

Export Marketing – Guidelines

No one can deny the importance of exports in the development of any country. As much as any country exports its products services, it takes fast steps to development. In current era, we can see the progress of China, as Chinese Government not only facilitates to exporters but also makes it policies favoring exports.

To do export business, exporters must be fully skilled in all departments i.e. Sales and Marketing, Production, Procurement, Quality Control, Domestic Export Laws and Importer's country imports laws. An exporter, not only well aware about the policies of his country but also must be updated with the export policies of its competitors countries, he should have enough knowledge about import duties tariff of buyer's country.

An exporter must stay in touch with their regular buyers, but he should search new markets for sale of their products/ services by using internet tools and travelling abroad to meet new buyers. Also keep in touch with the Chamber of Commerce and Trade Authorities to attend the domestic and International Trade related Exhibitions, meetings with foreign trade delegations, which provide opportunities to promote exports.

Furthermore, as per WTO different countries are arranging FTA (Free Trade Agreements) with each other. We should avail the opportunities of export business with the countries which have FTA with our country. As in export business, we have our competitors in International market, therefore, we should maintain/ monitor our quality as per International standards. Also we cannot ignore the presentation of the products, so packing of the products must be attractive/ solid and we should not compromise on both quality and packing of the products. Finally, "Honesty is the only policy" to do business, always honor your commitments, by supplying agreed quality/ packing of the products and in-time shipments.

a) Prepare Your Company's Website

So first of all you must arrange a website for your company's products/services, as it is your product/services show room for buyers of your products. Consult with I.T. professionals to get prepare your website, it must be attractive and contain handsome information about your product/ services.

Keep below points in view, while getting prepared your company's website:

- Your web address must be short/simple and not so long, preferably your company name is good for web address, and try to get domain name with .com or .net, as it puts good impression to buyers.
- Also your website should be light weighted, which can easily open even with low internet speed, Avoid heavy website, which require high speed internet.
- Your website must show, what you and your team has done in past what you are currently doing and what are your plans for future.
- Write about your products/ services in detail so that buyer can get every information about your products/ services from your website. Also mention product price with FOB in US\$, your production/ supply capacity per month and estimated shipment time after order/ LC/ Payment.
- If you have certificates like, Government Company Registration, Chamber Membership, any other concern industry association membership certificate, any International quality certification like ISO-3001:2008 Quality Systems etc., must be attached in your website.
- If you have installed any machinery at your factory, also paste its pictures on webpage.

- Contact Details, write correctly, your address, landline phone, fax, mobile, e-mail skype, facebook, twitter and web address.

b) Export through E-Marketing

You have to introduce your product/ services to buyers through e-marketing to get export orders from international market. Below are some tips to promote your export business.

You can do it easily through following e-marketing tools:

i. Company's Introduction through E-Mail

- Prepare your company's introduction letter which should be precise, to the point and clearly show the product/ services which you are going to sell.
- The subject of your message must be attractive, as if reader has any interest in your subject then he will read rest of the message.
- You must mention that your products/ services qualities are of high quality or International standard
- Also write about your experience of the relevant field and expertise of your Team.
- Avoid to write "I" and always mention "We" which shows you believe in team work and always a Team performs the best.
- Avoid comparison with others as genuine buyers know about the other suppliers, your qualities will speak for you. (It is just to save buyers time).
- Clearly mention your contact details i.e., address, landline phone, fax, mobile, e-mail skype, facebook, twitter and web address at the end of the message.
- Float above message to targeted buyers of your products by searching on internet through any search engine like www.google.com, www.yahoo.com, etc.
- Initially, send introductory letter to buyers and letter on send your quotations showing your products with FOB price (as C&F or CIF price can be quoted later on as per buyer's desire), delivery time and LC/ payment terms.
- When you receive any inquiry, immediately revert to buyer and quote prices keeping in view buyers required terms. Do business on LC (Sight or 30-120 days) or Advance Payment terms and avoid DA (Documents Against Acceptance) basis with new customers.

ii. Registration in Different Web portal/ Search Engine

- Register your company in relevant web portals/ search engines/ B2B websites like, www.alibaba.com, <http://b2bpakistan.com>, <http://exportbureau.com>, etc.
- Also get registered your company on website of your concerned Chamber of Commerce and other government trade development websites of your country as well as of buyer's country.
- One more thing: search your buyer through www.google.com and also register your company on the business websites, where your buyers are registered to get maximum hits to your website.

c) Participation in a Trade Exhibition/ Show

- Do participate in and exhibition or a trade fair for companies in a specific industry or in general product categories to demonstrate your existing and new products
- Normally, trade shows are not open to the public and can be attended by company representatives and the media.
- Exhibiting at a trade show is an excellent way to find customers.
- According to a study conducted by the Center for Exhibition Industry Research (CEIR), more than eighty percent of trade show attendees were the decision-makers or influential personalities for

buying decisions, yet more than eight percent had not been called on by sales people before the trade show.

- To find out when the next trade show will occur in your area, please contact your local convention facility or local Chamber of Commerce. Web search may also help out in this section.
- Space reservation in advance is a must for effective and efficient planning.
- Obtain a map of the exposition floor and make notes of the booths you want to visit. It is very important at any trade show that who are the exhibitors and the attendees.
 1. Of both mentioned above, the more important are the exhibitors. You should pick a trade show that has lots of exhibitors to draw attendees.
 2. Also important, you want them to be the right kind of exhibitors.
- Decide on your objectives for the trade show.
 1. You may be attending to generate sales leads or introducing new product/ services.
 2. You may be conducting demonstrations, identifying new applications, obtaining customer feedback
 3. You may be studying the competition
 4. You may be looking the opportunity to recruit new employees, distributors or dealers for your product/ services.
- Make sure you know who you want to talk to, whether it is a potential customer, supplier, dealer or any other contact and also make sure to spend as much time as interacting with the target people.
- Generally, the exhibitors encourage attendees to drop off their cards by leaving a box or bowl out for cards, and many even hold drawings, offering prizes etc.
- This is not the end but the beginning of interaction with the customers. Absolutely the effective follow-up decides how much you are successful?

d) The information which you must know on daily basis

If you want to do export business, then must keep update yourself with following information.

1. Exchange Rate of your/ your competing country's currency v/s US \$ (or your buyer's currency), so that you can evaluate the export price of your products.
2. Watch International/ Domestic current market prices of raw material of your products.
3. Also keep in view expected International/Domestic production of raw mater of you products.
4. You must know your buyer's country import policy i.e. FTA, or any import duty relief to your country or to your competitor's country.
5. You must be aware of about the arrival of any trade delegation in your country and must attend the B2B meetings/ Exhibitions.
6. Also keep in touch with the Trade Development Authority of Pakistan (TDAP), concerned Chamber of Commerce, trade association and Trade development authorities for updated news, policies and incentives etc.