



Go Global with the U.S. Commercial Service & Amazon

Amazon Seller
Webinar Series
Kickoff Session
- June 15 -
Singapore/
UAE/Saudi Arabia





Today's Presenters



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Today's Agenda

Introduction to the U.S. Commercial Service

Get to Know Amazon – Global Footprint

Becoming an Amazon Seller and Marketplace Overview

- Middle East (UAE, Saudi Arabia)
- Singapore

Financial Resources for U.S Exporters - STEP Funds

Q&A





Expected Outcomes

Begin a relationship with your Local Export Assistance Center

Knowledge to evaluate alternative options and make educated decisions about your e-Commerce channel mix

Know How: Sign up for Amazon Global Selling

Compare various marketplaces

Learn about State Trade Expansion Program Funds + Apply!

Increase Knowledge Base of E-Commerce Related Topics





**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

America's Export Experts





Our Mission: Grow U.S. exports to increase U.S. jobs

How we are different:



Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.



Global Network

Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.



Results Driven

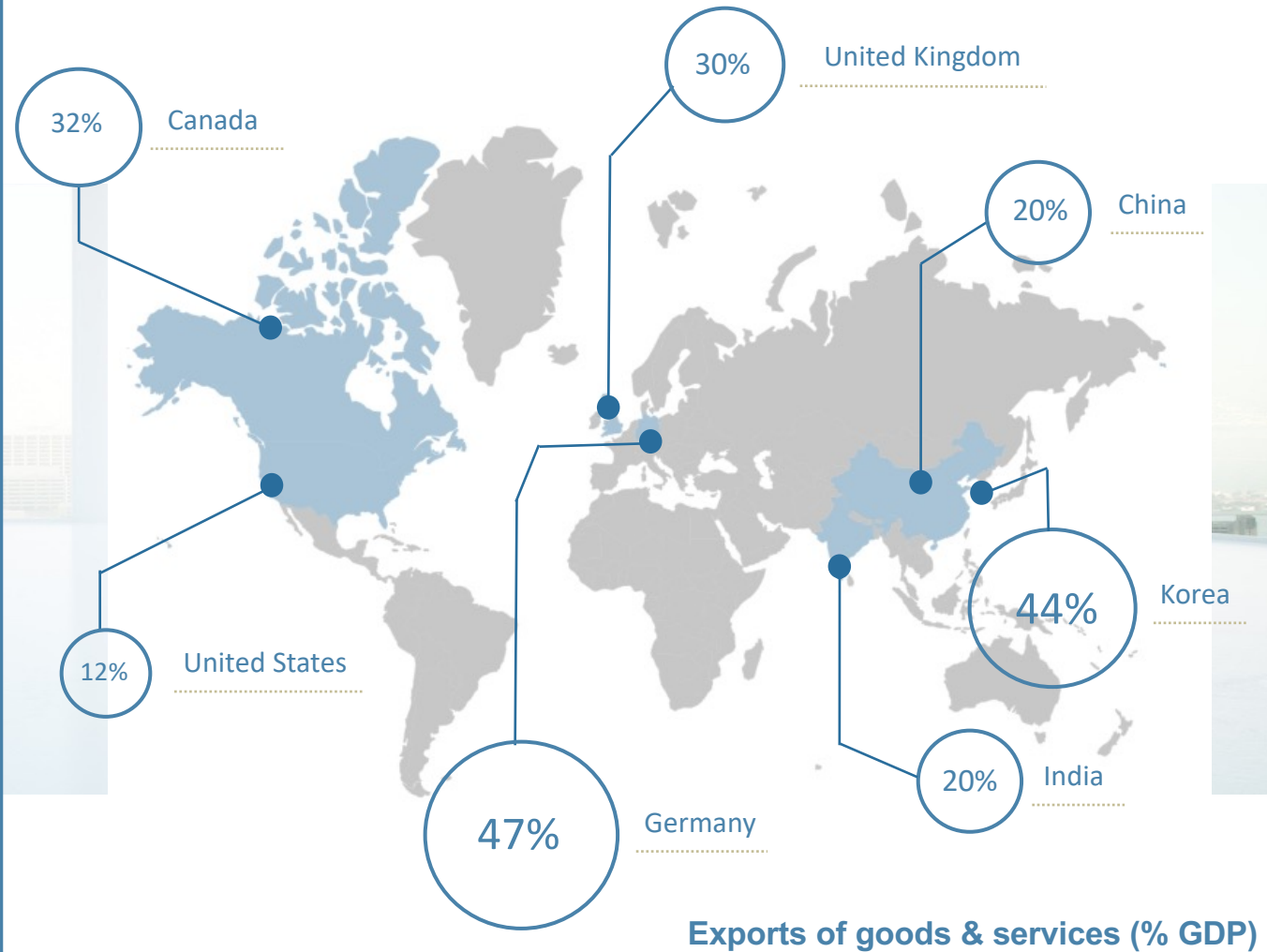
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

We are where you are, and where you want to be



With only 12% of our GDP generated by exports...

It's safe to say we have a lot of room for growth.



Let our global network work for you.

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The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

Our Services



Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



5 STEPS TO A DIGITAL STRATEGY



1. **Defining your objectives and strategy**



2. **Search Engine & Mobile Optimization**



3. **Examine your internal needs around your backend digital infrastructure**



4. **Choose the right channel mix**



5. **Establish KPIs to maximize dmROI and conversion rate**



eCommerce Sales Channels

| | |
|---|---|
| <p style="text-align: center;"><u>Your Website</u></p> <ul style="list-style-type: none">• Own Data & Design• Full Content Control• Full Pricing Control• Must Do SEO• Will Require Service Providers | <p style="text-align: center;"><u>Thru #SocialMedia</u></p> <ul style="list-style-type: none">• Build Brand Following• Connect Directly With Consumers• Promote Thought Leadership• Boosts Website SEO• Results Vary• Local Social Media Rep Recommended• Requires Constant Monitoring• Sales Dependent On Activity |
| <p style="text-align: center;"><u>Online Marketplaces</u></p> <ul style="list-style-type: none">• Reach More Consumers• Payment Received in Other Currencies• Can Help With Market Entry• Boosts Website SEO• Service Interoperability Varies• Lots of Competition• Lack of Control of Customer Data• Returns & Disputes | <p style="text-align: center;"><u>Sell to 3rd Party In-Country Distributor</u></p> <ul style="list-style-type: none">• Quickly and Cheaply Establish Brand Presence• Immediate Purchase of Product• Fewer Transactions• Boosts Website SEO• Requires Interested Distributor• Requires Online/SEO Savvy Distributor• Smaller Margins |

Website Globalization Review (WGR) Gap Analysis



- ✓ Focuses on Search Engine Optimization (SEO) & internationalizing your business's website
- ✓ Provides technical and strategic evaluation of a business's website from international marketing and sales perspective

Service Includes:

- Executive Recommendations
- Technical SEO web crawls (2 tools used- Moz & SeoSiteCheckup)
 - Metadata Issues
 - Keyword Issues
 - Backlink Issues
- Website Internationalization Best Practices & Aesthetics Assessment
- eCommerce Business Service Provider Referrals
- Follow-on Coaching





State Trade Expansion Program (STEP)

- Funded by the U.S. Small Business Administration to support small business exports
- Provides direct cash assistance (Export Vouchers) to offset international business development costs
- Export vouchers up to \$10,000 in some states for eligible export expenses





State Trade Expansion Program (STEP)

Sample e-Commerce expenses eligible for an export voucher

- International website design, development and translation
- International SEO, website localization
- E-commerce platform fees
- Expenses to set up a website to accept international payments
- International marketing and advertising, including product videos
- Translation of marketing media
- Services of the U.S. Commercial Service



U.S. Small Business
Administration





State Trade Expansion Program (STEP)

- Who is eligible
- Reimbursement Levels
- Next Steps
- Tips for Success



U.S. Small Business
Administration





E-Commerce Resources

<https://www.trade.gov/ecommerce-resource-videos>

[eCommerce Website Optimization \(SEO\)](#)
[Choosing the Right eCommerce Channel Mix](#)
[Build Your Digital Brand Abroad](#)
[How to Get Paid \(eCommerce\)](#)
[eCommerce International Shipping Options](#)

Upcoming Events

- June 17:** [Social Media Tools to Market your Business Overseas](#)
- June 22:** [New Rules for E-commerce in Europe as of July 2021 –](#)
- June 28:** [Protect Your IP in Trade](#)
- July 13:** [e-Commerce Strategies for Export Success](#)
- July 15:** [Using Live Online Events to Market Manufacturing Technologies](#)
- July 20:** [Go Global with the U.S. Commercial Service and Amazon: Spotlight – Brazil](#)





Actionable Next Steps

- Contact your local U.S. Export Assistance Center
 - <https://www.trade.gov/commercial-services-offices-us>
- Learn more about the STEP program and apply today!
 - <http://www.sba.gov/step>
- Become an Amazon Seller
 - <https://sell.amazon.com/global-selling.html>
- Visit Amazon Seller University
 - <https://sell.amazon.com/learn.html>
- Sign up for the next session
 - <https://ExportWA.eventbrite.com>
- Liked what you learned? Recommend us to a friend.
- Provide feedback / suggest new topics to make these sessions even better in the future!





Get in Touch

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**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

Questions, Discussion

