



Increase your international sales



Call us today **020 3733 8593**

**mediahawk**

# There's a **huge** international audience

**In the digital age, businesses can reach the global market immediately. Expanding your offering to an international audience can be a fantastic opportunity to grow your company and reach more potential customers.**

But being successful abroad isn't as simple as translating your website. Initially you will need to uncover whether there is a need or interest in your products or services.

You need to understand regional cultures, laws and most importantly, online behaviours.

Today's consumers browse and shop across a multitude of online and offline channels and devices.

Consider this on a global scale and it can make your marketing attribution a nightmare.



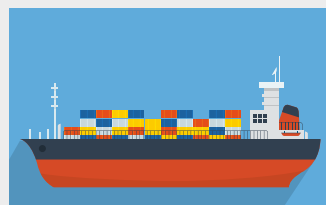
**110,400**

VAT-registered businesses exported to their peers in the EU in 2016\*<sup>1</sup>



**£49,388m**

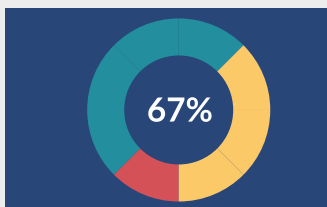
As of June 2017, the value of exports was £49,388 million\*<sup>2</sup>



**44%**

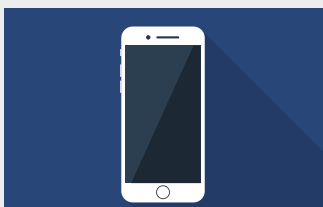
About 44% of UK exports in goods and services went to other countries in the EU in 2016 - £240 billion out of £550 billion total exports\*<sup>3</sup>

And with so much market potential and rising competition, businesses need to know what is and isn't working, yet:



**67%**

67% of businesses rely on asking clients how they heard of them\*<sup>4</sup>



**162 billion**

It is estimated that 162 billion customer phone calls will come from mobile devices by 2019\*<sup>5</sup>



**62%**

Social media was recently rated as the best quality lead source by 62% of SMEs\*<sup>6</sup>



## Are you trading internationally already?

Many businesses find themselves at this stage already but aren't aware of their potential because of limited tracking and attribution. There are a few key steps to help you discover if your business has an overseas consumer base.

### Check your CRM

First of all, consider your current sales or customer list on your Customer Relationship Management (CRM) software. Compare year on year sales and enquiries by country as this will show you whether there is an increase in demand from certain geographical locations over time.

You should also segment your CRM's sales data via marketing channel and filter the data further via the location as this will likely reveal which marketing is converting international customers. Calls will need to be analysed alongside online analytics.

### Analyse AdWords Activity

Even the most fine-tuned AdWords campaign can trigger an ad for web users outside of the UK. Check your AdWords dashboard to see whether ads have triggered non-UK traffic to your website and calls.

Lost leads abroad mean lost revenue for your business and, if you're doing this on a global scale, this can stunt growth and give a false picture of performance.

### Integrate call tracking with your CRM

You need to integrate a call tracking solution with your CRM so you can see calls in context of the entire customer journey, from the first touch point, through the sales stages and to the final tactic that closed the sale. Then sync sales data with your other analytics to achieve an even greater understanding of the customer's journey. Remember, how people interact with your ads and website will differ based on local cultural norms and behaviours.

Additionally, call tracking data merged with your CRM will show you live customer insights. Your sales team will be able to see information about individual customers, including their entire user journey and whether they have called before. This real-time customer intelligence will provide your operators with essential information about international customers to tailor their conversations and deliver an improved international offering of your business.



# Make your website work internationally

**Determining whether your product or service will become profitable overseas will depend on whether you're already attracting interest from different countries. The first place you can check for international activity is your website's Google Analytics account.**

To pinpoint which countries your business has the greatest potential for entry and expansion in, you need to segment your website traffic by location. However, to fully outline opportunities for overseas expansion, you need to consider your engagement metrics, such as bounce rate, pages per visit, average session duration and ultimately, goal conversions which might include a contact form, email clicks and even downloads of material.

In many cases, not having a site available in a user's language is a key contributor to low engagement and conversion rates. Creating a local language version of your website will improve conversions, but what if overseas web visitors have already been calling you? Without call tracking you will not have been recording that enquiry, or their sales journey.

This detail is essential if you want to know your international growth potential.

But if you're not using a tracked international number, this call data will be lost amongst your UK call data, or worse, not tracked as a form of enquiry at all.

## Call tracking generates a full-picture customer journey

Knowing a customer's complete journey from initial visit to sale is essential for determining the effectiveness of your marketing within different countries. If you have several touchpoints for a customer to contact your brand before, during or after they make a purchase, how can you create a customer journey map to ensure they are satisfied every step of the way?

Applying call tracking software to your website records the data for every unique visit and user, allowing you to pinpoint if a user has visited via an organic search, a referral or a PPC ad, then called your business through the unique telephone number generated by the software. All this data is stored per user, providing a complete overview of their journey. You can even integrate with your Google Analytics account so you'll get a true picture of engagement and conversions.

# Where do your sales come from?

**If you have already reached the global market, then tracking where your enquiries are coming from is essential for measuring success. Although you might be using Google Analytics to determine which pages users are predominately converting on, this won't tell you the specific marketing method that generated the lead, call or enquiry.**

If your business relies on phone calls, Google Analytics is unable to show a return. Considering 75% of consumers consider phone calls to be the quickest response method\*<sup>7</sup> ignoring these calls will cost you valuable insights into your customers' sales journey.

Although you might have your user path streamlined in your home market, understanding your international users requires an entirely different strategy.

It takes 6 to 8 touches to generate a viable sales lead\*<sup>8</sup>, so you'll want to know each touch point, and how to optimise your international prospects' user journeys. How can you measure at which stage in their path your customers are calling you if you aren't using tracked telephone numbers? Failing to track this will result in confusion over the performance of your business globally compared to your current operations in the UK.

## Call tracking eliminates blind spots

With Mediahawk's international call tracking, the software assigns a unique telephone number to each visitor to your site, for example, if you wanted to track calls in the US, visitors from this location would see a US local or toll-free telephone number. Once a customer dials this unique number, Mediahawk tracks the source, medium and pages viewed in real-time data.

For even more precise marketing ROI data, you can apply international call numbers dynamically to each of your marketing campaigns to determine whether PPC, email marketing, organic search or website views generated the most inbound calls from all over the world. Offline marketing, such as television adverts, flyers or billboards can also be tracked using static phone numbers. So you can analyse offline activity against online performance.

All data gathered from your marketing is stored and organised in comprehensive, easy-to-read reports that provide granular information on all campaigns including caller ID, source details such as keyword, ad and the landing page the caller viewed. You can also review caller history, listen to calls for quality assurance, add notes and more.

# Find out how your business performs overseas

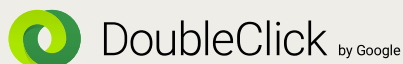
## Discover the real value of your international marketing against your current spend.

By applying tracked international numbers to your marketing, you'll understand what prompts a call, the path a visitor takes, the value of bookings and the ROI of each campaign.

Call tracking gives detailed insight into the channels that resonate with different target audiences, as well as evidence of the effectiveness of individual campaigns. And with this information, you'll better the customer experience, generate higher basket values and encourage greater up-selling opportunities, increasing your revenue.

Use call data to track customers who engage both online and offline, and optimise your marketing campaigns to improve response rates. Correctly attribute revenue to marketing campaigns, prove return on investment and focus spend on the most effective channels.

## Integrate call data into these popular marketing systems:



Make Mediahawk your next call  
**020 3733 8593**



### Sources:

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