

# PIVOT, ACCELERATE AND GROW YOUR BUSINESS

with eCommerce

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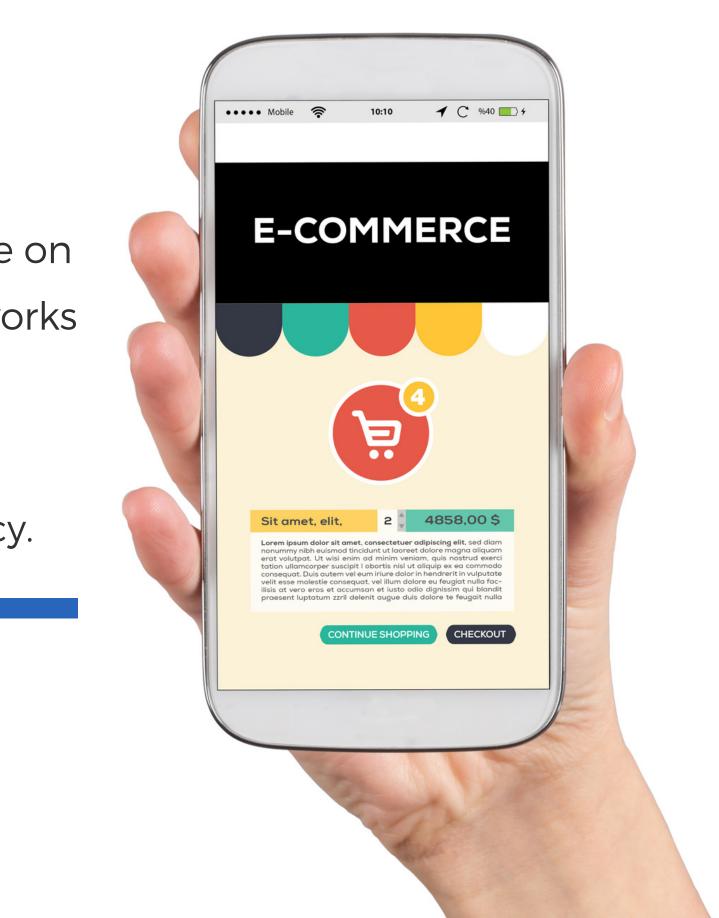
## Guidance on how to:

- Utilize eCommerce to grow your exports
- Raise your online business profile in your export market
- Understand the processes required to place your website on major search engines like Google and social media networks
- Maximize sales through Search Engine Optimization

**BONUS SEGMENT:** Understanding changing trends in payment methods with a beginner's guide to cryptocurrency.

#### **Featured Panelists:**

- Hema Dey, CEO at Iffel International Inc.
- Mark Wald, Founder of Supporting Strategies
- Pellson Lau, Export Finance Manager Office of International Trade, US Small Business Administration



## eNothing to eEverything







## How Do We Connect with Your Prospect?



## **The Process of How**



Profit Strategy **Branding &** Messaging

Website Design & Development



**A Proprietary Process** 





#### **Monthly Fueling SEO2Sales**

#### **Monthly Measure** of Success



## **SEO2Sales The Process of How**

#### Profit **Strategy**

- Defining Your Vision
- Target Market and Brand **Character Review**
- 2 Competitor Digital Footprint
- Focused Sales Strategy
- Differentiation Strategy
- Website Direction
- Communication calendar
- Marketing Budget

#### **Branding &** Messaging

- Creating visuals for your brand, logo & fonts etc.
- Test marketing of brand and perception.
- Establish relevant Storytelling as part of messaging.
- Graphic design for all marketing collateral
- Deliver company brand guideline and portfolio
- Additional services are available for non-digital marketing print.

#### Website Design & Development

- Confirm technical specifications for the website e.g. UX/UI, ADA, payment portal etc.
- Creating design visuals based on agreed site map 1 home page and 1 inner page.
- Coding & Engineering the website
- Content writing & upload
- Demo & Go LIVE
- SSL Cert Integration
- Website Maintenance





#### **Monthly Fueling SEO2Sales**

- Index the website on Google Webmaster
- Integrate Google Analytics
- On Page Optimization
- Creating design visuals based on agreed site map \*1 home & 1 inner page.
- Optimize Google Maps (if applicable)
- Social Media Marketing
- eMail Marketing
- Online Advertising (if applicable)

#### **Monthly Measure** of Success

- KPI Review
- Keyword ranking performance ratio to inbound calls and web leads
- Setting up a system with the client to track inbound leads
- Closing rates
- Mystery shop team performance

## YOUR MARKETING TEAM





### We Will Work With You And Your Team





## **CONNECT WITH US**



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