

# 5 ways to Reach Your Target Market and Getting More Business for Your Export Business



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# Market Research

## Global Market Research



Business is all about finding the right customers for your Business. But for Exporting Business, **it starts with finding the right target countries for your product** and services.

Global Market Research help you to understands -

- Largest Market for your product
- Fastest Growing Market for your product
- Marketing trends
- Product Values and Demand for it.
- Best Practices to reach the market.

How to gather the Global market research is a great question?

Some Ways are :

1. Hiring International trade consultant
2. Attending international trade seminars.
3. Meeting with Industry Experts.
4. Talking with Government Agency. etc.

Tools you can used to do market research:

- FedStats
- Business Dynamics Statistics
- Nielsen MyBestSegments
- SurveyMonkey
- Ubersuggest
- Social Mention
- Facebook Cross Broader Insights

# Customer Research

## Know Your Customer



Once you find your market for your product the Next step is to know about your Customers.

Some Ways are:

- Hearing what your customer saying on google.
- Checking out your customers questions on Quora.
- Reading Customers blog and comments.

Tool You Can Use:

- Make My Persona

This tool will help you to Quickly and Easily Create Your Buyer Persona.

Check out this blog -

<https://blog.hubspot.com/marketing/create-buyer-persona-make-mypersona>

# Business Assets

## Prepare Your Global Presences



Do you know 60% Business owner don't consider their website as an business asset? Why is that? Because they don't know that their website is Business asset.

Interestingly, **Many foreign companies judge you with your website presence.**

How well you do business with? How much you care about your business. Why?

Because,

**Your website is the first person they interact with,** to know more about your business. As you know "First impression is last impression". Clients understands that if you are not taking care about your business presence how you can be trusted to do business with.

Your Global Presence is working 24\*7 for you.

That means You have to take care about it. What impression is it creating on your clients. How well is it educating your clients? Does your presence is helping clients to place an enquiry with you?

Your Exporting Business Need an International Presence (website).

# International Marketing

Sell Overseas Directly



Today Internet has changed the way of doing business. As you know **90% of people are browsing on internet to buy products and services**. Customers are also finding information about company and product before making any buying decision.

How to Reach Your Global Customers?

Do you know about **Intention based buying**?

Intention based buying means, being available when your customers are searching for your product and services and reaching to those customers who are actively looking for You. How to do it?

One Simple way is:

- **Doing International Marketing for business.**

# Market Intelligence

## Gather Intelligences



Today customers are intelligent and smart. So as a business owner You need to upgrade your way of selling and interacting with your customers.

To know from where clients are coming to your website and how they are interacting with your Website (NO#1 marketing person) is very important for your business.

As you are selling your product and services to global customers, **knowing which countries clients are highly interacting with your service and product can be great way to improve your marketing & selling decisions.**

User data can reveals many unknown secrets about your business.

Tools you can used to collect User data:

- Google Analytics ( We help you to install this tools)
- Hubspot Analytics
- Mixpanel
- Crazy Eggs



## Know More About Us:



## AI-Based Lead Generation for Indian Exporters.

What we do to help your export business grow?

- Global Market Research
- International Website
- International Marketing
- Lead Generation.

## Want a team who can take YOUR Business Global?



### We are located in:

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