



## Brandscaping

Is it time for a fresh look for the new year? The 2020 pandemic redefined business practices. We witnessed a global surge in e-commerce and spent our days locked down in our home offices on Teams or Zoom meetings. Despite the new dynamics, many companies remained glued to the old marketing playbook. The first quarter of 2021 delivers a gift of time to brandscape. Below are five areas to consider as you refresh your export strategy and credentials.



## Strategic Services

### Contact Us for Export Solutions

1. Identify Best in Class Distributors: 96 Countries
2. Best Practices Export Strategy
3. Distributor Management Workshops
4. Export 101: Let's Get Started
5. New Market Prioritization & Launch Plan
6. Personal Distributor Introductions: 96 Countries
7. Walmart International
8. Distributor Contracts, Margins, & Fees
9. Meeting Speaker
10. International Strategy Expert

### Web Site

When was the last time that you updated your web site? Does your site maintain a modern, inviting, look and feel? Are your products updated? Is there a page dedicated to your international presence and export team? Add your bio and photo to create a personal connection. Update your contact us template to make it easy for potential distributors (or brand owners) to share their company information. Your web site is the first place that a prospective distributor or supplier will look when evaluating your company.

### E-Commerce

E-commerce sales grew by 40% and will only become larger. However, many companies do not fully address their e-commerce capabilities and game plans in their presentations. Managers should evaluate each element of their business model to highlight the impact of e-commerce. Adapt your presentations to discuss Amazon success stories, special e-commerce packs, and digital marketing skills.

### 2021 Company Credentials

Distributors and brand owners regularly participate in new business "pitches." The typical move is to dust off the old presentation and swap logos without a proper refresh. Consider revising your presentation to a modern 15 page deck. For suppliers, start with a one page fact sheet, listing sales, history, employees, etc. Follow with pages on your product portfolio, export success, and most importantly, strategy and investment plans for the new country. Distributors should also concentrate on basic company facts, organization chart, channel and customer coverage, and approach to brand building.

### Training

Many export managers and distributors delivered a new commitment to training facilitated by web based platforms. It is now easy to conduct web training remotely, even adding resources and experts from your company headquarters. Why not create a new training module to share with your distributors? Add excitement, entertainment, and engagement to supplement the learning. Don't forget to send product samples, even if the training is virtual.

### LinkedIn

Brandscaping includes "brand you." Over 800 million business people are registered on LinkedIn and I assume that includes you. When was the last time that you updated your photo, background, or profile? Or shared an article of interest or "liked" a post from a colleague? LinkedIn is an important marketing tool, not just a site for job search.

Most expect another four to six months before regular business travel resumes. This presents a perfect window to brandscape your marketing toolkit before the race back to the airport. I followed my own advice and launched a new web site which makes it easier for readers to access my 15 free Export Guides and more than 200 articles and templates on export development. Please visit [www.exportsolutions.com](http://www.exportsolutions.com) and let me know if you like our new look.

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