



THE IBT ONLINE GLOBAL ECOMMERCE MARKETING PROPOSAL: ONE INTERNATIONAL BUSINESS DEVELOPMENT ONLINE ECOMMERCE MARKETING PROGRAM TO GROW YOUR EXPORTS, SALES, BRAND AND BUSINESS

IBT Online customer name and address: Company Name, _____

INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Leverage global leading Ecommerce Marketplaces, Search Engine Marketing (SEM), and Social Media Marketing (SMM) Platforms, to grow your exports, sales, brand and business in your target market(s):

Your Online Global Ecommerce Marketing Programs will be set up and managed for you in the 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, 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 the market:
 - 4.1. Market review, content and product analysis, buyer persona and journey analysis, competitor and industry landscape in-depth research via SEMRush
 - 4.2. Design of digital international marketing media, including static and animated Ads designed and resized for multiple platforms, feeds and placements.
 - 4.3. Translation and localization of marketing media, including animation and video
 - 4.4. SEM platforms including Google Ads, Google Search Console, Bing, Microsoft Ads, etc
 - 4.5. SEMRush On-Page SEO audit
 - 4.6. SMM platforms including LinkedIn, Facebook, YouTube, Twitter, Instagram, Xing, Ad managers, etc
 - 4.7. Marketplace review (Amazon, Walmart, eBay, MercadoLibre, etc) and strategic recommendations

- 4.8. Email/SMS flow review, optimization or strategic recommendations and set up
- 4.9. SEMRush Group set-up for social media publishing, scheduling and reporting
- 4.10. SEMRush brand and competitors social media handles analysis and set-up
- 4.11. Reporting (Google Datastudio), and Analytics (GA4, GTM, Ad managers, Meta, etc.)

5. Monthly processes and work for the market:

5.1. Content planning, strategically mapping out tailored content and triggers for each selected channel, ensuring a dynamic approach to consistently engage the target audience.

5.2. SEM:

5.2.1. Organic:

- a. Keyword and competitor analysis
- b. Target audience extended interest research
- c. Conversion Rate Optimization and funnel efficiency monitoring
- d. Oversight, maintenance and monitoring of Search Engine Optimization (SEO) campaign via SEMRush

5.2.2. Paid advertising:

- a. Advertising campaigns, audience targeting, budgets, bidding price across all ad placements based on return on advertising spend (ROAS) and sales targets
- b. Keywords and Search Terms analysis, and industry gap analysis via SEMRush
- c. AI-driven predictive and lookalike audience modelling
- d. AI -driven contextual keyword and category targeting across best-practice placements
- e. Review and manage listing and ROAS, optimize advertising campaigns based on CvR and sales targets
- f. Monitor performance and optimize adverts' creatives and targeting based on Conversion Rates (CvR) and Return on Advertising Spend (ROAS)

5.3. SMM:

5.3.1. Organic:

- a. Target audience extended interest research
- b. Brand and competitors brands activity monitoring Content (including audio and video) strategy, ideation, localization (including translation) and optimization
- c. Plan, organize and deliver social content and campaigns with cross-network scheduling via SEMRush
- d. Track campaign performance and identify, personalize and respond to incoming messages via Sprout Social

5.3.2. Paid advertising:

- a. Industry and data-driven advertising campaigns strategy recommendation and implementation

5.3.3. Review and manage listing and ROAS, optimize advertising campaigns based on CvR and sales targets

- a. AI-driven predictive and lookalike audience modelling
- b. Data and AI-model driven bidding strategy optimization based on ROAS across all placements.
- c. Monitor performance and optimize adverts' creatives and targeting

5.4. Conversion Rate Optimization:

5.4.1. Checkout funnel monitoring and optimization

5.4.2. Email/SMS retargeting flows

- a. Cart abandonment and checkout abandonment flow review and implementation

5.5. Reporting and Analytics:

5.5.1. Data collation, management and review

5.5.2. Automate data collection and distribution to focus on agreed KPIs, to inform strategy and prove ROI

5.5.3. Strategic recommendations, business intelligence, and competitor reviews

5.5.4. Reporting preparation

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 International Online Global Marketing 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 3 months.

BUDGET

The one target market International Ecommerce Online Global Marketing Program management fee set-up budget is \$3,000 (15 hours), and the monthly budget is \$5,000 (25 hours). The budget for a TPM ticket is \$200 per hour, or part thereof. IBT Online reserves the right to adjust budgets on the annual renewal date. Budgets proposed are exclusive of all and any taxes.

Monthly paid advertising budget will be determined based on sales 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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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

