



PIVOT, ACCELERATE AND GROW YOUR BUSINESS

with eCommerce

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





The Problem

How Do We Connect
with Your Prospect?



The Process of How



**Profit
Strategy**



**Branding &
Messaging**



**Website Design
& Development**



**Monthly Fueling
SEO2Sales**



**Monthly Measure
of Success**



A Proprietary Process



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



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