



THE IBT ONLINE ONLINE GLOBAL PROGRAM INTERNATIONAL ONLINE MARKETING EXTENSION FOR #ONLINE BRAND MANAGEMENT PROPOSAL

IBT Online customer name and address: Company Name, _____

INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Custom social listening, brand monitoring and data analytics programs, so your company will gain industry and market insights, grow brand advocacy, enhance social engagement, and improve brand perception, as well as help you connect with your customers, boost your leads and sales, in your target markets:

Your Online Global Marketing Programs Extension 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 International Online Marketing Program Extension #Online Brand Management, 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. Setup process for each platform
 - 4.1. Market review, social media handles content analysis, buyer persona and journey mapping
 - 4.2. Keywords and hashtags extended research
 - 4.3. Competitive analysis and complementary companies and handles research
 - 4.4. Reporting (in-platform and native) and analytics
5. Monthly processes and work for each market:
 - 5.1. Number of Social Media handles:
 - 5.1.1. Professional (1 to 5)
 - 5.1.2. Advanced (6 to 10)

5.2. Direct Brand management:

5.2.1. Brand health monitoring

5.2.2. Social media handles interaction monitoring

5.2.3. Community management

5.3. Industry Insights:

5.3.1. Topics, keywords, trends monitoring.

5.3.2. Users' extended interest and intent research

5.3.3. Brand and community engagement opportunities

5.3.4. Content ideas and topics review for social media messaging

5.3.5. Influencers identification, engagement, and monitoring

5.4. Competitive analysis:

5.4.1. Topics, keywords, trends monitoring

5.4.2. Content ideas and topic review for social media messaging

5.5. Reporting and Analytics:

5.5.1. Data collation, management, and review

5.5.2. Reporting analysis and strategic data review

5.6. Performance review:

5.6.1. Video conference call and report presentation

5.6.2. Review KPIs, marketing, and advertising expenses

5.6.3. Strategy and action items for next month

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

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

8. Climate: IBT Online is committed to sustainable and climate-positive international business. Your Online Global international business development online marketing programs are delivered with prepaid carbon offsets and renewable energy credits, so are sustainable and climate positive.

TIMEFRAME

The Online Global Marketing Program will begin on the Commencement Date for a period of _____, 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 International Online Global Brand Management Program management fee set-up budget is \$2,000 (10 hours), and the monthly budget is: Professional \$1,000 (5 hours), Advanced \$2,000 (10 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.

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

