



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

IBT Online customer name and address: Company Name, \_\_\_\_\_

## INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Tradeshaw Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, and Reporting and Analytics Program, so your company will grow visibility, traffic, engagement, generate export leads, build brand awareness, credibility, and trust before, during and after tradeshaws;

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Your Online Global 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.

## 9-POINT STATEMENT OF WORK

1. Your IBT Online Online Global Program International Online Marketing #Tradeshaw, 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. Pre-event set-up, preparation and marketing (6-weeks):
  - 4.1. Customers' deliverables:
    - 4.1.1. Imagery, videos and copy for the creation of marketing media and in-event social media posting
    - 4.1.2. Name and contact details of person responsible for the program
    - 4.1.3. Name and contact details of person(s) attending the event
    - 4.1.4. Access to marketing platforms (LinkedIn, Facebook and Instagram Pages, Twitter handle, Google Ads, META Ads)
  - 4.2. Data review, analysis, buyer personae and journey, rivals, industry, relevant companies, projected

conversions and return on investment forecasting

- 4.3.** Design of X5 digital international marketing media, to be used across all channels of search engine and social media digital ad placements
  - 4.4.** Design and optimization of Tradeshow dedicated landing page and call-to-action
  - 4.5.** Trade event online portal set up and management
  - 4.6.** SEM platforms including Google Ads, Microsoft Ads
  - 4.7.** SMM platforms including LinkedIn, Facebook, Instagram, Twitter
  - 4.8.** Reporting (Google Datastudio), and Analytics (Google Tag Manager, Ad managers, Facebook Insights, etc.)
  - 4.9.** SEM:
    - 4.9.1.** Paid advertising:
      - 4.9.1.1.** Display advertising campaigns, audience targeting, geo targeting, budgets, bidding price across all ad placements
      - 4.9.1.2.** Monitor performance and optimize adverts' creatives and targeting
  - 4.10.** SMM:
    - 4.10.1.** Organic:
      - 4.10.1.1.** Mentions and #tags extended research
      - 4.10.1.2.** Content scheduling and monitoring including pictures and videos (showcase products, services, and showcase booth)
    - 4.10.2.** Paid advertising:
      - 4.10.2.1.** Create advertising campaigns across relevant SMM platforms
      - 4.10.2.2.** Set up target audience, budgets, bidding price across all ad placements
      - 4.10.2.3.** Monitor performance and optimize adverts' creatives and targeting
  - 4.11.** Email Marketing:
    - 4.11.1.** Content curation, optimization and emails setup (x3 event emails)
    - 4.11.2.** Workflows design, set-up, and testing
    - 4.11.3.** Monitor performance and optimization
- 5.** During event marketing (1-week):
- 5.1.** Adapted for during event, as detailed above, continued 4.9. SEM and 4.10. SMM
  - 5.2.** SMM: Organic
    - 5.2.1.** News, on location messaging, interaction with registrants, attendees, and followers
    - 5.2.2.** Live pictures and videos posting from trade show attendees (showcase products, services, and showcase booth)

## 6. Post-event marketing, reporting, analytics, and review (3-weeks):

- 6.1. Adapted for post event, as detailed above, continued 4.9. SEM, 4.10. SMM and 4.11. Email Marketing
- 6.2. Reporting and Analytics
  - 6.2.1. Data collation, management and review
  - 6.2.2. Reporting preparation
- 6.3. Performance Review
  - 6.3.1. Video conference call and report presentation

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

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

9. 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 10 weeks or more, (pre event is 6 weeks or more, during event is 1 week, and post event is 3 weeks).

## BUDGET

The #Tradeshow International Online Global Marketing Program management fee budget is pre-event \$5,600 (28 hours), the during event \$1,600 (8 hours), and post event \$1,600 (8 hours), for a total budget of \$8,800 (44 hours, over 10 weeks or more). 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.

The tradeshow recommended paid advertising budget is \$4,000, paid directly by the customer to the SEM, SMM platforms.

## COMMENCEMENT DATE

This agreement shall commence on \_\_\_/\_\_\_/\_\_\_\_\_ (mm/dd/yyyy) (the Commencement Date), ideally 6 weeks, or more, prior to the event.

## 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 100% in-advance on the Commencement Date. TPM ticket invoiced upon confirmation and acceptance. 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.

IBT Online LLC., 501 East Las Olas Blvd., Suite 200 and 300, Fort Lauderdale, Florida, 33301, U.S.A.

[www.ibt.onl](http://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](http://ibt.onl/about/sustainable-and-climate-positive)

