



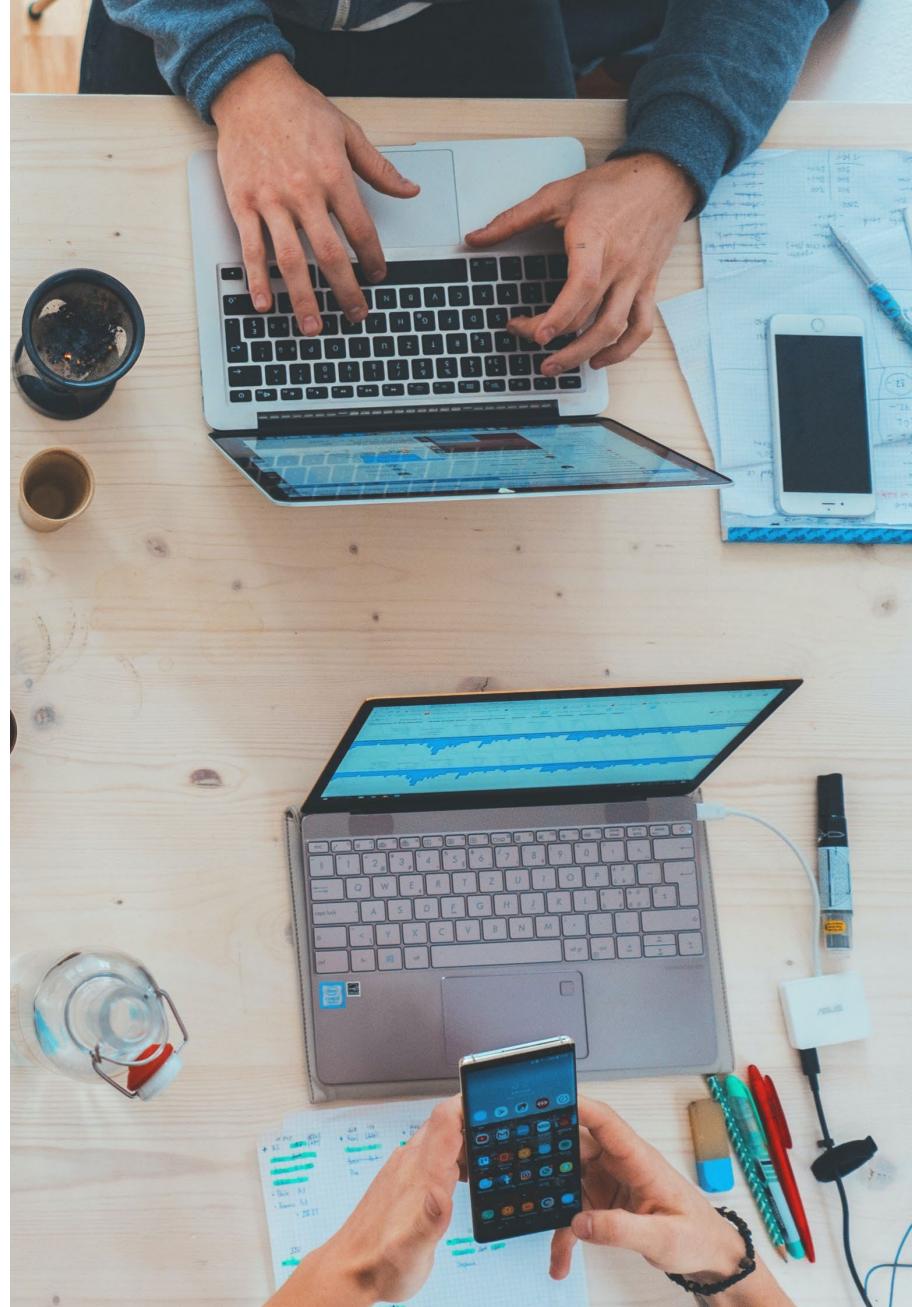
# **Digital strategy development and cross- border ecommerce to South Korea.**

Presented by: Cynthia Torres, Senior International Trade Specialist  
CS West Los Angeles, California



In FY22 the US Commercial Service helped:

- 32,000+ U.S. companies generate \$134 billion in U.S. goods and services exports to the world.
- These exports supported over 590,000 U.S. jobs
- Small and medium-sized enterprises (SMEs) accounted for 85% of the exporters we assisted, including rural, minority, veteran and women-owned firms



Let our global network work for you.

### 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 76 markets 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.



# 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 opportunities and increase your bottom line.

## Our Services



### Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about 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

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



# eCommerce is growing

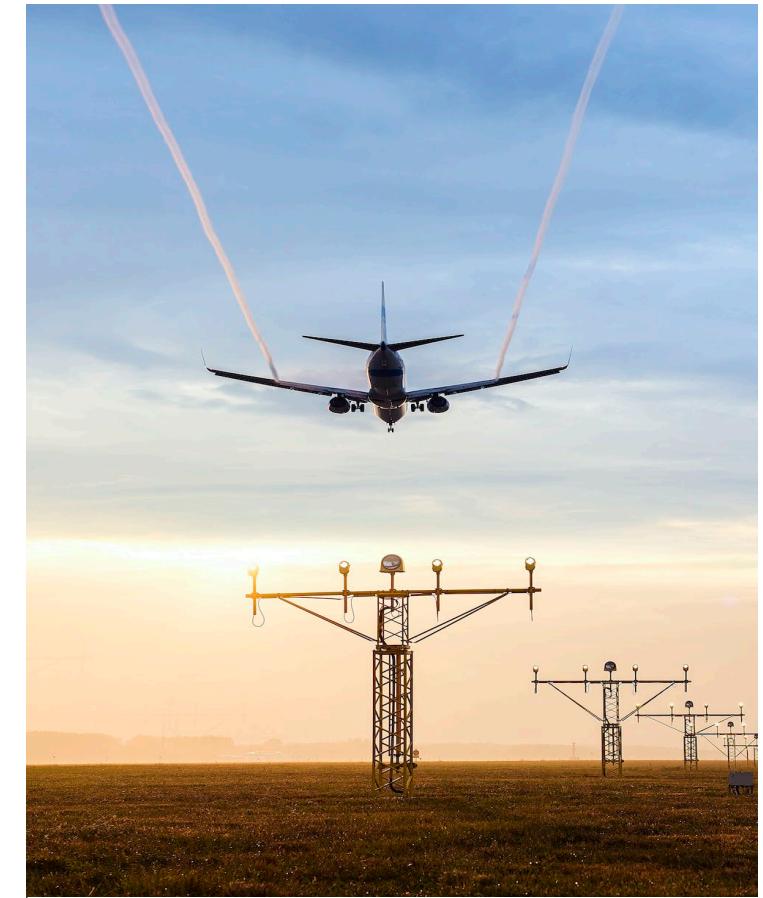
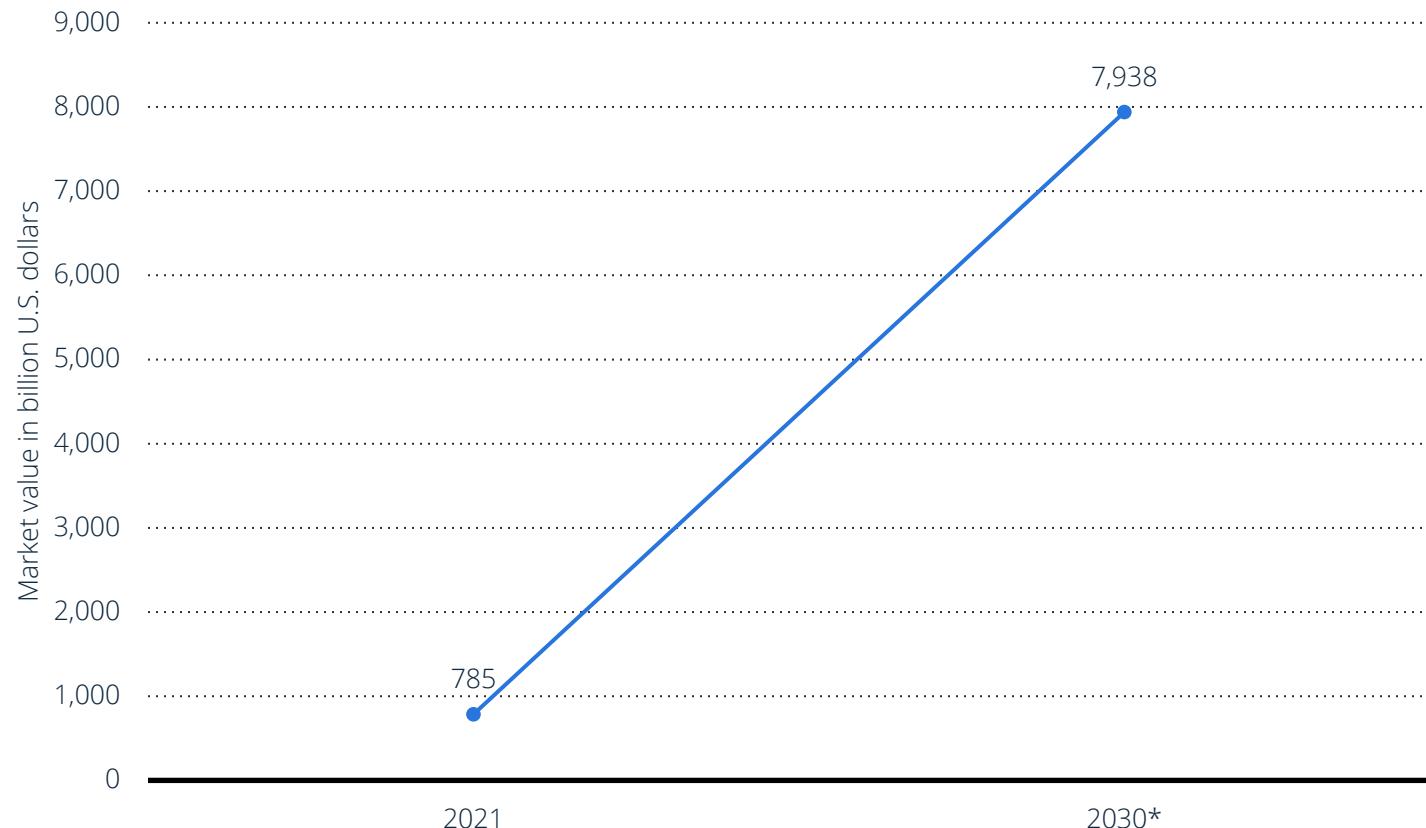
eCommerce will comprise about 25% of global retail sales by 2026, or \$7 trillion in overall sales



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Cross-border business-to-consumer (B2C) e-commerce market value worldwide in 2021 and 2030 (in billion U.S. dollars)

Global B2C cross-border e-commerce market size 2021-2030



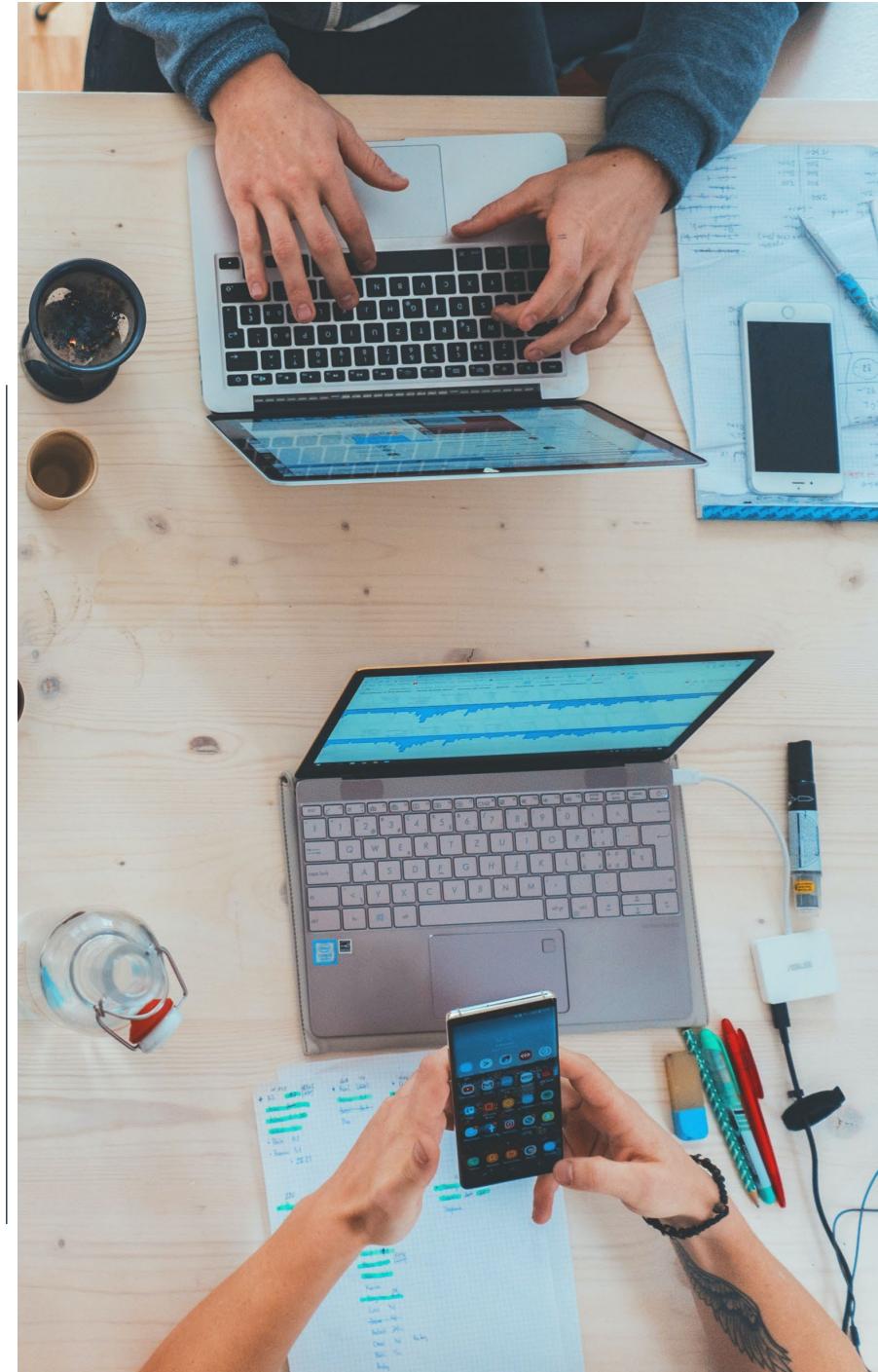
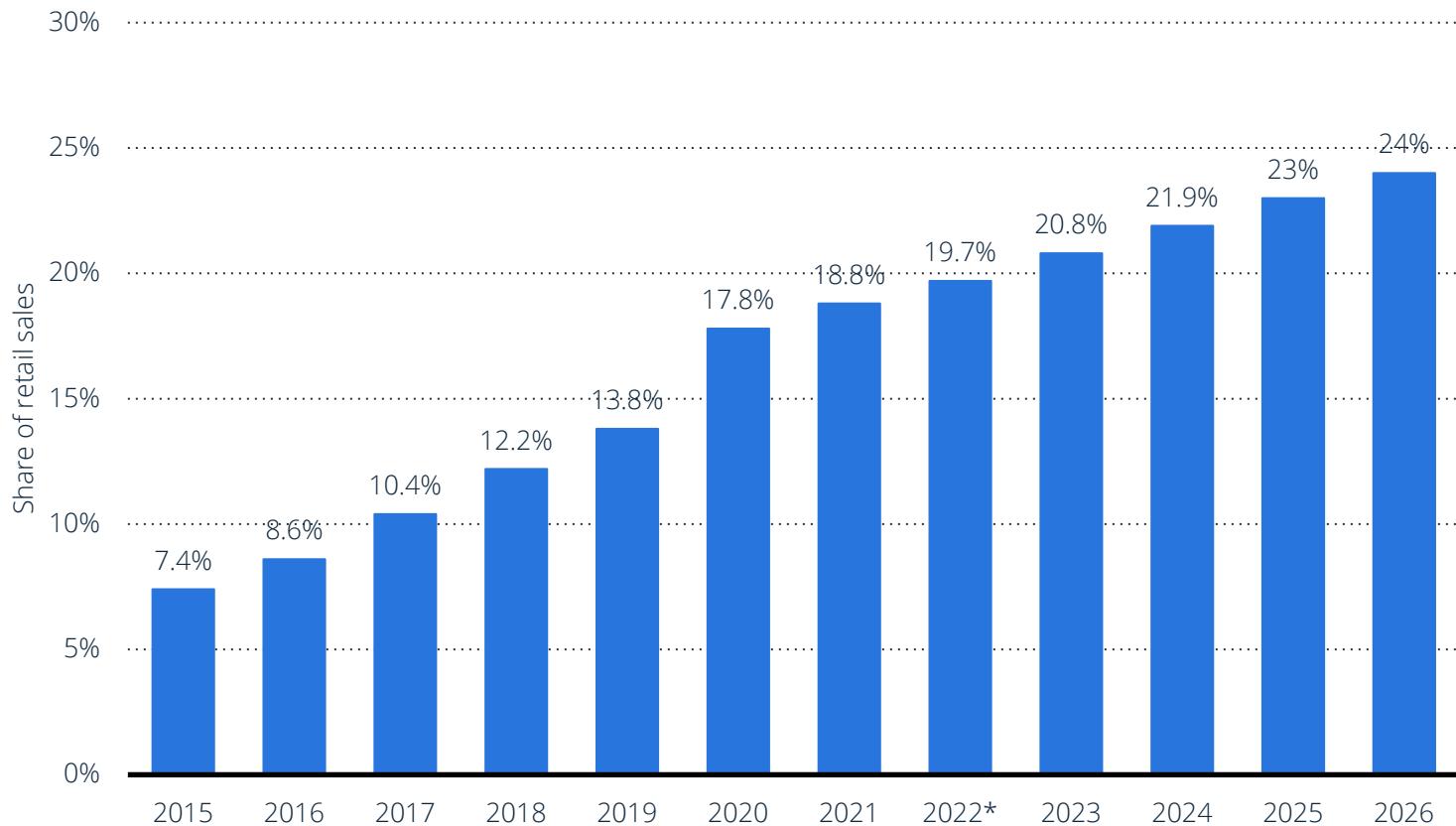
**Note(s):** Worldwide; 2022

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** GlobeNewswire; Facts & Factors; [ID 1296796](#)

# E-commerce as percentage of total retail sales worldwide from 2015 to 2026

E-commerce as share of total retail sales worldwide 2015-2026



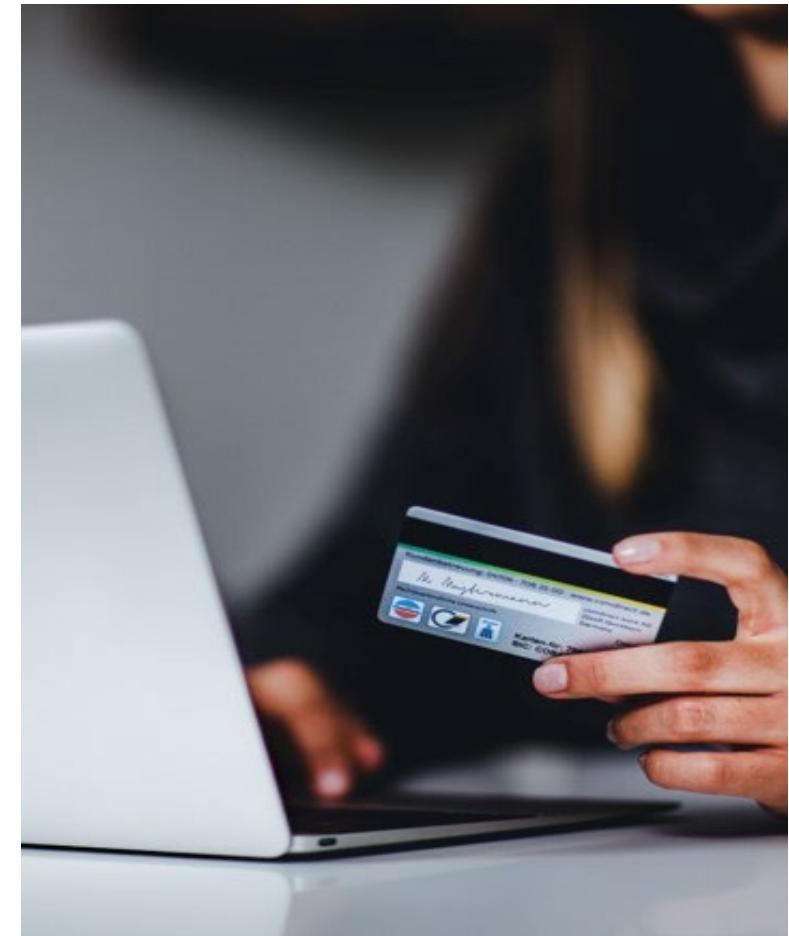
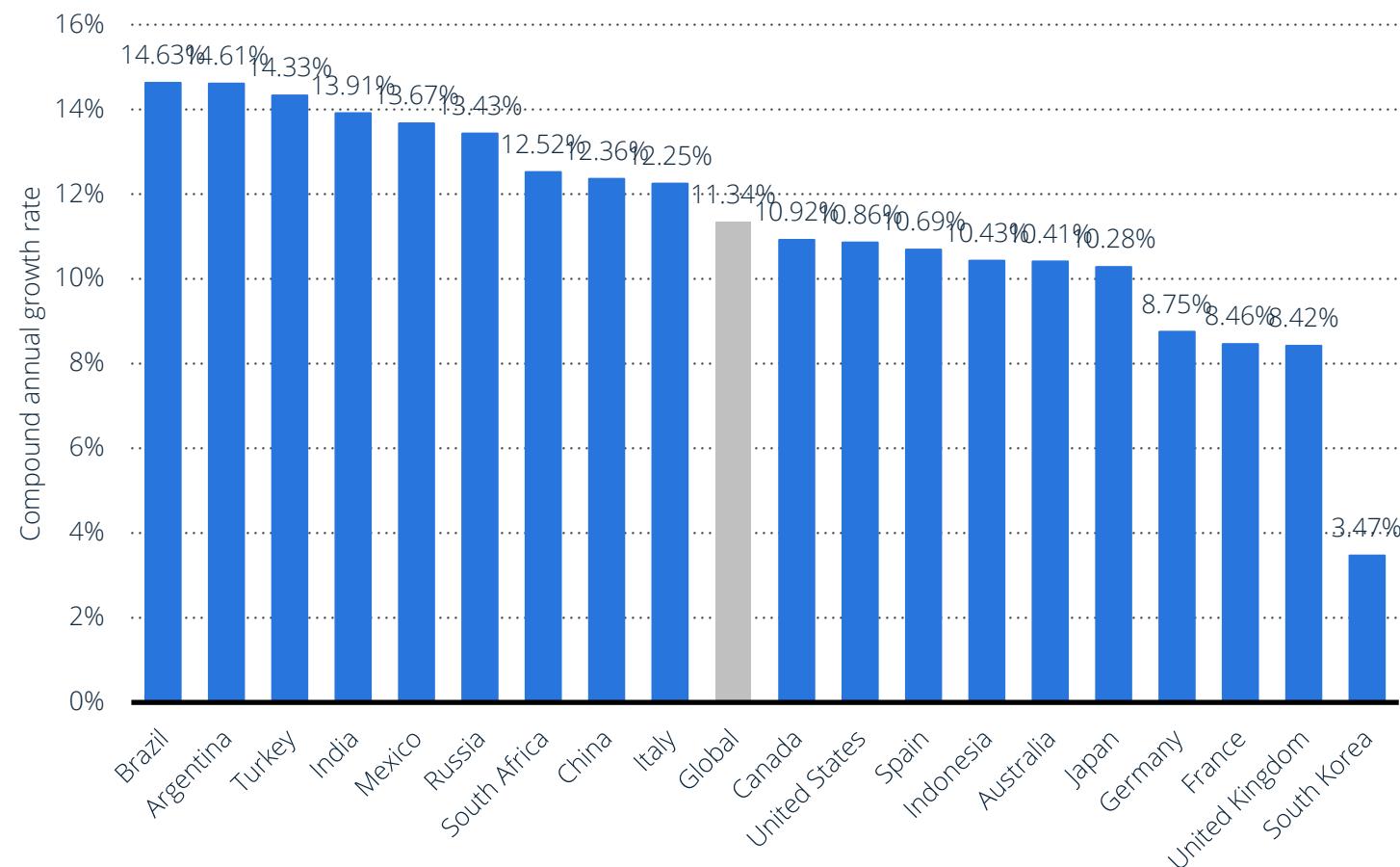
**Note(s):** Worldwide; 2015 to 2022

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** eMarketer; [ID 534123](#)

## Retail e-commerce sales compound annual growth rate (CAGR) from 2023 to 2027, by country

### E-commerce retail sales CAGR 2023-2027, by country



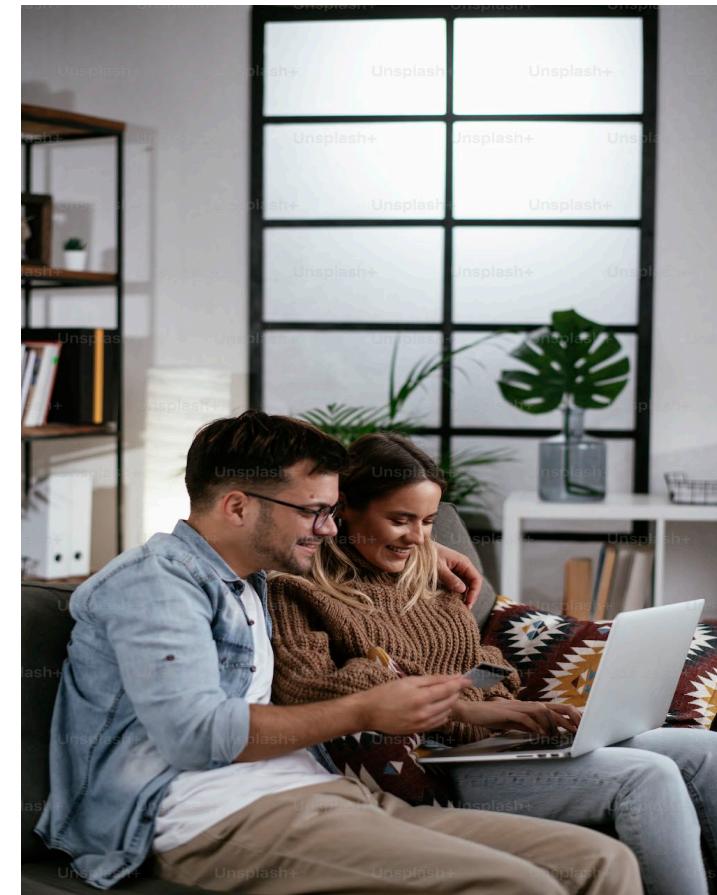
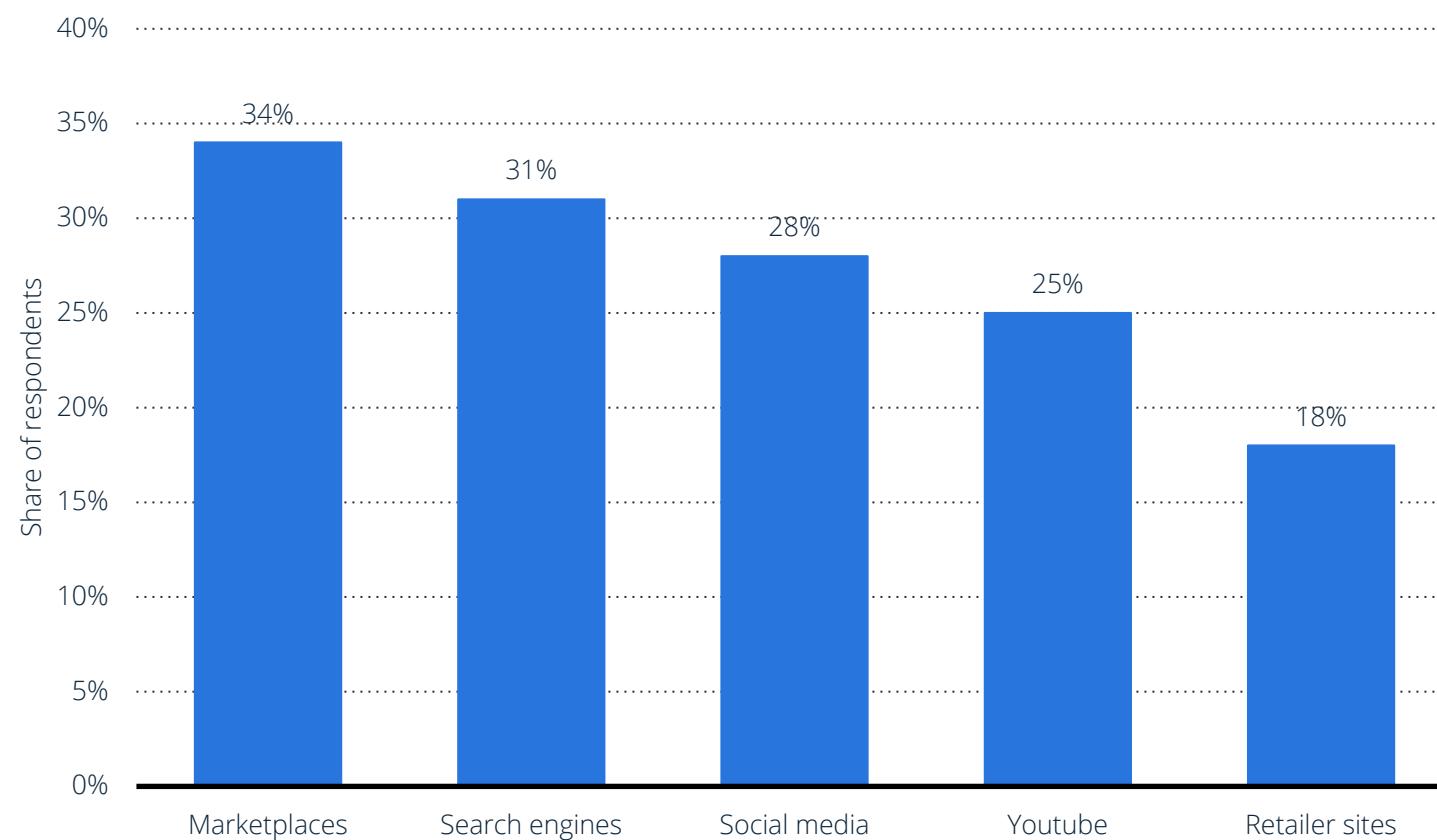
**Note(s):** Worldwide

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Statista; Statista Digital Market Insights; [ID 220177](#)

# Leading sources of inspiration for online shoppers worldwide in 2022

Main sources for online shopping inspiration worldwide 2022

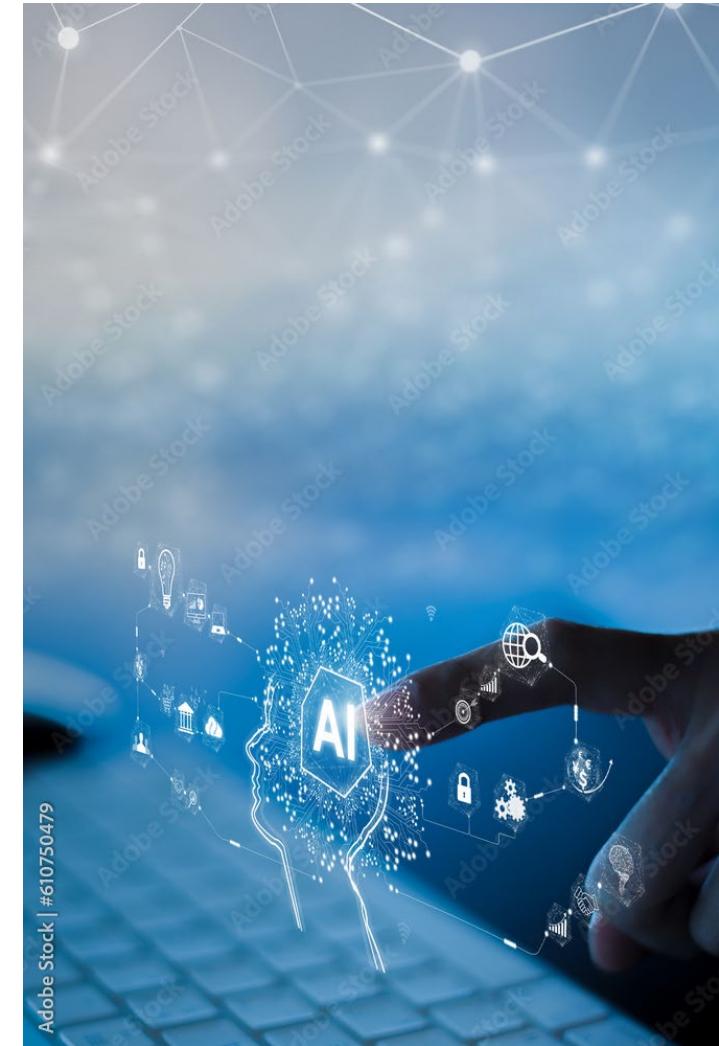


**Note(s):** Worldwide; March 25 to April 7, 2022; 16 years and older; 31,040 respondents; consumers who shop online at least once a month

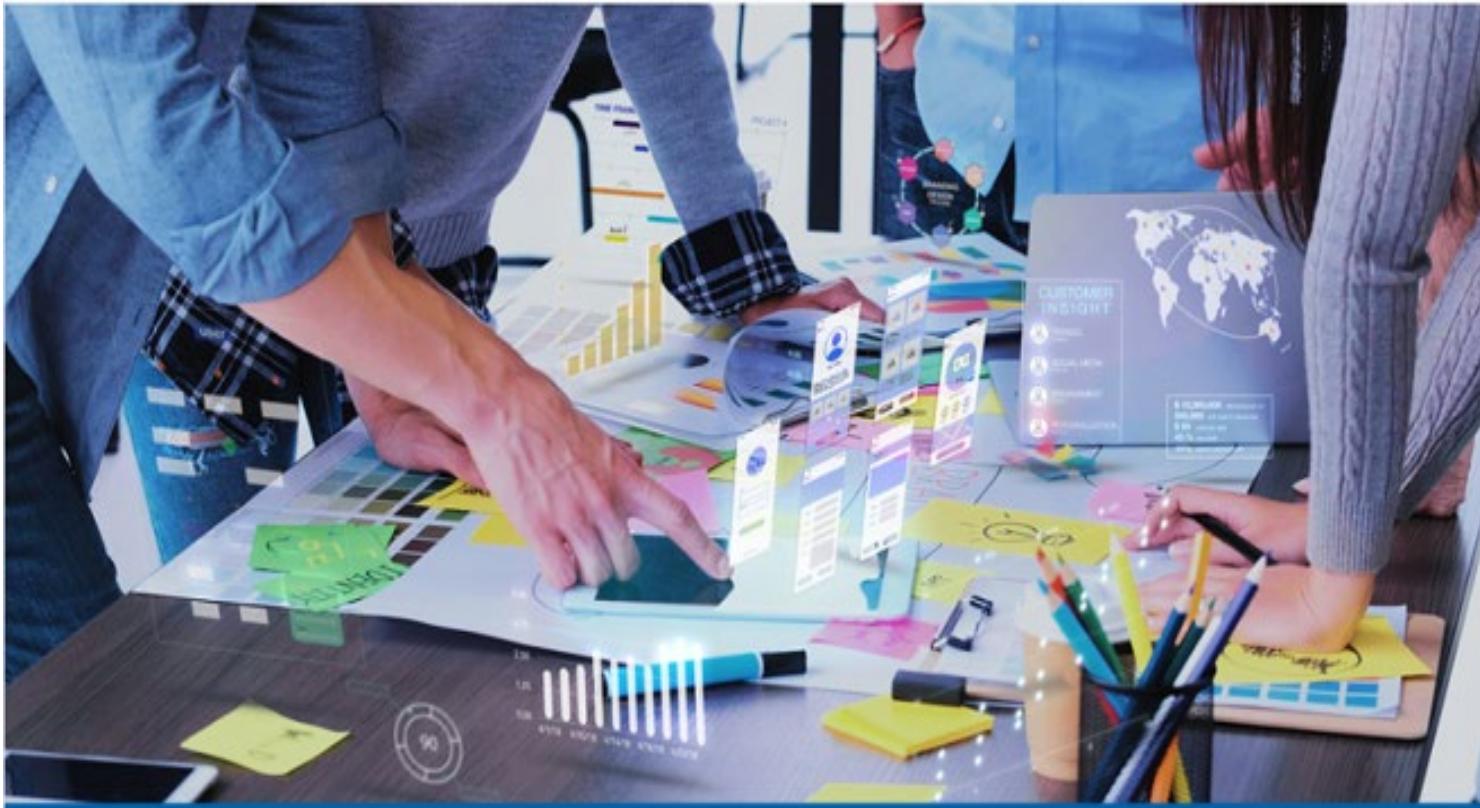
Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Censuswide; Wunderman Thompson Commerce; [ID 1034149](#)

# Does Your Company Have A Digital Strategy? What's the Role of AI in Supporting that Strategy?



# What is a Digital Transformation?



statista

In today's rapidly evolving digital landscape, transformation is no longer a luxury but a necessity for businesses to remain competitive and relevant. Organizations that fail to adapt, risk being left behind.

The term digital transformation refers to the integration of digital technologies in an organization in order to drive greater productivity, efficiency, and sustainability.

# 5 Steps to an International Digital Strategy

## Defining Your Objectives



## Choosing the Right Channel Mix



## Website Internationalization and SEO



## Establishing Key Performance Indicators



## Addressing Your Backend Digital Infrastructure



statista

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# Is your WEBSITE reaching international audiences?



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## 3 Website Strategies for International Customer Attraction

### **Internationalization** – least

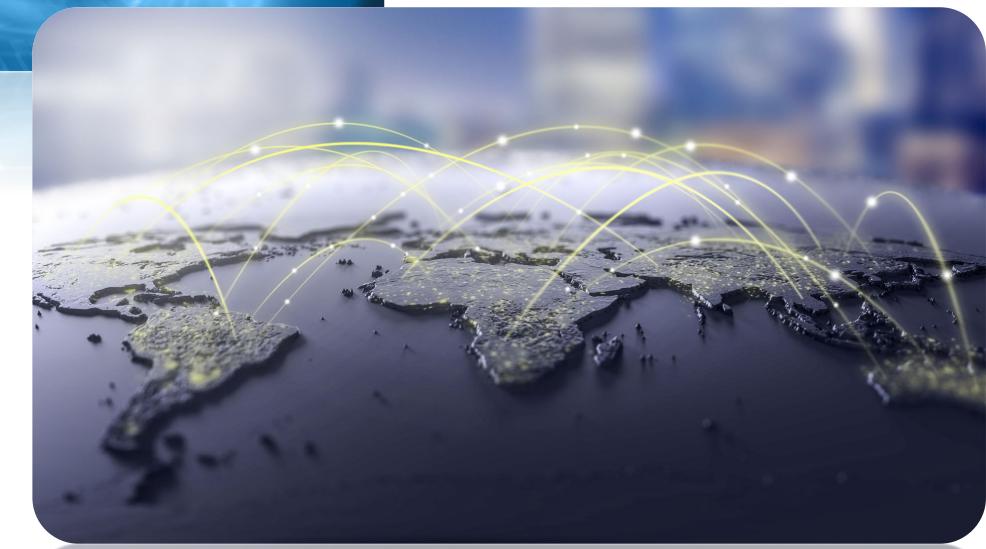
expensive; Your website is optimized to be culturally neutral and high-performing regardless of bandwidth and structured to facilitate smooth translation through programs such as Google Translate.

### **Regionalization** – mid-range

investment; Your website is purposefully built for a particular region of the world, but not a specific country.

### **Localization** – highest level of

investment; Your website specifically focuses on attracting visitors from a particular country.





# Internationalization Best Practices

- Is it clear on your webpages that you do international sales?
  - International sales “welcome mat gestures” on page
  - Smooth flow for your “audience persona”
- What does your “Contact Us” page look like?
  - International Inquiries
  - Locations, distributors, etc. builds credibility
- Any connection to Trade Show/Event on your pages?
  - Connection to social media postings
  - Create temporary event page





# Most Common Website Issues

- Search Engine Optimization- can your website be found when it should?
  - Metadata issues
  - Anemic page content for search
- Outdated product/service pages
  - Product ingredients (keywords)
  - Product/service demonstration videos with video text description





# How Does a Search Engine Work?

# WGR Gap Analysis Service

## **WGR Gap Analysis Service Report**

- Identifies areas for technical and business process improvement on website;
- Cost effective compared to private digital marketing service providers;
- CS to deliver to customer and explain WGR Report Recommendations and next steps, State EDO Partners may attend scheduled delivery appointment;
- The WGR Service Reports take up to 14 business days to complete. Service fee ranges from \$100-\$400 depending on company size;
- After WGR Report Delivery to your customer, follow-up will be established 6-8 weeks later to gauge progress;





# WGR Service Success Stories

## Healthclick

### Memphis

#### Veteran Owned Business Becomes Online Medical Education Leader

With sales declining by 80% at the beginning of the COVID-19 pandemic, Healthclick was faced with the real possibility of downsizing. CS Memphis helped Healthclick to develop their international business expansion plan, including their digital strategy. A WGR Service revealed existing issues that helped align Healthclick's website export sales channel to their business model by optimizing its transition to an online subscription service organization. The president of Healthclick wrote "The implementation of all the (WGR Report) recommendations set forth by the CS Memphis team has allowed Healthclick to re-establish itself as a medical education leader and has led to a 75% increase in subscription sales worldwide."

### Seattle

## Molly Ray Parfums

#### Global Digital Strategy Yields Surge In Web Visits For Seattle-based Fragrance Firm

After training and help by the consultant, Molly Ray Parfum's saw a 354.72% increase in visitors over 2021, including a 335.22% increase in new users. Using ecommerce key performance indicators, Molly Ray Parfums saw ecommerce key performance indicators like average session duration of website visitors increased by 64.21%. Additionally, the rate at which visitors immediately exited pages decreased by 1.96%.

Business owner Molly Ray said to CS Seattle International Trade Specialist Alexandra Machetanz, "You've been so awesome in all of our work together, I couldn't have done it without you this year!"

## EZ

### Lexington

#### EZ Website Improvements Increase Sales and Visibility

CS Lexington counseled the client about a wide-range of export topics in the targeted markets, as well as other guidance to support EZ's export growth. Including the value of the Website Globalization Review (WGR). Because most of his contacts come through the company's website, the WGR could be especially valuable. Soon after receiving the Website Globalization Review, Mr. Wheeler and his web designer made several of the recommended changes, including adding "made in USA" label to each product page, clearly connecting social media – especially YouTube – with the website, and correcting metadata issues. **"Orders are up since the WGR by \$3,000 to \$5,000 per day" stated Mr. Wheeler. He also shared that SEO rankings are up noticeably.**

### Portland

## Portland Pet Food Company

Kate McCarron, founder and CEO of PPFC, seeking to continue her company's export sales growth, decided a key component of this was to improve the company's digital strategy, assess strengths and weaknesses of PPFC's website and to improve it. To that end, Kate McCarron took up Sr. International Trade Specialist Allan Christian's offer to conduct a CS Website Globalization Review (WGR) Gap Analysis Service for the company. "Yes, your Website Globalization Review was helpful and we have made some minor changes based upon the recommendations. As we update the website, we are creating pages in native languages for countries we are marketing to. Allan Christian, US Commercial Service has been exceptional in his guidance about exporting our products to other countries. He has been very accessible to reach whenever we have a question about exporting," Kathleen McCarron shared.



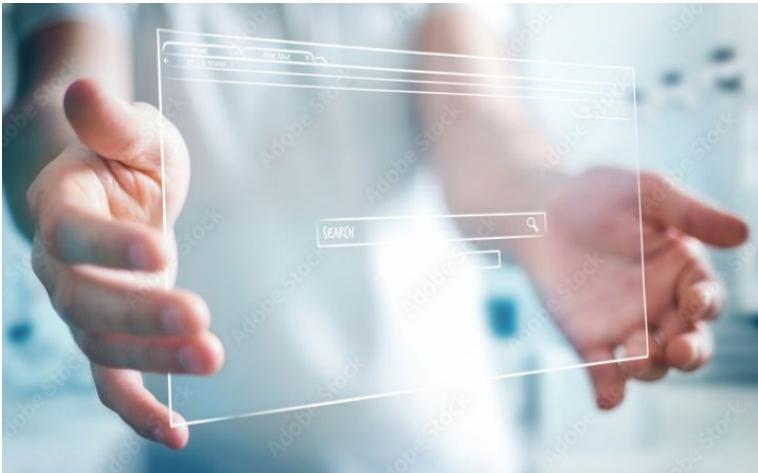
Is your CHANNEL MIX reaching  
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# Exploring the Channel Mix

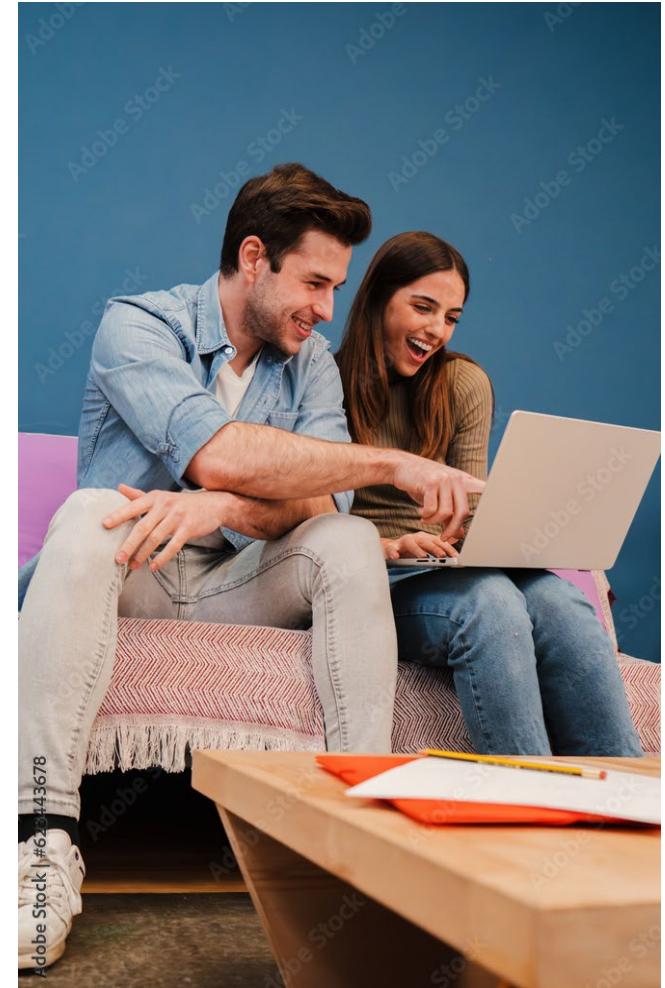
## Website



## Online Marketplace



## New Customer Acquisition



## Social Media



## In-country Distributor



# Official Strategic Partnership

## INTERNATIONAL TRADE ADMINISTRATION STRATEGIC PARTNERSHIP MEMORANDUM OF AGREEMENT

Coupa<sup>ng</sup> Inc.  
FISCAL YEAR 2023

Date of Signature: December 20, 2022



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

coupa<sup>ng</sup>



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# Partnership Objectives

*Coupang is a proud Strategic Partner of the U.S. Department of Commerce's International Trade Administration. **In a first-of-its-kind public-private partnership, Coupang and Commerce-ITA cooperate to boost South Korean export opportunities for U.S. businesses.***

*Leveraging both Commerce-ITA's broad export counseling resources and Coupang's cutting edge e-commerce and logistical infrastructure, we conduct in-person and virtual workshops to provide U.S. businesses with the information and tools they need to understand and access the fast-growing South Korean e-commerce opportunity.*



# D.C. Signing Ceremony



*Alex Wong, Director of Government Affairs and Public Relations and Gabriella Castillo, Director, Office of Industry Engagement in I&A.*



# L.A. Launch Event



*Over 100+ attendees participated in the launch event, including representatives from the Korean consulate, along with EXIM Bank, SBA, and the L.A. SBDC.*



# L.A. Launch Event



Over 100+ attendees participated in the launch event, including representatives from the Korean consulate, along with EXIM Bank, SBA, and the L.A. SBDC.

# Public Webinar in July & Future planning for 2024



Over 200+ attendees participated

# Resources

Online Resources to Assist You With Your  
International Digital Strategy



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## Welcome to the eCommerce Frontline Library

Learn strategies and hone your business tactics for competing and winning in the ultra-competitive frontline of international ecommerce sales.



Virtual Services

Learn How To Export

Research Foreign Markets

Network & Learn at Events

Find Buyers & Partners

Explore eCommerce Resources

eCommerce Resource Videos

eCommerce Resource Guide

eCommerce Digital Strategy

WGR Gap Analysis Service

Find eCommerce Business Service Providers

| eCommerce Frontline Library

Obtain Financing

Negotiate an Export Sale

Navigate Shipping & Logistics

Comply with U.S. and Foreign Export Regulations

Perform Due Diligence

Protect Intellectual Property

Resolve Export Problems

## eCommerce Expertise from Our CS Trade Specialists

The US Commercial Service is the premier resource for small and medium-sized businesses that sell or export their products and services overseas. [Let our trade experts help](#) you and your business compete for international customer acquisition.

### eCommerce Frontline Library Categories

- The **Online Strategy for Exporters Series** focuses on helping you to improve your business digital strategy so you can grow your cross-border ecommerce sales.

1. [Website Globalization for Business in 3 Stages](#) (Oct 2021)
2. [How Does Search Engine Optimization \(SEO\) Work?](#) (Oct 2021)
3. [Boost Your SEO Ranking With Keywords and Backlinks](#) (Oct 2021)
4. [How to Use Website Analytics Strategically](#) (Oct 2021)
5. [Understanding International SEO](#) (Jan 2022)
6. [Understanding eCommerce Sales Transactions](#) (May 2022)

- The **eCommerce Research & Business Forecast Series** uses trade data and our expert insights to help grow your overseas online sales.

1. [eCommerce Sales Size & Forecast](#) (Oct 2021)
2. [Impact of COVID Pandemic on eCommerce](#) (Oct 2021)
3. [Challenges of the Chinese eCommerce Market](#) (Feb 2022)
4. [USMCA Partner Country eCommerce Consumer Overview](#) (Oct 2021)
5. [European Retail eCommerce Consumer Forecast](#) (Jan 2022)
6. [European B2B eCommerce Markets Forecast](#) (Jan 2022)
7. [Social Media Forecast](#) (Mar 2022)
8. [The Rise of eCommerce in Africa](#) (May 2022)

- The **Special Digital Policy Update Series** focuses on the latest international ecommerce regulation and trade program developments.

1. [General Data Protection Regulation \(GDPR\) Updates](#) (Jan 2022)
2. USMCA Trade Agreement Updates-U.S., Mexico, & Canada [COMING SOON]



# eCommerce Frontline Library

Short articles on small business eCommerce topics from U.S. Commercial Service Trade Specialist experts, updated quarterly: [www.trade.gov/ecommerce-frontline](http://www.trade.gov/ecommerce-frontline)

*Each article serves as an **example** of how to structure your **online content** to build your **keywords** and **backlinks**, and increase your **SEO ranking***



# eCommerce Research

The [eCommerce Resource Guide](#) provides you with one convenient location to find all of the ecommerce sections from the over 140 Country Commercial Guide (CCG) publications organized by geographical region.

Each ecommerce section of the CCGs will provide you with a brief snapshot of ecommerce selling conditions of a particular market, along with other local in-country resources to help you sell more online overseas.

## eCommerce Resource Guide

The eCommerce Resource Guide is a compilation of country focused chapters outlining what a U.S. exporter needs to know to take advantage of e-commerce in the local market.



[<](#) INDEX [ABOUT THE GUIDE](#) [AFRICA](#) [ASIA](#) [EUROPE](#) [MIDDLE EAST](#) [WESTERN HEMISP. >](#)

### eCommerce Resource Guide Report Index

#### About the Guide

The eCommerce Resource Guide describes by market what your company needs to know to take advantage of e-commerce overseas. Explore markets by region to jumpstart your eCommerce business development plan.



#### Africa

Learn what a company needs to know to take advantage of eCommerce in markets in the Africa region.



#### Asia

Learn what a company needs to know to take advantage of eCommerce in markets in the Asia region.

[trade.gov/report/ecommerce-resource-guide](http://trade.gov/report/ecommerce-resource-guide)

# Your Local Office

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Companies can find assistance locally in more than 100 Commercial Service offices nationwide.



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# Questions?

## Connect with us



**Cynthia Torres**

Global Team Leader, Advanced Textile, Retail Technology & Sports  
U.S. Commercial Service | U.S. Department of Commerce  
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**James Bledsoe**

Director, eCommerce Solutions Center  
U.S. Commercial Service | U.S. Department of Commerce  
James.Bledsoe@trade.gov

Connect with your local Trade Specialist at:  
[www.trade.gov/commercial-services-offices-us](http://www.trade.gov/commercial-services-offices-us)