



## Introduction to E-Exporting

**Date: Thursday, April 7**

**Location: North & Western Lancashire Chamber of Commerce, 9-10 Eastway Business Village, Oliver's Place, Preston, PR2 9WT.**

The North & Western Lancashire Chamber of Commerce, in partnership with UK Trade & Investment, is providing a drop-in clinic to meet with Joseph Darwen, UKTI specialist International Digital Trade & Ecommerce Adviser.

Book a 30 minute, one-to-one advisory meeting to look at the digital channels, E-Marketplaces and Ecommerce platforms. For early stage exporters or growth exporters, the meetings will provide a unique introduction to the technology, tools and opportunities available for a successful digital export strategy, including:

- E-Marketplaces – e.g. Amazon, Alibaba, La Redoute
- Ecommerce – optimising sales & leads on your website
- Localisation – translation, payments, shipping
- Digital Marketing – SEO, PPC, Social Media, Email
- Logistics – fulfilment, 3PL, customer service, tax/VAT

The global eCommerce industry saw impressive growth in 2015 with goods and services worth \$1.5 trillion bought by shoppers via desktops, tablets and smartphones. This growth trend is set to continue with B2C Business-to-consumer eCommerce market value to exceed \$3.2 trillion by 2020, and B2B Business-to-business forecast to double this for \$6.7 trillion.

As Mobile Commerce (or 'M-Commerce') continues its rapid growth, consumers choosing to shop from mobile and tablet devices accounts for up to 50-75 per cent of global eCommerce transactions.

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A responsive website, cross-device marketing, social media strategy, SEO, and PPC advertising are real drivers for online retail and present a range of opportunities to internationalise and maximise your digital export strategy.

To book a one-to-one session, email [nealb@lancschamber.co.uk](mailto:nealb@lancschamber.co.uk) or phone 01772 706589.

