



channeladvisor

be seen.

Expanding Your Business Internationally

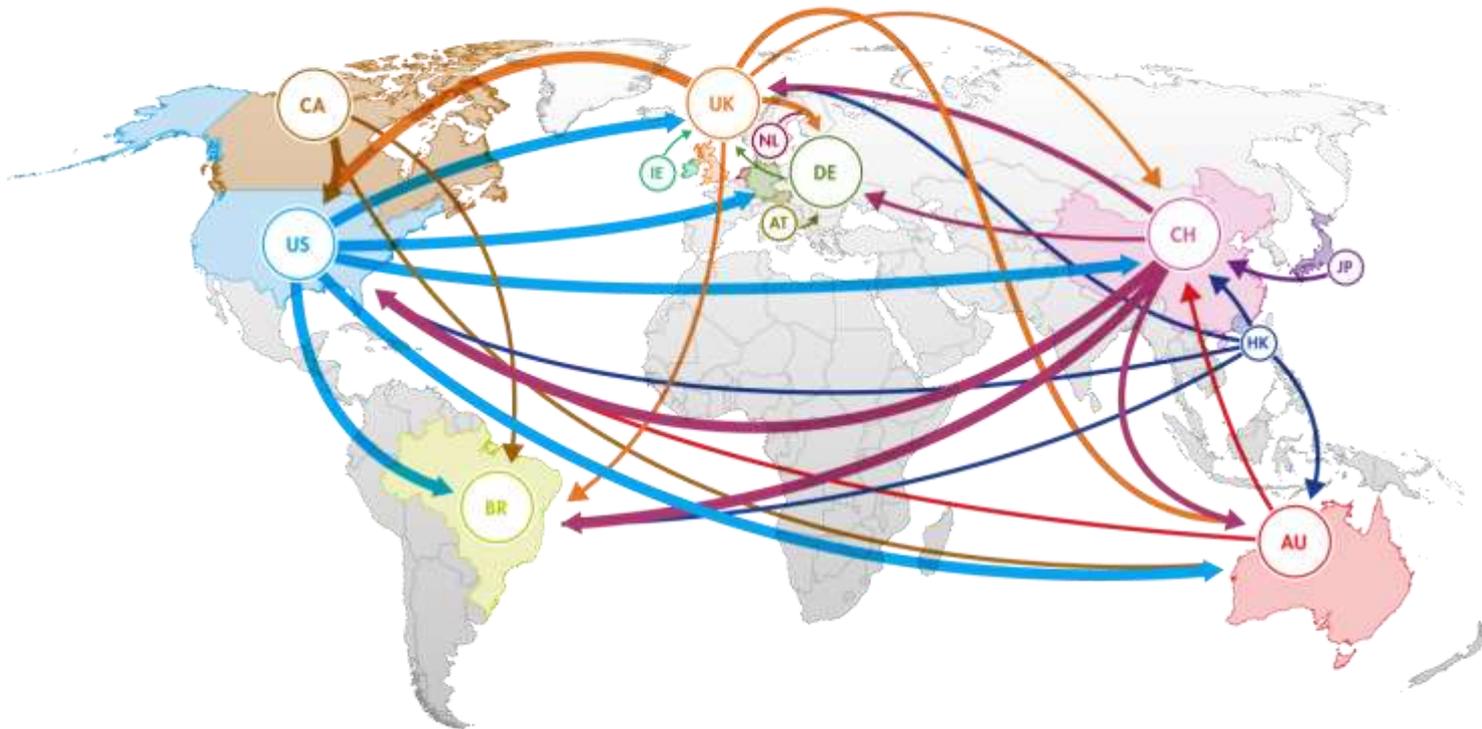
Tips on how to make borders disappear

Presenter Name

Rynhardt Hanekom, Cross-Border Trade Manager,
ChannelAdvisor

Expanding Your Business Internationally

- Why do I need to consider cross-border trade?
- How would I go about it?





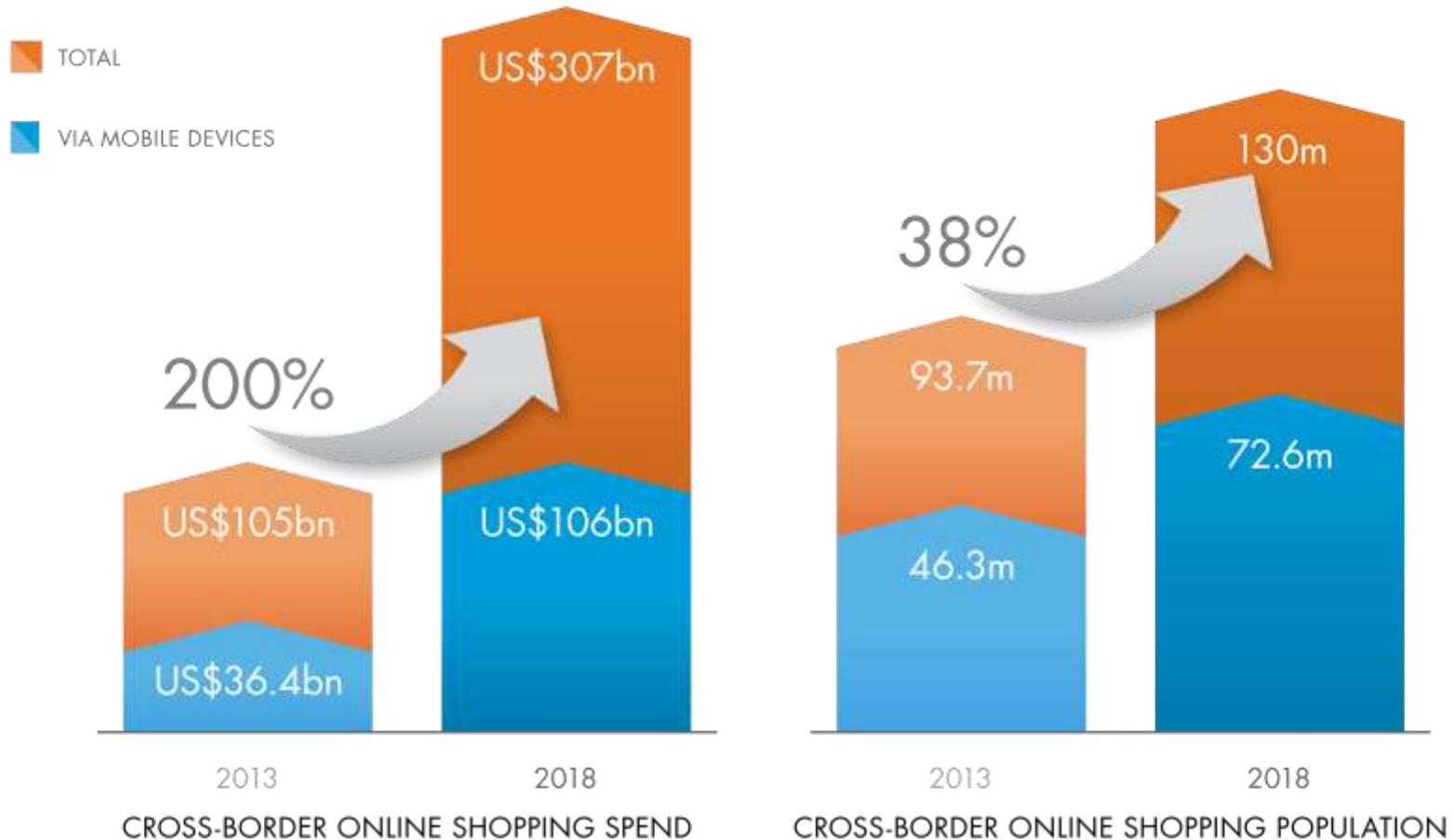
Why do I need to expand?

- Build your brand
- Boost Sales
- Extend Product seasonality
- World of opportunity



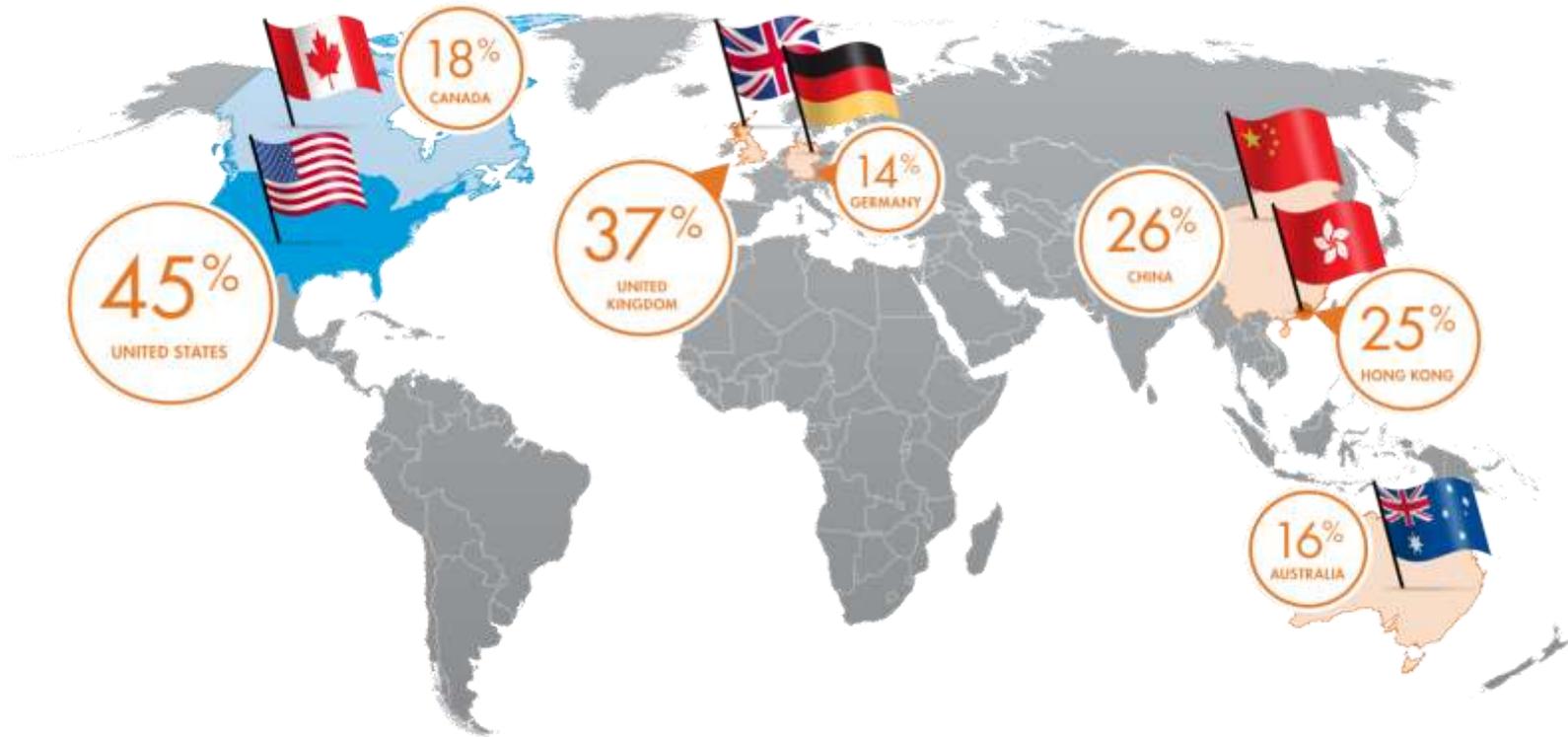
Five Year CBT Growth Trends

Cross-border Online and Mobile Shopping 5-year Growth Trends



Top CBT Destinations

MOST POPULAR OVERSEAS ONLINE SHOPPING DESTINATIONS



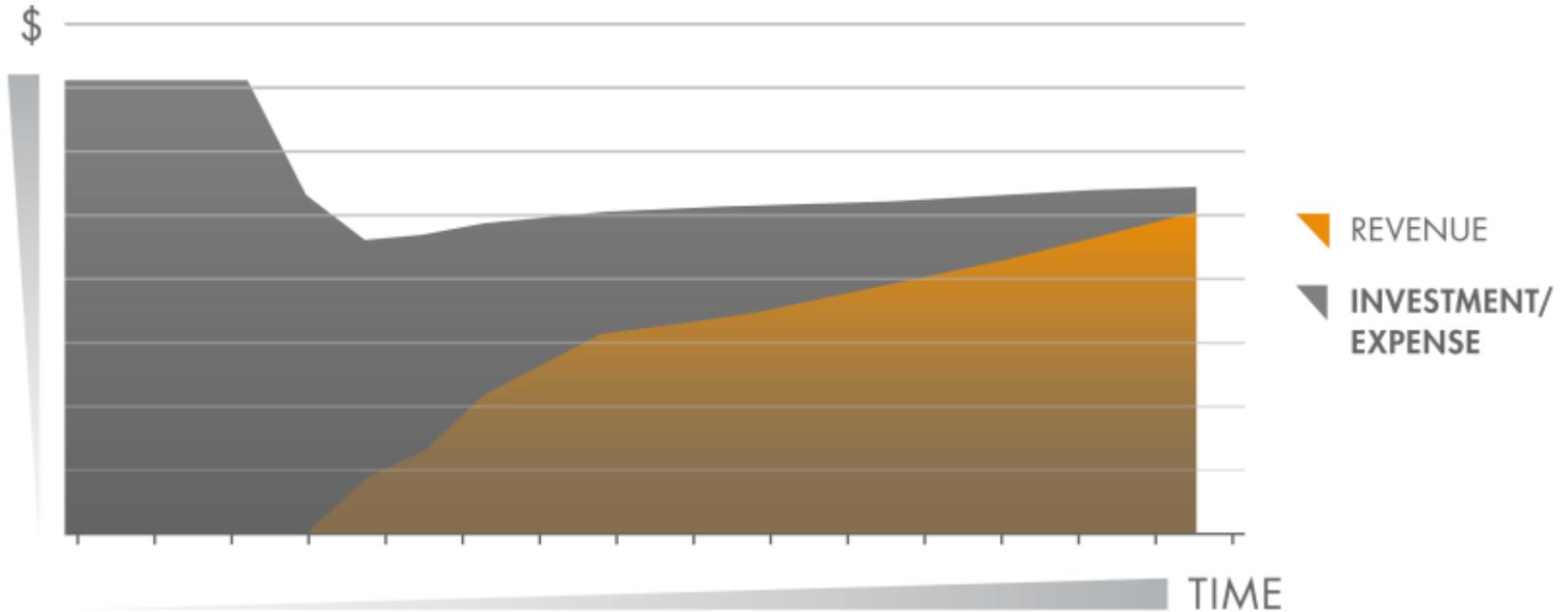
Top CBT Routes



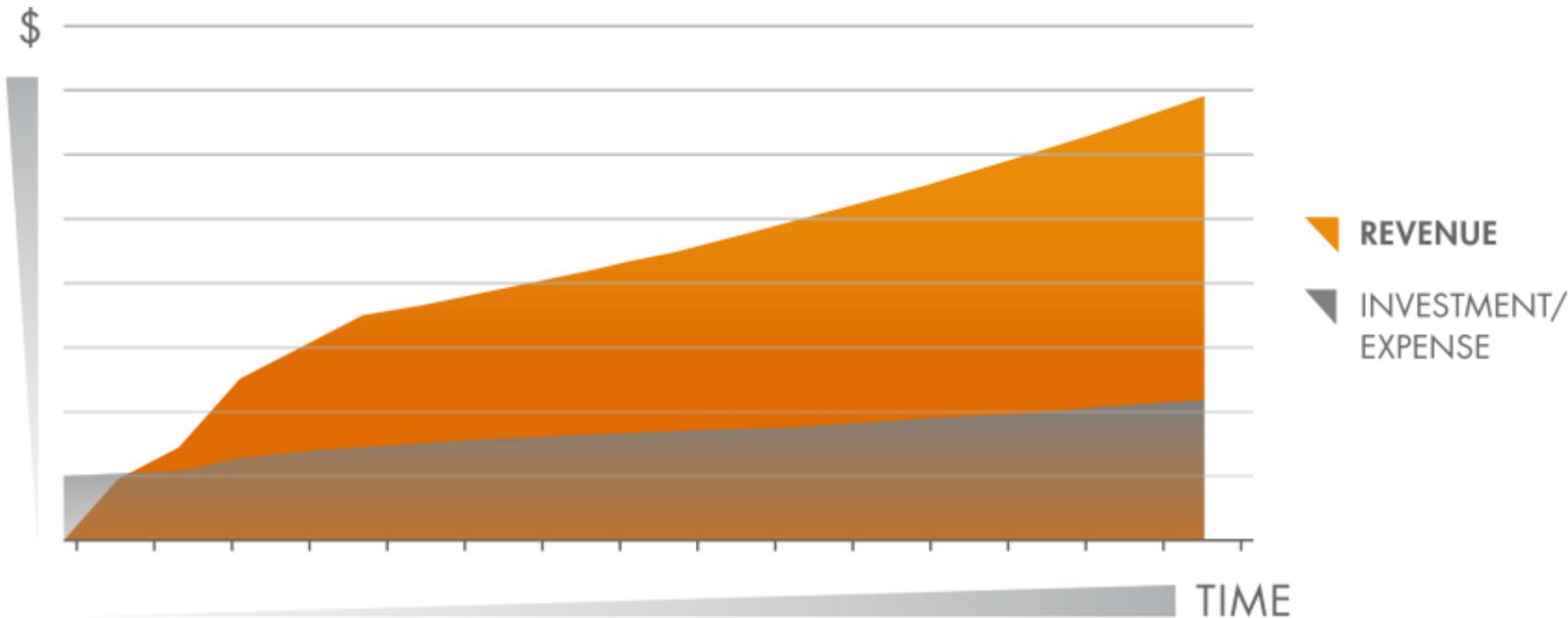


How do I expand?

Market Entry – Traditional Approach



Agile Approach to Market Entry



Agile Cross-Border Trade Stages



Identify Challenges



Quick Wins – Passive Stage

- eBay Passive selling
- Amazon International Selling Programme via FBA Export
- International Site Conversion Solutions



Get Started with Active CBT

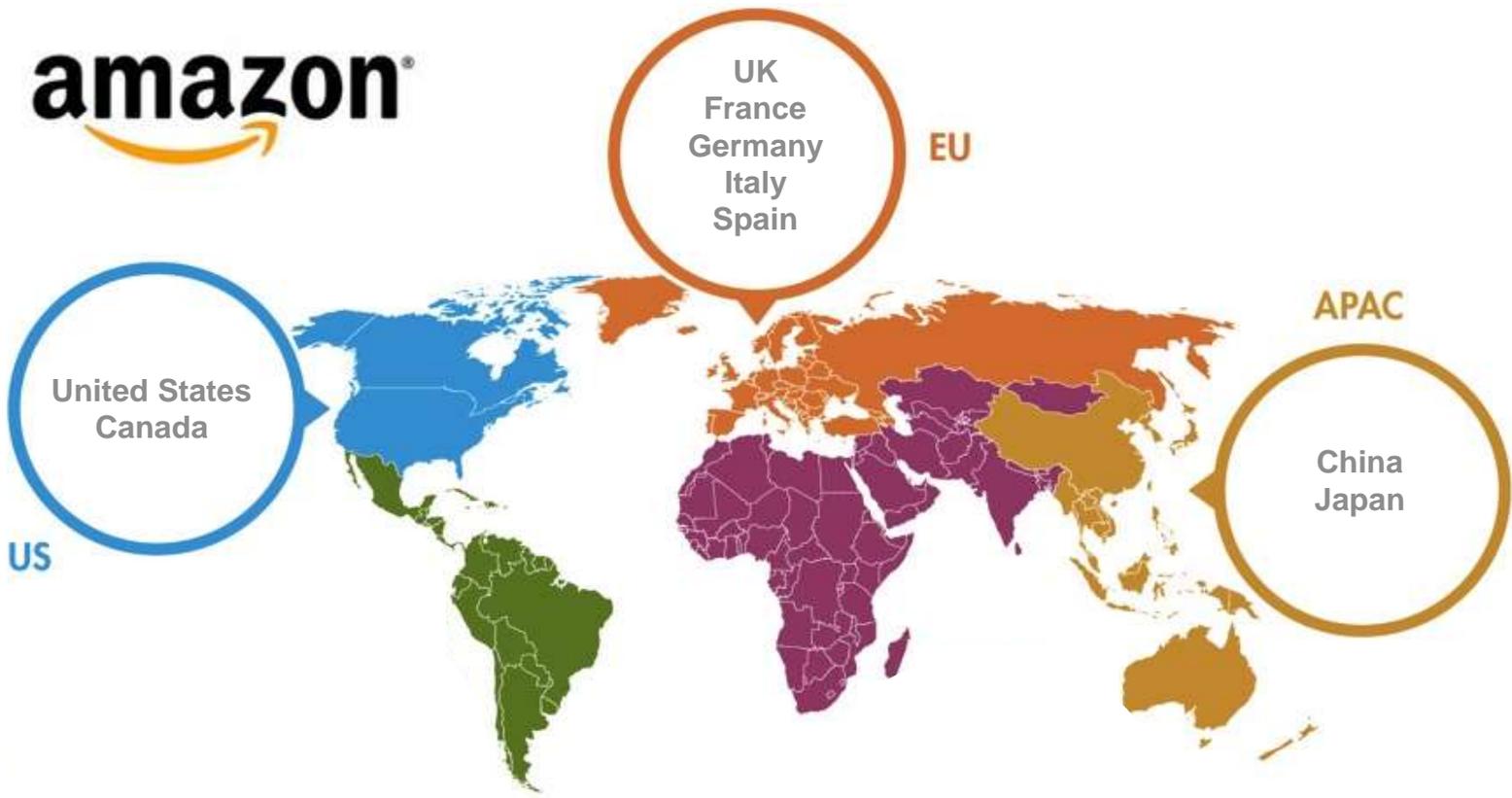
- Conduct market research
- Identify target region based on opportunity size and barriers to entry
- Connect to existing demand



ChannelAdvisor Supports eBay Global Sites



ChannelAdvisor Supports Amazon Global Sites



ChannelAdvisor Supports Global Marketplaces



Top CBT Options for Later Stages

Risk

- Affiliate Marketing
- Email Marketing
- “Free” Social
- Google Shopping
- Retargeting
- Paid Search
- Display Advertising
- Paid Social



Solve Challenges: ChannelAdvisor & Partners



Flexibility and Adaptability is Key

- No two paths will be the same
 - Different businesses
 - Different markets for the same business
- You may iterate on any one stage multiple times before moving to the next stage
- You may never reach some stages in some markets
- You may skip a stage in some markets
- Test, Learn, Iterate!



Questions?



Thank you for attending!