

Digital solutions for the exporters and vendors benefits

The businesses are striving to develop and grow to the international operation level to get more stability and strength. That's why Internet marketing has upgraded with the selling tools and promotion fields, which include the continents and nations. It has significantly affected the businesses digitalisation for the faster promotion and sales. Despite the changeable markets and economical conditions ["one important trend remains unchanged"](#): the steady march toward a digital-first world."

By 2022, more than half of the global economy was expected to be digitally driven or impacted in one way or another, as most products and services will adopt a digital delivery model or need additional digitalization to remain competitive. According to the researchers of [IDC](#), businesses need to prioritize investment in digital tools to expand physical assets. As a result, by 2024, more than half of all investments in IT solutions will be associated with digital transformation.

To accelerate digital transformation of the enterprise the companies not only buy the softwares for the operating purposes but should state about themselves online. Internet marketing strategy should start from a clear and user friendly website or social networks accounts. They will help you pass the next steps as advertising and promotion online.

Online promotion networks

To power the prime highly evolving social networks you should learn the main platform advantages and how to make a successful online presence worldwide. It all starts from the account look and content surely. But before the creation you need a solid strategy of promotion. Start it from setting goals which you have to achieve over a month and two.

Business online will demand some new approaches to the sales and advertisement. Brand account development will bring you traffic and purchases online. As any new branch or department it will demand certain time and working hours. The main question here will be whether to invite specialists or do it by your inner forces.

Users online have rather positive perceptions of brands on Instagram and Facebook. As Facebook stated after their survey - "people say they recognize brands on Instagram as popular, relevant and committed to building community".

Full potential of social networks for brands will be used if you identify your audience to attract your real customers and followers. You should state the people who are interested in your goods, their interests and needs. The statistics of best time for users reading and surfing on the Internet by age and gender will help you find ideal time and schedule for posts.

Online platforms continue their evolution creating new content formats and continually enhance functionality. Thus following the new techniques and better working practices will help engage with your social networks communities. Analyzing the effectiveness of online activity and applying data to refine your strategy will be a regular task for success.

To sum up a certain social media marketing specialist or a team should carry these activities and workflows. Of course digitalisation added new offers here too and special bots programs appeared to solve the most easy tasks. For example, bots can speak with the clients online by the written program with ready answers like consultants.

This way the most easy purchases and orders can be finished, but if they need to suggest something or analyze you should deal with more developed artificial intellect programs. Modern bots sellers are great helpers for the 24 to 7 schedule of work online and by phone.

International platforms for networking

If you need to meet the specific business sector globally there are specialized international platforms for networking. They take the immense part of searching work for you to collect business databases in the handy directories. International market also demands not only entering online company directories and B2B database solutions but multilingual presentations for success.

On the platforms brands can use solutions designed specifically for professionals. The [KOMPASS](#) business platform offers search among 60,000,000 companies in 70 countries in 28 languages. You can work with data by region or by monitoring activity, which connects additional opportunities for the growth of your business

The database offers useful information and the reference system has access to professional reliability of information and tracking of database updates of 50 million companies. Be sure to participate in the online platforms for global promotion and brand trust. Connect your website and online platforms by links to get the additional promotion and traffic.

For the daily judgments about your company don't forget about the consumers perception of brands. Going global your offers and services need to look reliable and matching the clients needs. To meet them you should know their main worries [IDC](#)

[states](#): “Do they get me? Do they really understand what I want? How does that show up in the products and services they deliver?”

Reflect the sense of being understood in your social networks accounts and website policies. Engage the visitors and reflect the initial empathy in the content for the closer relationship with consumers.

Going deeper to the national markets explore their specific needs by help of questionnaires, discussions and engagement. As you see all these efforts will be awarded by trust to your products, leading to brand awareness.

Trust should be cultivated by product developers, marketers and strategists not only for the first decision to try one of the products or services. Concentrate on the company's ability to deliver the desired experience with quality, innovation, and consistency. Following these core competencies will be crucial and most effective.

Brand trust is the value that should be cultivated and kept. Consumers' trust demands systematic work and exploration. It is necessary to understand consumers' journey and needs to conquer the market and tailor your offers.

For better success product specifications should explicitly meet the needs and exceed them. The companies take this long-term commitment for the sake of trust building. The way and changes should be seen in the short-term. Make them noticed and appreciated by clients in order to get the intangible benefits for your brand growth.

IT organizations and departments of bigger enterprises across many industries have highly changeable fields of operating. That is why they are advised to start thinking beforehand about their organization's technology plans and priorities. Plus take into consideration how the modern systemic changes which include 5G, electric vehicles, and blockchain can influence their operation and processes.

Sustainability gets real together with new tools, data, analysis, functions, etc. Facilitating the processes and challenges gives us new opportunities to achieve the business purposes faster. Adopt the tools and new attitudes for the mutual benefits of your companies and other parties as well. Take into account your digital transformation goals and pursue new opportunities.