OF THE GUIDELINES + HASHTAGS** indicates the number of the guideline and 4 hashtags specify main key-words.
- **OBJECTIVES** defines the goal of the guideline.
- **DESCRIPTION** presents the main subjects that will be developed in the "content" section.

**GUIDELINE** #X

#hashtag

**OBJECTIVES** ★

Goal of the guideline.

**DESCRIPTION** 👉

• Main subjects

- **CONTENT** develops the topics written in "description".
- **TIPS & TRICKS** gives you general advice following the topic of the guideline.


**TIPS AND TRICKS**

Advice following the guideline.

- **FURTHER INFO** helps you to go further by following the useful links to find more by yourself or gives you experts' contacts.

**FURTHER INFO** + ○ - ✕

Useful links:  
 Contact person:  
 Name Surname - function  
 Email: name@agency.com | Mobile : + 32 0 000 000

 We hope that you will enjoy the reading and that they will be helpful for your exporting projects. We wish you good luck and lots of achievements.

# #20 How to conduct a digital market study

GUIDELINE <span>#20</span>	OBJECTIVES <span>★</span>	DESCRIPTION <span>👉</span>
#digital #marketing #market #study	Tools and ideas to carry out an efficient digital marketing study.	<ul style="list-style-type: none"><li>• What is a digital marketing analysis?</li><li>• Advantages</li><li>• Entering a new market with a new or unknown brand</li><li>• Which markets are right for you?</li><li>• 11 great tools to use to understand a market and penetrate it</li><li>• Never forget to follow simple processes</li></ul>

## CONTENT

### WHAT IS A DIGITAL MARKETING ANALYSIS

It is used to summarize the components of a company's online marketplace and its performance before implementing a digital marketing strategy.

**It means analyzing the interactions between:**

- Potential online audience
- Customers
- Competitors
- Online partners and influencers

### ADVANTAGES

**It allows you to be more focused on customers because it shows you:**

- How customers find and select your products: the more you understand their consumption behaviour, the more you can adapt your strategy.
- Where you need to improve the marketing effectiveness of your website: increasing traffic is one of your goals, so you must always master the entire customer journey.
- Potential revenue.
- What you are worth compared to competitors: by using benchmarking you see what works and what does not with your competitors.
- Weaknesses to improve.
- Future opportunities and threats: SWOT analysis.

### ENTERING A NEW MARKET WITH A NEW OR UNKNOWN BRAND

- Grow your business: unique market opportunity where you are well positioned or that will allow you to diversify your revenue streams.
- Business strategy: strategically important market where you can test products or mirror a similar larger market. Establish a presence before your competitors to maintain a competitive edge.
- Competitors' pressure.
- Accurately measure the value of your marketing.

### WHICH MARKETS ARE RIGHT FOR YOU?

Explore : Pestle and Porter's 5 forces.

Expand: targeting, culture of the country, languages...

Enhance: what are people's habits in the new market?

### 11 GREAT TOOLS TO USE TO UNDERSTAND A MARKET AND PENETRATE IT

Find them all below, in the "useful links" section. Some of them are not free.

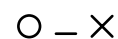
Never forget to follow simple processes

- Understand the market: understand the consumer base, including its spending patterns and e-shopping habits.
- Develop a marketing approach: understand the current consumer experience.
- Develop the mechanisms to deliver e-commerce: develop services and processes around payments, delivery and products returns to the required level, to meet the new market consumers expectations.
- Understand and follow the rules: be familiar with import procedures (tariffs, restrictions, taxes, consumer protection, intellectual property...)
- Monitor and improve.

### TIPS ANS TRICKS

- Data must serve you, otherwise it is not useful.
- The Marketing Rule of Seven: "If I don't see you 7 times, I don't consider you." Frequency is key!!!
- Some markets are much more expensive for Facebook ads than others (US, UK, etc.)

## FURTHER INFO

**Useful links:**

- Google alerts  
<https://www.google.com/alerts?hl=fr>
- Google trends  
<https://trends.google.fr/trends/>
- Statista: statistics portal for market data (free version is limited)  
<https://www.statista.com>
- Datareportal: global digital insights  
<https://datareportal.com/>
- Facebook audience insights  
[https://www.facebook.com/business/foresight/insights-tools?content\\_id=FUOkIWteNZ8DFa5&refsem\\_smb&utm\\_termdsa-1633293534642&gclid=EAlaQobChMIg9P\\_ouCigAMVSZJoCR05Dgh\\_EAAYASAAEgLhjfD\\_BwE&gclid=EAlaQobChMIg9P\\_ouCigAMVSZJoCR05Dgh\\_EAAYASAAEgLhjfD\\_BwE](https://www.facebook.com/business/foresight/insights-tools?content_id=FUOkIWteNZ8DFa5&refsem_smb&utm_termdsa-1633293534642&gclid=EAlaQobChMIg9P_ouCigAMVSZJoCR05Dgh_EAAYASAAEgLhjfD_BwE&gclid=EAlaQobChMIg9P_ouCigAMVSZJoCR05Dgh_EAAYASAAEgLhjfD_BwE)
- Hubspot: make my persona  
<https://www.hubspot.com/make-my-persona>
- Facebook : go global like a local  
<https://www.facebook.com/business/m/going-global>
- Semrush:  
<https://www.semrush.com>
- Similarweb: analyse your competitive landscape  
<https://www.similarweb.com/>
- Spy commerce  
<https://spy-commerce.com/>
- Facebook ads manager  
[https://www.facebook.com/business/tools/ads-manager?content\\_id=JXRjz6FvkJ9ptWf&ref=sem\\_smb&utm\\_term=facebook%20ads%20manager&gclid=EAlaQobChMIIdSGIOkigAMVqi4GAB3R3gC7EAAYASAAEgLbo\\_D\\_BwE](https://www.facebook.com/business/tools/ads-manager?content_id=JXRjz6FvkJ9ptWf&ref=sem_smb&utm_term=facebook%20ads%20manager&gclid=EAlaQobChMIIdSGIOkigAMVqi4GAB3R3gC7EAAYASAAEgLbo_D_BwE)

**Contact person:**

Cédric Rainotte  
Digital marketing consultant



# #21 How to prospect new customers on social media

GUIDELINE <span>#21</span>	OBJECTIVES <span>★</span>	DESCRIPTION <span>👉</span>
#social #networks #digital #campaign	What are the dangerous habits that will kill your campaigns.	<ul style="list-style-type: none"> <li>• The 7 deadly sins of social media campaigns               <ul style="list-style-type: none"> <li>- Envy</li> <li>- Sloth</li> <li>- Lust</li> <li>- Gluttony</li> <li>- Wrath</li> <li>- Pride</li> <li>- Greed</li> </ul> </li> <li>• Conclusion: What to put in place before launching a new digital strategy</li> </ul>

## CONTENT

### THE 7 DEADLY SINS OF SOCIAL MEDIA CAMPAIGNS

**Envy:** “any vague objective leads irremediably to precise bullshit.”

Everyone wants to do something on social media, without having a clear strategy.

**Sloth:** “Facebook is not a magic box, but a success amplifier.”

A campaign can't solve your problem if the problem is the core of your business.

**Lust:** always trust data to confirm your opinion.

Never be satisfied with the vanity metrics: engagement, followers, likes... They won't help for your business.

Vanity metrics is not a strategy, but a tactic:

3 truths about social media engagement:

1. Engagement has to be tied to measurable business objectives.
2. Engagement isn't necessarily an indicator of financial success.
3. Engagement comes at a cost. The key is finding a balance between your time and resources.

**Gluttony:** The less you have, the more you want.

Don't go on every social media at the same time.

The 5 big networks are still Facebook, Instagram, Twitter, Youtube and LinkedIn. Don't dilute your energy trying to be on non-adapted platforms.

**Wrath:** if there is someone you should be angry at, it's you.

Did you ask yourself all the right questions about your business? The campaign alone can't do anything.

**Pride:** hard to confess that your campaign didn't work.

Usually the campaign is the "end". You can change, adapt and optimize your business but not the campaign.

The right reach of your campaign depends on a well-built website:

Customer acquisition: push campaign

- > customer inspiration: experience on the site/store.
- > customer retargeting: sequential flow to obtain an impulse purchase.
- > customer activation: simple flow, reinsurance on your presence.
- > customer retention: delivery, after-sales, loyalty...
- > offline/online path: cross-targeting, mixing offline/online experience when possible. The challenge is to make 2 environments coexist in a homogeneous and integrated way.

**Greed:** never be greedy on the following 2 things:

- Frequencies: people need to see your campaign at least 7 times to consider you.
- Your budget: in order to have data and understand the habits of your audience you need to invest money, test and afterwards analyze the results and readapt your campaign following your conclusions from the data.

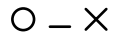
## CONCLUSION: WHAT TO PUT IN PLACE BEFORE LAUNCHING A NEW DIGITAL STRATEGY

1. Objectives: what is the objective of your campaign? Sales, customer acquisition...
2. KPI's: key element of optimization, they determine if you have reached your goals.
3. Tracking: integrate the CAPI system with your sites to serve the KPI's.
4. Campaign scenario: create a story to tell your audience.
5. Audience: each segment will need to be clearly defined in relation to the chosen campaign scenario.

## TIPS ANS TRICKS

- Adapt your website to mobiles.
- Scale the budget on your campaigns: example, if you do more than 7 purchases in a month, increase the budget by 10%, if you do less than 7 purchases in a month, decrease the budget by 10%. Always test and verify what works best for your business.

**FURTHER INFO**



**Useful links:**

- Web performance monitoring  
<https://newrelic.com>

**Contact person:**

Cédric Rainotte





# #22 How to optimize your digital marketing

#22

## GUIDELINE

#digital  
#marketing  
#channels  
#strategy

## OBJECTIVES

How to bring more visibility to your company online: set your objectives, measure your results, adapt your strategy.

## DESCRIPTION

- The strengths of digital marketing
- Channels at your disposal
- Internal or external?
- Set your strategy:
  - Define your objectives
  - Define your target audience
  - Define your tactics and content

## CONTENT

### THE STRENGTHS OF DIGITAL MARKETING

- Accessible: everybody has the possibility to create an account on Facebook or have a website. It wasn't the case with TV ads.  
Affordable
- Precise: you can target your audience.
- Flexible: adapt, change your communication in the short term.
- Interactive: top-down communication is not adequate anymore.
- Measurable.

### CHANNELS AT YOUR DISPOSAL

- Website
- Social media: Facebook, Instagram, TikTok...
- Search engines (SEO, google my business...)
- Email marketing
- Personal branding/ employee advocacy.
- Advertising (display: an ad you show on other people's website)

### INTERNAL OR EXTERNAL

The decision will be based on your resources: personnel, skills and finance. According to your product and your strategy, the communication can look very different.

## SET YOUR STRATEGY

### Define your objectives

- Who are you: describe the core of your business (elevator pitch).
- What are your objectives: to sell, to be known...
- What are your KPIs (key performance indicators): setting measurable goals to check if you reach your objectives. Every objective needs its KPI.

### Define your target audience

It's the customer journey: Identity your personae (if your audience was about one person, what would he/she looks like?)

- Awareness: Make people know about you.
- Consideration: Make them ask questions about you/your business.
- Conversion: Turn them from prospects to clients.
- Loyalty: Keep them as clients/ make them your ambassadors.

### Define your tactics and content

Example of Excel sheet you can create for your own business strategy.

Customer Journey	Objective	KPI	Target	Content/Tactic
Awareness	Reach new people	#reached people		
Awareness				
Awareness				
Awareness				
Consideration	Inform people	#Video views		Propose informative content
Consideration	Have new followers	#followers	100 new followers / month	
Consideration	Drive traffic to my website	#clicks to website	500 clicks / months	Offer links to click on
Consideration				
Conversion	Make them come to an online event	#subscriptions	200 attendees	Present event + present speakers + CTA
Conversion				
Conversion				
Conversion				
Loyalty	Turn fans into ambassadors	#Shares		Propose contents people want to share
Loyalty	Turn visitors into fans	#interactions	5% engagement rate on "free" content	Propose "free" fun content
Loyalty				
Loyalty				

### Why do people come on social media?

- Stay in touch
- Meet new people
- Be entertained
- Be informed
- Share opinion
- Be seen
- Do business

**Know what they are interested in:**  
entertainment, learning, expressing themselves... They're not here only to buy!

**Then, adapt your communication:**  
every content should meet to a need.

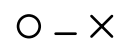
Your goals should always be SMART:

S	M	A	R	T
<b>SPECIFIC</b>	<b>MEASURABLE</b>	<b>ACHIEVABLE</b>	<b>RELEVANT</b>	<b>TIME-BOUND</b>
<ul style="list-style-type: none"> <li>• State what you'll do</li> <li>• Use action words</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a way to evaluate</li> <li>• Use metrics or data targets</li> </ul>	<ul style="list-style-type: none"> <li>• Within your scope</li> <li>• Possible to accomplish, attainable</li> </ul>	<ul style="list-style-type: none"> <li>• Makes sense within your job function</li> <li>• Improves the business in some way</li> </ul>	<ul style="list-style-type: none"> <li>• State when you'll get it done</li> <li>• Be specific on date or timeframe</li> </ul>

## TIPS ANS TRICKS

- You should always justify your choice - have a good reason to be on a specific social media.
- Using English as your communication language immediately gives you a commercial image.
- If different languages are used, it shouldn't be a translation but an adaptation.
- Take time to have a look at your metrics, they are very important in order to adapt your strategy.
- Trends:
  - live contents/ vocals are more and more used.
  - If referred to an influencer: choose them wisely!

## FURTHER INFO

**Useful links:**

- Le journal du community manager :  
<https://www.journalducmm.com/>
- Le blog du modérateur :  
<https://www.blogdumoderateur.com/>
- My community manager :  
<https://www.mycommunitymanager.fr/>
- Social media today :  
<https://www.socialmediatoday.com/>
- Social media examiner :  
<https://www.socialmediaexaminer.com/>
- E-marketer :  
<https://www.facebook.com/eMarketer/>
- Facebook – We are social :  
<https://www.facebook.com/wearesocial/>
- Groupe NL – facebook – VLCMs :  
<https://www.facebook.com/groups/VLCMs>
- Groupe FR/EN – facebook – Social Media professionals :  
<https://www.facebook.com/groups/SocialMediaProfessionalsBEFR/>
- Facebook – Business – Learn :  
<https://www.facebook.com/business/learn>

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