



Search Engine Marketing

Attracting Overseas Buyers

Presented by Leslie August, Sr. V.P.
Corporation for International Business

SEM = VISIBILITY



- A website without SEM is like a beautiful storefront in an alley.



- SEM that attracts foreign buyers is like expanding your business to busy intersections in downtown Tokyo, London, Beijing, Toronto and Santiago.

SEM = REFERRALS



- A website without SEM is like a service business without referrals.

- SEM that attracts foreign buyers to your services is like a 3-star Michelin rating.

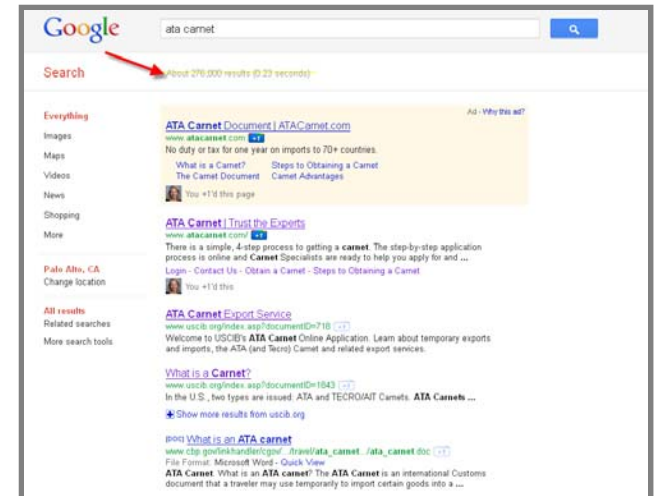
The Challenge*

- SEM for ATA Carnet (an int'l customs document)

- Results of Key Phrases

- ATA Carnet = 275,000
- Carnet = 17,000,000
- What is a carnet = 22,700,000
- Carnet document = 6,510,000
- Export carnet – 2,300,000

- SEM can get a website into the top 10 results of the first S.E.R.P.



*All information in this presentation can be applied to expanding a business domestically. Just redefine “foreign.”

Key Considerations



- Your product or service doesn't have to be better or different – just more visible.
- Your Website Can Be Unpaid Salesperson Not Just an Electronic Brochure
 - Content
 - Rich, deep, dynamic, current, competitive
 - Commitment
 - Commit to website like you would commit to a salesperson
 - Constant support, grooming
 - Google doesn't care about your site until other people do – including you.

A Salesperson Engages



ROANOKE TRADE
International Business Experts Since 1935

Carnet Service Team

Roanoke Trade's Carnet service team is prepared to answer your questions and handle all of your Carnet needs. We invite you to call our experts for information or assistance in applying for a Carnet.

1-800-ROANOKE Call **1-800-CARNETS**
(1-800-762-6953) or (1-800-227-6367)
to reach your Carnet Service Representative

Carnet Customer Service Team

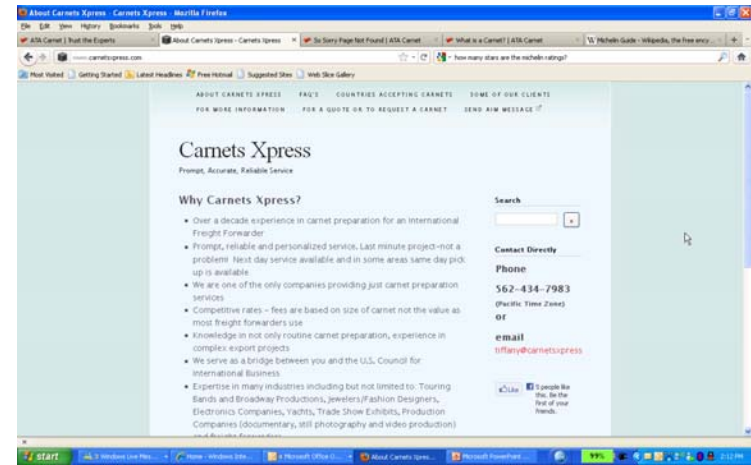
Janet Gentry Carnet Supervisor	800-762-6953 Ext. 1211
Lisa Agosti Carnet Service Representative	800-762-6953 Ext. 1201
Maria Zuluaga Carnet Service Representative	800-762-6953 Ext. 1267
Madeline Clark Carnet Service Representative, Sales and Marketing	800-762-6953 Ext. 2230

Carnet Product Team

Janet Gentry Regional Vice President	800-762-6953 Ext. 1248
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Carnet Distribution Locations

Pick-up service is available at several Roanoke Trade offices; however, arrangements for picking up a Carnet must be made in advance with the Carnet Service Representative. Additional charges will be applied. Same-day service cannot be guaranteed and is offered based upon availability. Contact your Carnet Service Representative to learn more!



About Carnets Xpress - Carnets Xpress

Carnets Xpress
Prompt, Accurate, Reliable Service

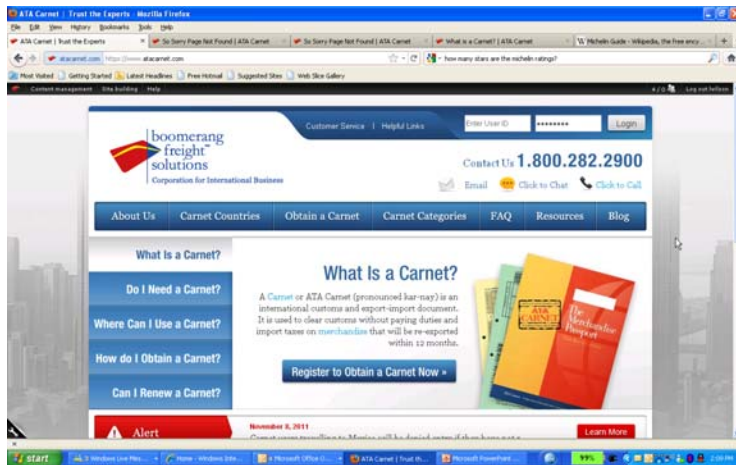
Why Carnets Xpress?

- Over a decade experience in carnet preparation for an International Freight Forwarder
- Prompt, reliable and personalized service. Last minute project-not a problem! Next day service available and in some areas same day pick-up is available.
- We are one of the only companies providing just carnet preparation services
- Competitive rates - fees are based on size of carnet not the value as most freight forwarders use
- Knowledge in not only routine carnet preparation, experience in complex export projects
- We serve as a bridge between you and the U.S. Council for International Business
- Expertise in many industries including but not limited to: Touring Bands and Broadway Productions, Jewelers/Fashion Production, Electronics Companies, Yachts, Trade Show Exhibits, Production Companies (documentary, still photography and video production)

Contact Directly

Phone
562-434-7983
(Pacific Time Zone)

email
tiffany@carnetsxpress.com



boomerang freight solutions
Corporation for International Business

Customer Service | Helpful Links

Contact Us **1.800.282.2900**

About Us | Carnet Countries | Obtain a Carnet | Carnet Categories | FAQ | Resources | Blog

What is a Carnet?

Do I need a Carnet?

Where Can I Use a Carnet?

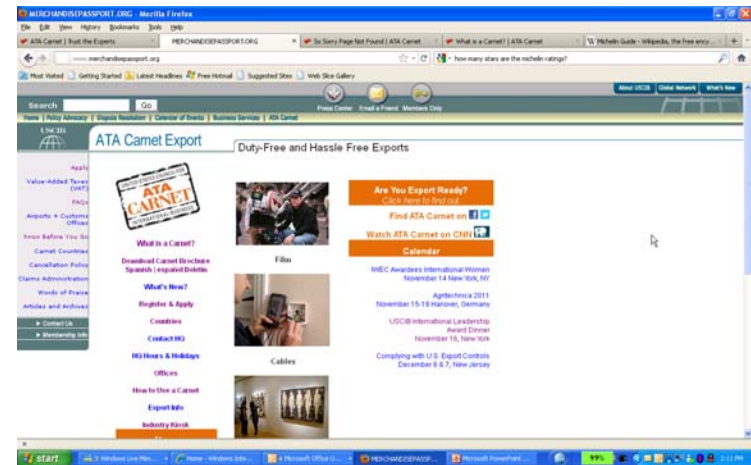
How do I Obtain a Carnet?

Can I Renew a Carnet?

What is a Carnet?

A Carnet or ATA Carnet (pronounced kar-nay) is an international customs and export-import document. It is used to clear customs without paying duties and import taxes on merchandise that will be re-exported within 12 months.

Register to Obtain a Carnet Now >



ATA Carnet Export

Duty-Free and Hassle Free Exports

Are You Export Ready?
Click here to find out

Find ATA Carnet on

Watch ATA Carnet on CNN

Calendar

MEC Awards International Women
November 4, New York, NY

AgapeFest 2011
November 15-19, Hannover, Germany

USCB International Leadership Award Dinner
November 15, New York

Complying with U.S. Export Controls
December 8 & 7, New Jersey

Key Considerations

- Understand Role of SEM
 - “Search” controls who finds your site based on...
 - Keywords & phrases - research
 - Landing pages - examples
 - Page titles
 - Frequency of updates
 - You can influence the results: organic & PPC
 - Depending on your offering, both can matter.
 - Relevance makes all the difference
 - Relevance=Visibility Online
 - SEs use a “quality score” for PPC.

ata carnet costs ← key phrase

About 119,000 results (0.17 seconds)

Ads - Why these ads?

ATA Carnet Document | ATACarnet.com
www.atacarnet.com +1
No duty or tax for one year on imports to 70+ countries.
What is a Carnet? Steps to Obtaining a Carnet
The Carnet Document Carnet Advantages ← paid ads

ATA Carnet Preparation | CarnetsXpress.com
www.carnetsxpress.com/ata-carnet-prep +1
Providing Full Service Expertise in ATA Carnet Preparation ← paid ads

How Much Does an ATA Carnet Cost? | ATA Carnet
www.atacarnet.com/faq/how-much-does-ata-carnet-cost +1
How Much Does an ATA Carnet Cost? Basic processing fees are determined by the value of the shipment. Basic processing fees range from \$215 to \$355. ...

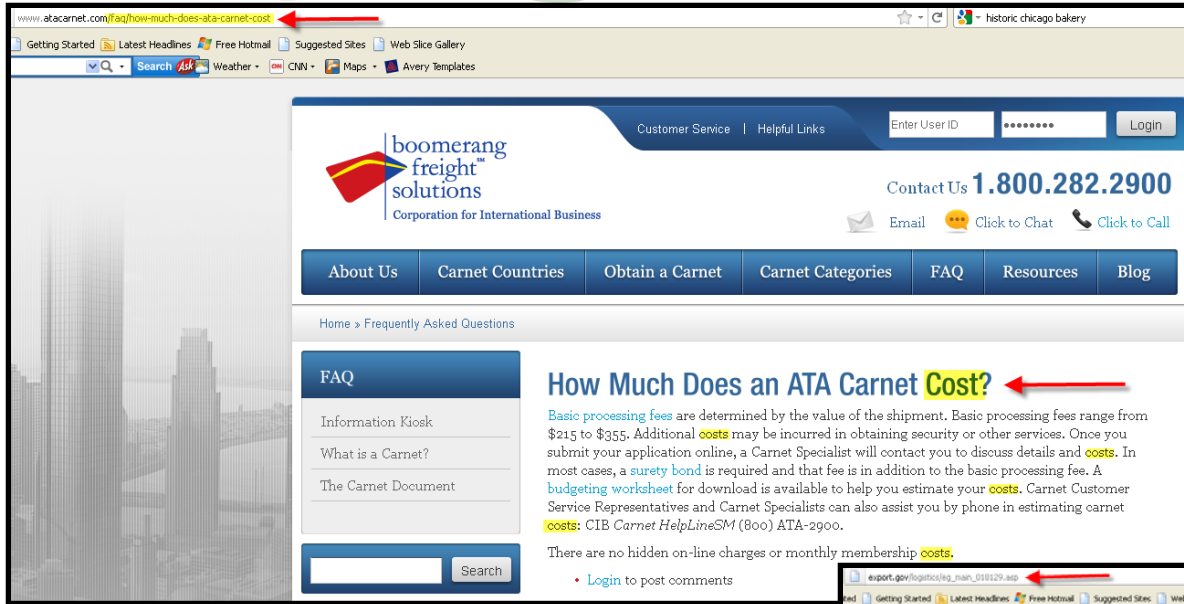
PDF 3/22/2011 ATA Carnet Budget Worksheet (800) ATA-2900 Info ...
www.atacarnet.com/.../carnetbudgetworksheet_03-16-11_generic_6... +1
File Format: PDF/Adobe Acrobat - Quick View
Mar 22, 2011 – ATA Carnet Budget Worksheet. (800) ATA-2900. Info@ATACarnet ... ← organic listings

Frequently Asked Questions | ATA Carnet
www.atacarnet.com/faq +1
What are the Advantages of Using an ATA Carnet? When using the international ...

Expertise - April 2011 - Import Duties & Taxes for Int'l ... - ATA Carnet
www.atacarnet.com/.../expertise-april-2011-import-duties-taxes-int-l... +1
Apr 23, 2011 – costs of customs clearance for these shows and featuring ... ← organic listings
+ Show more results from atacarnet.com

Export.gov - Temporary Imports, ATA Carnet
export.gov/logistics/eg_main_018129.asp +1
Mar 31, 2011 – Temporary Imports, ATA Carnet ... The ATA Carnet system is the most user-friendly system of temporary ... How Much Does A Carnet Cost? ...

Landing Page Comparison



www.atacarnet.com/faq/how-much-does-ata-carnet-cost

Getting Started | Latest Headlines | Free Hotmail | Suggested Sites | Web Slice Gallery

Search | Weather | CNN | Maps | Avery Templates

boomerang freight solutions
Corporation for International Business

Customer Service | Helpful Links | Enter User ID | Login

Contact Us 1.800.282.2900

Email | Click to Chat | Click to Call

About Us | Carnet Countries | Obtain a Carnet | Carnet Categories | FAQ | Resources | Blog

Home > Frequently Asked Questions

FAQ

- Information Kiosk
- What is a Carnet?
- The Carnet Document

How Much Does an ATA Carnet Cost?

Basic processing fees are determined by the value of the shipment. Basic processing fees range from \$215 to \$355. Additional costs may be incurred in obtaining security or other services. Once you submit your application online, a Carnet Specialist will contact you to discuss details and costs. In most cases, a surety bond is required and that fee is in addition to the basic processing fee. A budgeting worksheet for download is available to help you estimate your costs. Carnet Customer Service Representatives and Carnet Specialists can also assist you by phone in estimating carnet costs: CIB Carnet HelpLineSM (800) ATA-2900.

There are no hidden on-line charges or monthly membership costs.

• Login to post comments



export.gov/logistics/faq_intl_018129.asp

Getting Started | Latest Headlines | Free Hotmail | Suggested Sites | Web Slice Gallery

Search | Weather | CNN | Maps | Avery Templates

export.gov
Helping U.S. Companies Export

Register | Manage Account | Search Our Site

Opportunities | Solutions | Locations | FAQ | Blog | Connect

Home > International Logistics

International Logistics

- Int'l Logistics Home
- Freight Forwarder
- Shippers' Association
- Schedule B and HS Number
- Tariffs and Import Fees
- Common Export Documents

Related Topics

- FAQs
- Personal Shipments and Gifts
- Learn to Benefit from FTAs
- NAFTA Certificate of Origin
- Automated Export System
- Basic Logistics
- Shipping
- Inspections
- Incooterms
- Glossary of Shipping Terms (PDF)
- Corporate Partners to Assist You

Temporary Imports, ATA Carnet

Temporary importation provisions are an important tool for companies who want to show their products in foreign markets or for professionals bringing tools of the trade into a foreign country for a limited period of time. Companies have several options when considering temporary importation. These include: ATA Carnets, Temporary Importation Bonds (TIB) and entry with duty drawback. There is also provision for bringing "tools of trade" allowed for in the North American Free Trade Agreement. The ATA Carnet system is the most user-friendly system of temporary importation; however, there are a number of countries that do not accept carnets. In these countries, companies can post TIBs or apply for a duty drawback as an alternative means to duty free importation.

What Is An ATA Carnet?

ATA Carnet (a. k. a. "Merchandise Passport") is an international customs document accepted by 75 countries and territories. ATA Carnet allows temporary entry of goods, duty-free and tax-free, whether shipped or hand-carried. ATA Carnet system was established by international ATA convention and is governed by World Customs Organization and International Chamber of Commerce and its World Chambers Federation to encourage world trade and reduce trade barriers created by different national customs regulations. The initials "ATA" are from the French and English words "Admission Temporaire/ Temporary Admission." U.S. Customs appointed US Council for International Business as National Guaranteeing Association (NGA).

Companies are required to present carnet documentation to U. S. Customs when leaving the country and upon entry into and exit from the foreign country. Upon return, the company must again show the carnet document to U. S. Customs for duty-free entry back into the United States. The ATA carnet also serves as the registration of goods for the U.S. and eliminates the need for a U.S. Customs Certificate of Registration Form 4455. ATA Carnets cover most personal and professional goods, including commercial samples, professional equipment and goods intended for use at trade shows and exhibitions. The ATA Carnets do not cover consumable or disposable items. They are also not recommended for situations where some of the products taken abroad may be sold in a foreign country. However, they are particularly useful when a product may "travel" to several countries prior to being returned to the United States.

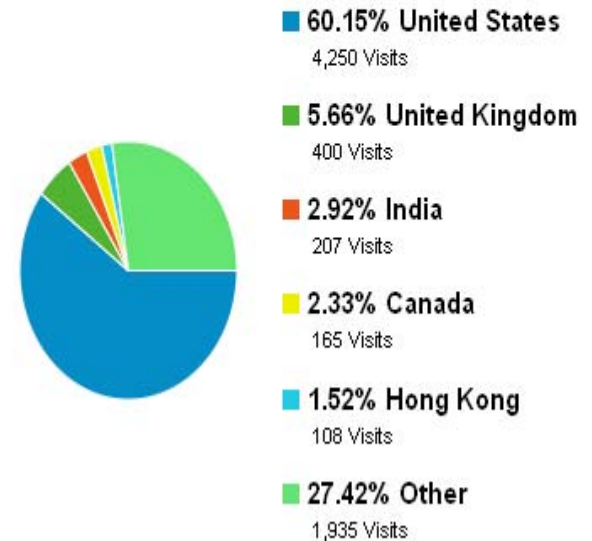
Maybe You Are Already Attracting Foreign Visitors (Google Analytics)

Oct 10, 2011 - Nov 9, 2011

Table



Country/Territory	Visits	Bounce Rate
United States	4,250	57.95%
United Kingdom	400	64.25%
India	207	60.39%
Canada	165	57.58%
Hong Kong	108	66.67%
Russia	96	76.04%
Malaysia	95	74.74%
Germany	88	68.18%
Australia	84	58.33%
(not set)	80	60.00%

Visits by Country



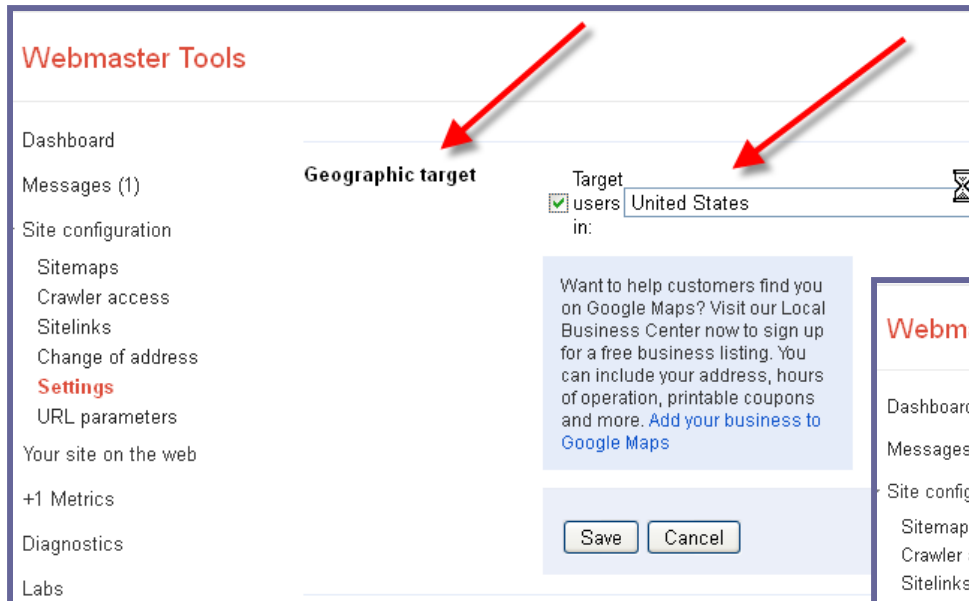
What Are They Looking For?...

U.K. Visitors by Keyword

	Region	Keyword 	Visits 	PagesVisit	Avg. Time on Site	% New Visits	Bounce Rate
1.	England	ata carnet	77	2.17	00:01:15	72.73%	66.23%
2.	England	ata carnet countries	46	1.65	00:00:45	58.70%	65.22%
3.	England	(not set)	41	1.80	00:00:54	90.24%	63.41%
4.	England	ata carnets	12	2.42	00:00:25	91.67%	66.67%
5.	England	carnet countries	5	2.00	00:00:39	80.00%	60.00%
6.	Scotland	(not set)	5	2.00	00:00:38	100.00%	40.00%
7.	Scotland	ata carnet	5	3.40	00:05:29	80.00%	40.00%
8.	England	ata carnet system	4	2.00	00:00:40	50.00%	50.00%
9.	England	atacarnet.com	4	2.50	00:05:32	25.00%	25.00%
10.	England	carnet	4	4.50	00:01:59	100.00%	25.00%
11.	England	carnet costs	4	1.25	00:00:09	75.00%	75.00%
12.	England	carnet countries list	4	1.00	00:00:00	50.00%	100.00%
13.	England	(not provided)	3	2.67	00:00:24	100.00%	33.33%
14.	England	ata carnet в россия	3	2.00	00:06:44	33.33%	0.00%
15.	England	carnet country list	3	1.67	00:00:06	0.00%	33.33%
16.	England	carnet for russia	3	5.00	00:05:26	66.67%	66.67%
17.	England	list of carnet countries	3	1.33	00:00:04	66.67%	66.67%

How To Increase Visibility Overseas

- Change Settings In Google Webmaster Tools and/or with PPC Providers.



Webmaster Tools

Dashboard

Messages (1)

Site configuration

- Sitemaps
- Crawler access
- Sitelinks
- Change of address
- Settings**
- URL parameters

Your site on the web

+1 Metrics

Diagnostics

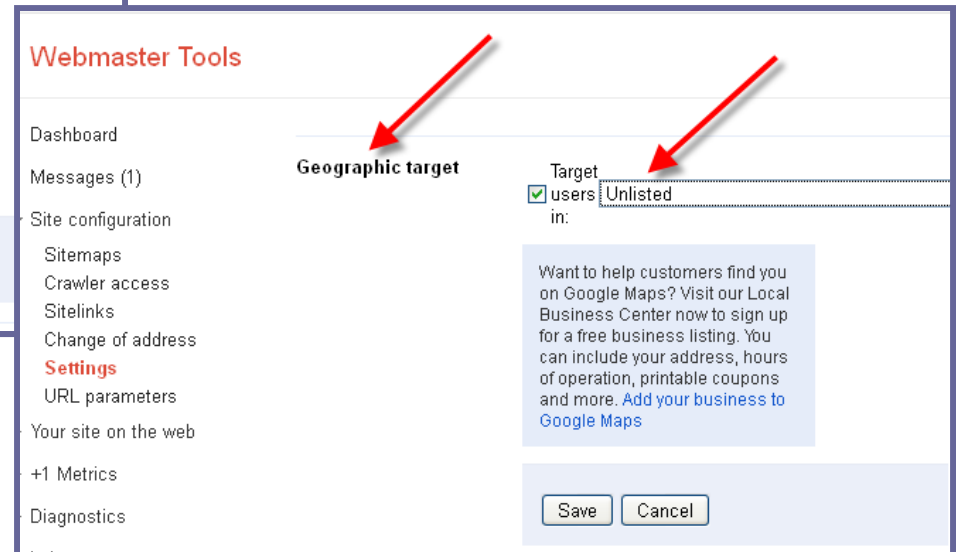
Labs

Geographic target

Target users

in:

Want to help customers find you on Google Maps? Visit our Local Business Center now to sign up for a free business listing. You can include your address, hours of operation, printable coupons and more. [Add your business to Google Maps](#)



Webmaster Tools

Dashboard

Messages (1)

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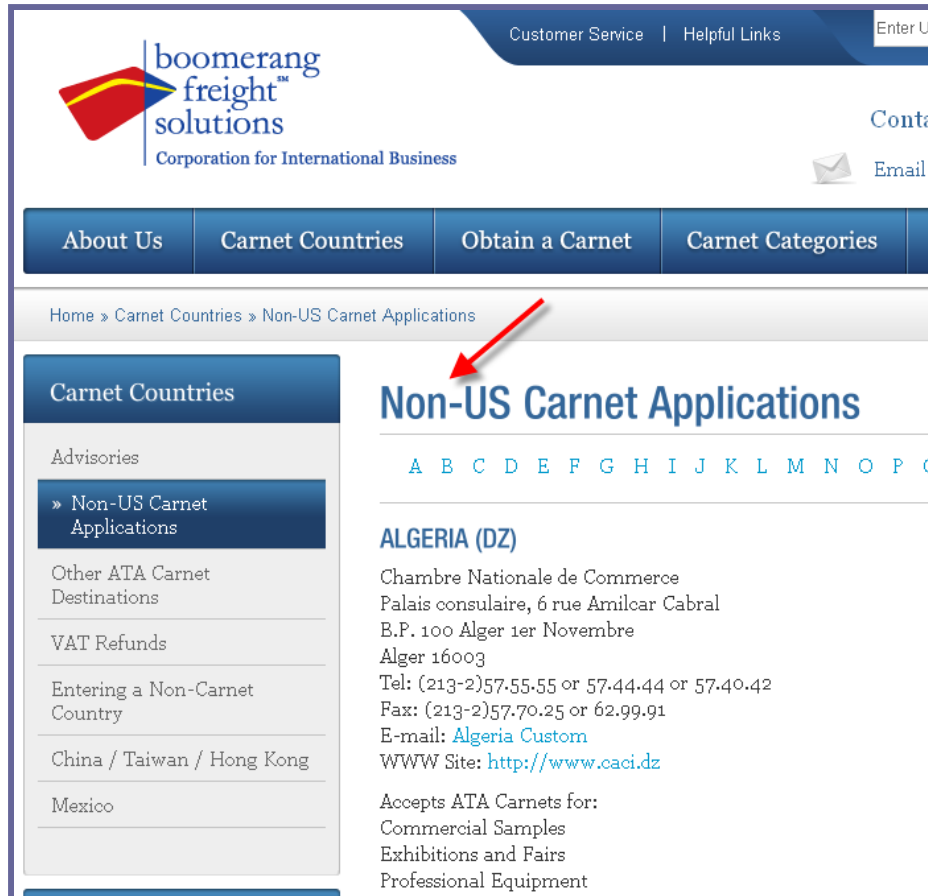
Target users

in:

Want to help customers find you on Google Maps? Visit our Local Business Center now to sign up for a free business listing. You can include your address, hours of operation, printable coupons and more. [Add your business to Google Maps](#)

How To Increase Visibility Overseas

- Landing Page/s Directed to Foreign Visitors



The screenshot displays the website for boomerang freight solutions, a Corporation for International Business. The page is titled "Non-US Carnet Applications" and is part of a navigation structure: Home » Carnet Countries » Non-US Carnet Applications. A red arrow points to the main heading "Non-US Carnet Applications". Below the heading is a navigation bar with letters A through Q. The main content area is for "ALGERIA (DZ)", providing contact information for the Chambre Nationale de Commerce, including address, phone, fax, and email. It also lists the types of ATA Carnets accepted: Commercial Samples, Exhibitions and Fairs, and Professional Equipment.

boomerang freight solutions
Corporation for International Business

Customer Service | Helpful Links | Enter Us

Contact Us | Email

About Us | Carnet Countries | Obtain a Carnet | Carnet Categories | I

Home » Carnet Countries » Non-US Carnet Applications

Carnet Countries

Advisories

» Non-US Carnet Applications

Other ATA Carnet Destinations

VAT Refunds

Entering a Non-Carnet Country

China / Taiwan / Hong Kong

Mexico

Non-US Carnet Applications

A B C D E F G H I J K L M N O P Q

ALGERIA (DZ)

Chambre Nationale de Commerce
Palais consulaire, 6 rue Amilcar Cabral
B.P. 100 Alger 1er Novembre
Alger 16003
Tel: (213-2)57-55-55 or 57-44-44 or 57-40-42
Fax: (213-2)57-70-25 or 62-99-91
E-mail: Algeria Custom
WWW Site: <http://www.caci.dz>

Accepts ATA Carnets for:
Commercial Samples
Exhibitions and Fairs
Professional Equipment

How To Increase Visibility Overseas

● Message to Foreign Visitors

CANADA (CA)

Canadian Chamber of Commerce
350 Sparks Street, Suite 501
Ottawa, Ontario K1R 7S8
Tel: (1-613)238.4000
Fax: (1-613)238.7643
E-mail: carnet@chamber.ca
WWW Site: <http://www.chamber.ca>

Canada-U.S. Border

For border wait times and contact information about customs services at Canadian airports.

Accepts ATA Carnets for:
Commercial Samples

Ex
Pro
Or
Ot
as

CANADA (CA) - NEW: Canadian Carnet Preparation

Canadian Chamber of Commerce
350 Sparks Street, Suite 501
Ottawa, Ontario K1R 7S8
Tel: (1-613)238.4000
Fax: (1-613)238.7643
E-mail: carnet@chamber.ca
WWW Site: <http://www.chamber.ca>

How To Increase Visibility Overseas

- New, Specific Linked Page

The screenshot displays the website for boomerang freight solutions, a Corporation for International Business. The header includes the company logo, navigation links for Customer Service and Helpful Links, a user login field, and contact information: Contact Us 1.800.282.2900, with options for Email, Click to Chat, and Click to Call. A main navigation bar contains links for About Us, Carnet Countries, Obtain a Carnet, Carnet Categories, FAQ, Resources, and Blog. The main content area features a search bar, social media links for Twitter (Follow Us) and Facebook (Find Us), and a featured article titled "Carnet Preparation for Canada". The article text states: "CIB now provides ATA Carnet Preparation for companies and individuals applying for a carnet in Canada. Carnet Specialists can assist applicants to accurately complete the carnet documents and submit them to the Canadian carnet authorities. Contact the CIB Carnet HelpLine at 800.ATA.2900 to speak with a Carnet Specialist." A Canadian flag icon is positioned to the right of the article. The footer contains a Sitemap, Privacy Policy, Customer Service, Helpful Links, and Login links, along with a site search bar and a copyright notice for 2011.

Beyond The Basics - Research

- Are You Already Getting Foreign Visitors?
- Is Your Product or Service Saleable, As-Is?
 - If Not, What Can You Do To Adapt It To A Foreign Market? (start with one country)
- Or, Consider Selling To A Foreign Language Audience In The U.S.
 - Foreign-language greeting cards
 - Foreign-language U.S. tax preparation

Beyond The Basics - Test

- EBay, Amazon, Pay-Per-Click Ads
- Make Changes To Your Website, See If It Affects Domestic Marketing First

• ***Must Have! Administrative usability:*** an easy-to-use content manager

- Add products and services
- Change prices
- Post alerts
- Advertise specials
- Update testimonials
- Create new landing pages
- Edit copy
- Link to social media
- Optimize content

Beyond The Basics – Foreign Domains

- Reserve Domain e.g. Canada=ATACarnet.ca

atacarnet

<input checked="" type="checkbox"/>	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	TAKEN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Remove
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>												

Beyond The Basics – Add Websites

- Build New Website For Foreign Domain
 - Know Your Audience
 - You Can Apply This Domestically If You Localize
- Create Content That Incorporates
 - Language Differences
 - Cultural Differences
 - Int'l Shipping or Delivery
- Sample Reference for Canada

<http://www.gts-translation.com/canadianenglish.pdf>

Beyond The Basics – Foreign Search

● Popular Search Engines Outside The U.S.

○ Google CA = Canada

www.google.ca/#hl=en&ugc=&primo&gs_id=2q&xhr=t&q=ata+carnet&pf=p&client=psy-ab&source=hp&pbx=1&oq=ata+c&ac

Visited Getting Started Latest Headlines Free Hotmail Suggested Sites Web Slice Gallery

Search Ask Weather CNN Maps Avery Templates

Web Images Videos Maps News Gmail More

Google ata carnet

Search About 276,000 results (0.05 seconds)

Everything
Images
Maps
Videos
News
More

Search near...
Enter location Set

The web
Pages from Canada
More search tools

[ATA Carnet | Trust the Experts](#)
www.atacarnet.com/ - United States
There is a simple, 4-step process to getting a **carnet**. The step-by-step application process is online and **Carnet** Specialists are ready to help you apply for and ...
[Login](#) - [Contact Us](#) - [Obtain a Carnet](#) - [Steps to Obtaining a Carnet](#)

[ATA Carnet - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/ATA_Carnet
The **ATA Carnet** is an international customs document that allows the holder to temporarily (up to one year) import goods without payment of normally applicable ...

[ATA Carnet - The Canadian Chamber of Commerce](#)
www.chamber.ca/index.php/en/carnet-certification/C216/
The Carnet system. Carnets came into use when the Customs Convention on the **ATA Carnet** for the Temporary Admission of Goods was established by the ...
[The Carnet system](#) - [How to apply](#) - [Cost and payment instructions](#) - [Forms](#)

[Carnet / Certification - Canadian Chamber of Commerce](#)
www.chamber.ca/index.php/en/carnet-certification/
The **ATA carnet**, which simplifies customs procedures and allows users to make ...
[Show more results from chamber.ca](#)

Beyond The Basics – India Search

● Popular Search Engines Outside The U.S.

○ guruji = India



Web | Images | City | Movie Timings

what is an ata carnet

Search

Searched Web for what is an ata carnet

[Welcome to FICCI ATA Carnet](#)

Workshop on **ATA Carnet** - Rights Obligations • August 11, 2009 • Chennai • Algeria Andorra Australia Austria Belarus Belgium Bulgaria...

www.atacarnet.in/ :

[Welcome to FICCI ATA Carnet](#)

...is an International Uniform Customs document issued in 63 countries including India, which are parties to the Customs Convention on **ATA Carnet**.

www.atacarnet.in/about/about.asp :

[\[See More results from www.atacarnet.in\]](#)

[ATA Carnet - Customs House - Kolkata](#)

1.1 The Government of India have acceded to the Customs Convention on **ATA Carnet** for Temporary Importation of Goods . The Convention provides for temporary...

www.kolkatatacustoms.gov.in/ata_carnet.php :

[Green and Plain by FreeCSSTemplates.org](#)

The Government of India have acceded to the "Customs Convention on **ATA Carnet** for Temporary Importation of Goods". The Convention provides for temporary admission...

www.chennaicustoms.gov.in/ATA%20Carnet/ATACarnetIndex.html :

[ATA Carnet - Exemption from Customs Duty and Additional Duty...](#)

... Industry, which has been appointed as the guaranteeing association of **ATA Carnet** in India (hereinafter referred to as the Federation); •

www.chennaicustoms.gov.in/ATA%20Carnet/157-90.htm :

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Beyond The Basics – Search Export

- Research Vertical Online Marketing
 - Commercial News USA – Find U.S. Exporters

The screenshot displays the Commercial News USA website interface. At the top, the logo reads "Commercial News USA" with the tagline "AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE". To the right of the logo is the "US COMMERCIAL SERVICE" logo and a search bar. Further right, there are links for "Login", "Free Subscription", and "Free E-Mail updates". Below the header is a navigation menu with items: Home, Magazine, Find U.S. Exporters, Advertise, Success Stories, Webinars, and Resources. The "Find U.S. Exporters" link is highlighted with a red arrow. The main content area is divided into two columns. The left column lists industry categories: Agriculture, Automotive | Aviation | Marine, Building | Construction | Hardware, Business Services, and Consumer Goods, each with a brief description and a small image. The right column is titled "For U.S. Advertisers" and contains three promotional boxes: "Free Chinese Translation", "\$499 USA Product Showcase", and "Jan/Feb Issue deadline is Nov 11th". At the bottom right of the page is a green "Print" button.

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AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

US COMMERCIAL SERVICE
United States of America
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Building | Construction | Hardware
Building, Construction, and Hardware products and services. American made tools and supplies.

Business Services
Business Equipment, Education, Financial and Trade Promotion.

Consumer Goods
Consumer Goods. Furniture. Pet Supplies. Books and Periodicals.

For U.S. Advertisers

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Beyond The Basics – Vertical Resources

- Research Vertical Online Marketing

- Foodexport.org
- [The Wine Institute](#)
- [Technology](#)
- [Water](#)
- [Green Industries](#)
- [Jewelry](#)

Online Resources



- [Globaltrade.net](#)
- [TradePort](#) (MBITA.org)
- [Export.gov](#)
- Website magazine [archived article](#)
- [Int'l SEM Blog](#)
- [SEM to Latin America](#)
- [Multilingual-search.com](#)
- [Search marketing news from Japan and Asia](#)
- [Search Engine Strategies](#)

Online Resources



- [Alibaba.com](#) – become a source
- [USA Export Expo](#) – online trade show
- [Northern CA District Export Council](#)
- [SCORE](#)
- [U.S. Commercial Service](#) – if you are export-ready
- [Centers for Int'l Trade Development](#)

Don't Forget – Non-Marketing Issues

- Customs Clearance
- Shipping Costs
- Export Licensing, if applicable
- Other Agency Requirements e.g. FDA etc.
- Registering In Advance For VAT Waivers
- Use ATA Carnets For Sending Samples That Will Be Returned
- Currency Issues
- How Will You Get Paid?

Thank You

- For a copy of this presentation, email a request to me.
- Leslie August – Leslie@ATACarnet.com
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