



THE IBT ONLINE ONLINE GLOBAL PROGRAM INTERNATIONAL ONLINE MARKETING #CUSTOM PROPOSAL: ANY NUMBER OF INTERNATIONAL ACCOUNT BASED BUSINESS DEVELOPMENT ONLINE MARKETING PROGRAMS TO GROW YOUR EXPORTS, SALES, BRAND AND BUSINESS

IBT Online customer name and address: Company Name, _____

INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Any number of Account Based Marketing (ABM), including Search Engine Marketing (SEM), Social Media Marketing (SMM), and Reporting and Analytics Program, so your company will grow traffic, engagement and conversions, as well as help you connect with your customers, increase awareness of your brand, and boost your leads and sales, in your target market(s): _____

Your Online Global Account Based Marketing Programs will be set up and managed for you in each market, as per the Statement of Work (SOW) below, by IBT Online's team of international digital natives.

8-POINT STATEMENT OF WORK

1. Your IBT Online Online Global Program Account Based Marketing #Custom, dated and signed.
2. Teamwork Project Management (TPM): set-up your TPM program and marketing team, ensure organized, transparent, and effective collaboration, the program management, changes, and extensions, meet deadlines and achieve results.
3. Program kick-off MS Teams (with dial-in) video conference call (recorded): date ___/___/___ (mm/dd/yyyy), agenda, introductions, objectives, strategy review, agree key performance indicators (KPIs) (traffic, engagement, conversion...), TPM program team, presentation of the program project roadmap, access, and next steps.
4. Set up processes and work for each market:
 - 4.1. Market review, content analysis, buyer personae and journey, rivals, industry, relevant companies, projected conversions and return on investment forecasting
 - 4.2. Design of digital international marketing media, to be used across all channels of search engine and social media digital ad placements
 - 4.3. Translation of marketing media, including audio and video
 - 4.4. Target accounts definition and research
 - a. Customer HubSpot account access and review
 - b. HubSpot lists creation, review, and optimization
 - c. HubSpot lists sub-segmentation if required, and if possible (based on minimum audience size required of >300 matched users)

4.5. Landing page and conversion opportunities

- a. Creation, optimization, and testing of HubSpot Lead Magnet landing pages

4.6. HubSpot automation

- a. HubSpot SQL scoring review to reward relevant actions based on Ads/emails interaction
- b. Content curation and emails setup (1 workflow/segment, X4 emails/workflow)
- c. Workflows design, set up, and testing
- d. HubSpot Marketing Hub integration with LinkedIn Ads account
- e. HubSpot Marketing Hub integration with Google/Bing Ads account

4.7. Reporting (Google Datastudio), and Analytics (Google Tag Manager, Ad managers, Facebook Insights, Baidu Analytics etc.)

5. Monthly processes and work for each market:

5.1. Outreach and Database Expansion

5.1.1. Social Media Advertising

- a. Advertising campaigns, audience targeting, budgets, bidding price across all ad placements
- b. Optimization of messaging and imagery based on each target segment (see 4.1.b)
- c. Monitor performance and optimize adverts' creatives and targeting

5.1.2. Search Engine Advertising

- a. Advertising campaigns, audience targeting, budgets, bidding price across all ad placements
- b. Optimization of messaging and imagery based on each target segment (see 4.1.b)
- c. Monitor performance and optimize adverts' creatives and targeting

5.2. HubSpot Automation and Nurturing Campaigns

5.2.1. Workflows performance monitoring and optimization

5.2.2. MQL and SQL progression monitoring and optimization

5.2.3. Ongoing website and landing pages conversion rate monitoring and optimization

5.3. Reporting and Analytics

5.3.1. Data collation, management, and review

5.3.2. Strategic recommendations, business intelligence, and competitor reviews

5.3.3. Reporting preparation

5.4. Performance review

5.4.1. Video conference call and report presentation

5.4.2. Review KPIs, marketing, and advertising expenses

5.4.3. Strategy and action items for next month

6. SOW extensions: TPM ticket request, evaluation, confirmation, work completion and report.

7. Online Global satisfaction survey: feedback to serve you better.

8. Climate: IBT Online is committed to sustainable and climate-positive international business. Your Online Global best-practice, optimally localized business development website(s) are delivered with prepaid carbon offsets and renewable energy credits, so are sustainable and climate positive.

TIMEFRAME

The Online Global ABM Program will begin on the Commencement Date for a period of 12 months, thereafter automatically renew, modification and termination may be made by either party, by confirmed receipt of email, with a notice period of _____ months.

BUDGET

The _____ target markets International Online Global ABM Program management fee set-up budget is _____ (_____ hours), and the monthly budget is _____ (_____ hours). The budget for a TPM ticket is \$200 (may be adjusted) per hour, or part thereof. Budgets proposed are exclusive of all and any taxes.

Monthly paid advertising budget will be determined based on targets. This will be discussed, agreed upon and may be varied month by month and will be paid directly by the customer to the SEM, SMM platforms.

This agreement shall commence on ___/___/_____ (mm/dd/yyyy) (the Commencement Date).

GRANTS

IBT Online LLC. works together with US economic development agencies, to help US small and medium-sized manufacturers and professional services providers grow their exports. Financial assistance, grants, funds and/or support may be available for your Online Global programs, subject to US economic development agencies approval.

INVOICE AND PAYMENT

The International Online Global Marketing Program management fee invoicing will be set-up budget, and the monthly budget quarterly in-advance starting, on the Commencement Date. Invoices will be paid upon receipt by electronic transfer to the IBT Online LLC., bank account.

CUSTOMER TERMS OF SERVICE

Signing and submitting this proposal constitutes agreement to the IBT Online Customer Terms of Service which can be found at <https://ibt.onl/customer-terms-of-service/>.

Signed:

On behalf of: Company Name

Signed:

John Worthington
CEO

On behalf of: IBT Online, LLC.

This proposal is valid for 30 days, until the 08/10/2025.

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www.ibt.onl

online global



INTERNATIONAL
TRADE
ADMINISTRATION



online local



**IBT Online and your IBT Online Online Global Programs
are sustainable and climate positive**

Find out more at: ibt.onl/about/sustainable-and-climate-positive

