

How could I reach into International Market ?

Running a business that you want to make global ?
Build your business website and break the boundary !

Promote business online - Be a smart businessman!

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HOW COULD I REACH INTO INTERNATIONAL MARKET?

 Admin 4 months ago

This is a real-time query for a businessman who really wants to involve into ***International Market***. Now a day so many businessmen want to do or enlarge their business globally. But lack of experience bound them fail. It is very important before entering into foreign market to clearly understand your aim and motivation behind the business. Doing business internationally isn't too much tough if you consider few things in your business strategy.

1. BUILD A WEBSITE:

Website is the easiest and smartest way to start or enlarge your business globally. You have a professional website, you have a global identity. You can consider website as a store to reach into the market. You have to keep things in mind at the time of website development like,

- a) Design/Layout should be common & understandable for the user across the globe.
- b) Go for a multilingual website and keep options considering your target audience. Or use a common language that covers most of your users.
- c) Use content which is completely understandable for all

2. FOCUS ON SEM:

Search Engine Marketing is a way that creates a virtual existence of your business/website in the target market in terms of global reach. Few things you have to understand well before you would be a SEM expert.

- a) Choose a search engine that your targeted users use most. You can consider among Google, Yahoo & Bing
- b) Select correct keywords for your business to be listed or scrolled through search engine.
- c) Correctly put all of your meta keywords, Meta description & Title in the website to help your engine to get information about your business.
- d) Create sitemap xml very carefully and upload correctly in the webmaster tools
- e) Be careful about your page url structuring as well as loading speed to what whatever analytic suggest.

3. ADAPT SMM OR DM:

Social Media Marketing or Digital Marketing is parallel important for making your business a Brand!

- a) Use social media as your promotion platform of your business
- b) Run some paid campaign over the social media and search engine
- c) Write some good effective blog related to your business. Post them in the popular blog websites (like blogger, blog.wordpress etc.) or in your website
- d) Create some innovative posts or tweets something which is related to your business but interesting to the users in that area.

4. LEARN INTERNATIONAL LAWS:

When you are entering into the international market you have to well-known with the business terms for the different region or countries.

- a) Learn import export rules if you are involve in direct sales. If possible read those countries history once.
- b) Learn product rules of those regions.
- c) Don't break advertisement policy.
- d) Never do business with such things which are internationally sensitive or at-least in those region.
- e) If possible take help from anyone who can explain all contract provisions and terminology well.

5. STUDY YOUR COMPETITORS:

Your competitors are doing business already. Study their business strategy well and adopt it ASAP ! Don't forget to overcome the obstacles and mistakes as they did and still continuing leading the market in coming days.

6. ANALYSIS THE RISK FACTORS:

As the profit margin as well as popularity in the international market is higher risk in the business will appear proportionally. The changes in the *environment, Economic growth & Culture* are the main factors of International business risks. Risks involve politically, cultural & economically. Political risk involves uncertain political activity and stability. Business firms faces cultural risk as the language, time value, people and their lifestyle is different country wise. This makes a huge impact in the growth of that country or region. As the currency of different country varies, the risks of currency exchange matters in competitive market. The economical differences make direct impact to the customers.

You have to consider two more things as a business risks like **Transportation Risks & Market Risks** to make profit from international market.

Apart from these there are several things like Franchising, Licensing, Contacting, Manufacturing abroad and joint venture also matter to take a successful step into the Global Market.

