



## INTERNATIONAL DIGITAL MARKETING OVERVIEW



Traditional digital marketing is designed for local branding. Our International Digital Marketing service is completely different.

This service is designed specifically for manufacturers, traders, exporters, and SMEs who want to generate real international leads, buyer inquiries, distributor interest, and global visibility in markets such as the USA, Canada, UK, Europe, Middle East, and Asia-Pacific.

**We don't do basic social media. We do global business growth through targeted international digital strategy.**



# Purpose of International Digital Marketing

This service helps businesses:



Reach buyers in the right countries



Create trust with international distributors



Attract OEM/private-label clients



Promote catalogues & export SKUs



Build visibility among  
importers & wholesalers



Generate international leads



Increase global demand for  
their products

**Our digital marketing focuses on business growth, not likes and followers.**



# What This Service Includes ?

Our International Digital Marketing includes:

## A. Market + Country Targeting



We select the right countries based on:

- Product category
- Export potential
- Buyer behavior
- Market demand
- Competition levels

**Example:** Thailand Food → Europe | Apparel → Dubai, UK | Skincare → EU | FMCG → Middle East

## B. Digital Strategy for International Buyers

We create a plan that attracts:

- Importers
- Distributors
- Wholesalers
- B2B resellers
- Retail chains
- Online sellers
- Private-label brands
- Supermarkets (if relevant)

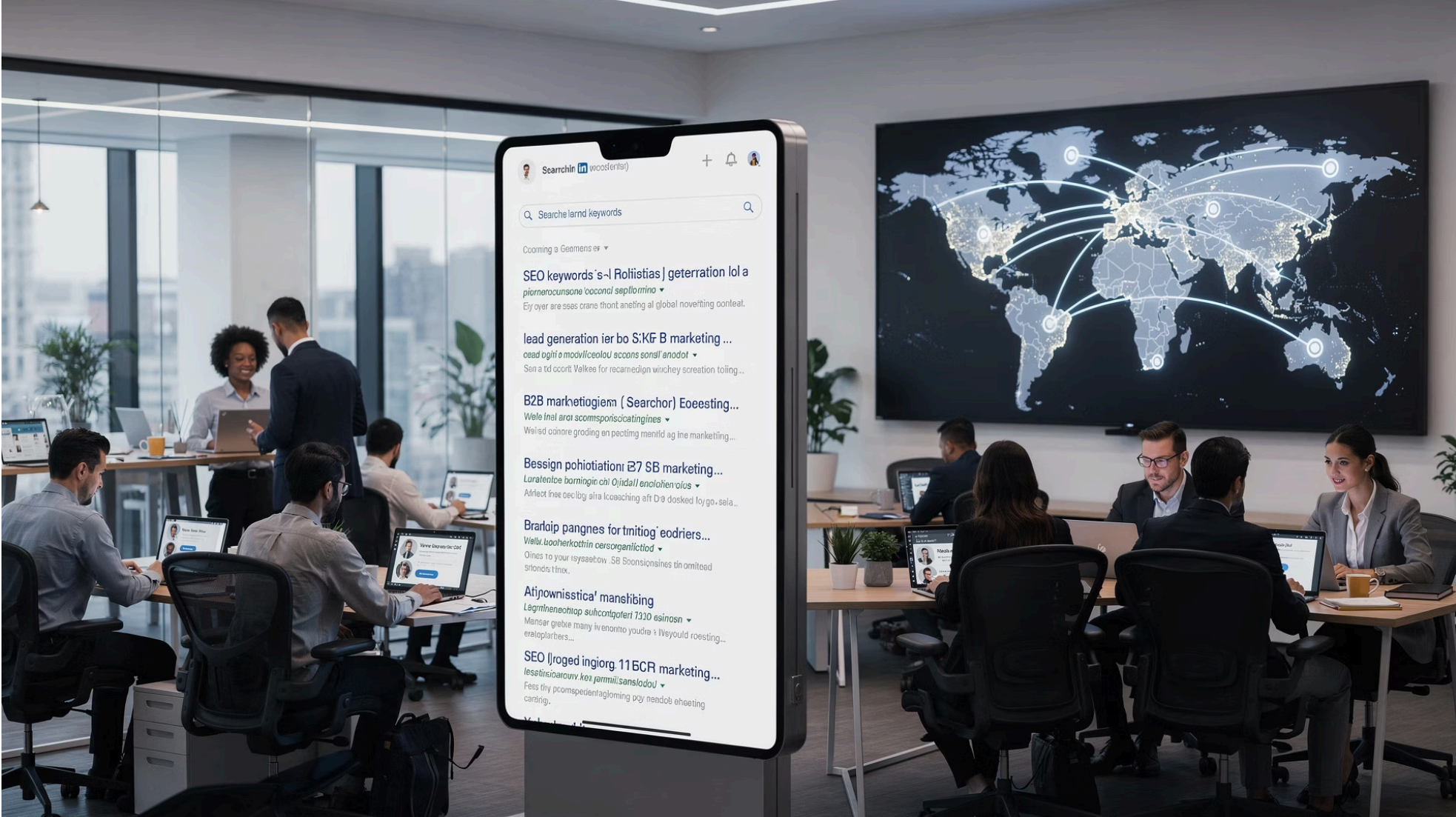
## C. Social Media Management (Instagram / LinkedIn / FB)



- Professional content creation
- Industry-focused creatives
- Global branding
- Export-focused messaging
- Product + packaging showcase
- Buyer-focused content themes

We do digital marketing that speaks the buyer's language.

## D. International Lead Generation



- SEO for global markets
- Country-based hashtags
- Industry keywords
- Engagement with importers
- LinkedIn outreach
- WhatsApp/Email leads (optional)

**Our goal is REAL BUYER LEADS – not random customer enquiries.**

## E. Catalog Promotion & Showcase



- Export catalogue
- OEM/private-label capability
- Packaging options
- Shelf-ready product photos
- Certifications (Halal, GMP, Organic etc.)

This makes your brand global-ready.

## F. Paid Advertisements (Optional Add-On)

Targeting international buyers using:

- Meta Ads (global targeting)
- LinkedIn Ads (B2B sourcing)
- Country-wide Lead Ads
- Industry-Specific Audiences

## G. Reporting & Optimization



- Monthly analytics
- Country-wise performance
- Engagement quality (not just quantity)
- Buyer inquiries breakdown
- Strategy adjustments



# Industries We Specialize In

This service is ideal for:



Apparel & textiles manufacturers

Food & Agro exporters

Skincare, cosmetics & perfume brands

FMCG & daily use products

Household & cleaning supplies

Electronics & accessories

Packaging products

Private-label companies

Our strategy adapts based on your product.



# Why Manufacturers/Exporters Need International Digital Marketing ?



## Most exporters struggle because:

✗ They rely only on agents	✗ They depend on exhibitions	✗ They wait for random inquiries
✗ They have zero online presence	✗ Buyers cannot find them	✗ They look "local", not "global"

## Our service helps you:

Look like a global brand	Get found by importers	Impress buyers with high-quality content
Spread your catalogue internationally	Build trust online	Generate international demand

In today's world, buyers check your online presence before replying to your email.

## What Makes Our Service Unique



- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Focus on global exports</li><li>• Content designed for buyers (not customers)</li><li>• Industry-based strategy</li><li>• Multi-country targeting</li><li>• Lead-driven approach</li></ul> | <ul style="list-style-type: none"><li>• Professional catalogue-style content</li><li>• OEM/private label promotion</li><li>• Integration with Market Research &amp; Buyer Lists</li><li>• Low-cost strategy with high export impact</li></ul> |
|--|---|

This is not typical digital marketing. It is International Growth Marketing.



# Value You Receive

Clients get:



**Global visibility in the right countries**



**Real buyer leads (importers / distributors)**



**Strong brand trust**



**Professional online presence**



**Increased export opportunities**



**Better response to outreach efforts**



**Competitive advantage against local exporters**

## Who Should Use This Service

- Manufacturers aiming for exports
- Traders wanting global buyers
- Private label factories
- SMEs entering international markets
- Companies launching in new countries
- Businesses wanting to increase foreign revenue

# Message to the Client



If you want to grow internationally, you must be visible where your buyers are looking. Our International Digital Marketing service helps you:



**Stand out**



**Look global**



**Be trusted internationally**



**Be discovered by buyers**



**Generate serious export inquiries**

**This is your path to becoming a global brand.**