



Your International Digital Strategy

Driving international traffic to your website

So you have internationalised your website. Fantastic! I would love to say that is the end of your strategy but, as we all know, a fantastic website is of no use if it doesn't have quality traffic. The digital marketing element of your international strategy can be tricky but in the UK we are the leaders in digital marketing - it is something we are very good at. This means that if you are doing well and getting good traffic in the UK then you can be extremely competitive if you internationalise that strategy.

Where to start? This is a trick question as you should ALWAYS start by looking at your analytics. Please look at this information or get your marketing team or agency to pull reports on where your traffic is coming from both geographically and source and what is happening at the other end regarding conversions.

Once you have this, let's look at the levers you can pull for traffic at the top level:

Search Engine Optimization

Localising your website and domain structuring will go a long way here, but also consider keywords that are likely going to be used - this is where a native speaker is really useful. Don't assume that, if you are targeting the USA, they use the same keywords. Their language is different. Think about sneaker vs trainer. International SEO is a topic by itself so I'm not going to go into detail, but think about the technical elements, the content and the local market link building and you won't go far wrong.

Paid Acquisition

This is where you have the best opportunity - if you can get a good ROI in the UK it can be even better internationally due to the average spend on digital marketing here being a lot higher.

Google Shopping is a great tool for smaller transactional items. Ads convert well because Google is really good at identifying user intent and if a user is using search terms that indicate they are looking for product it suggests they are looking to purchase product. If you get it right in the UK it can be easily replicated internationally as there are [about 20 English language versions of Google](#) you can advertise on. Bing has a similar service. It may not drive the same user volumes but it has fewer advertisers which equals a lower cost per click and a better ROI.

It may sound obvious but social platforms are fantastic global advertising platforms. They provide marketing professionals with all the information you need meaning you can be laser focused on who you advertise to based on region, demographics and interests. Therefore, you can position your brand and marketing in front of consumers who have the highest chance of converting.

Social Media

Social media platforms span borders which means it is easier than ever to connect directly with potential customers from around the world in an organic and engaging way. Start by identifying the platforms on which your international target customers are most active and understand what the user intent is on those platforms so you can better engage with their experience by aligning your content. On top of this, it may be worth working with targeted influencers in market as this can be a fantastic way of delivering highly converting traffic through to your site and is great for brand awareness.

Referral

This is an often forgotten about traffic source as it is not as 'glamorous' as social media but can drive good quality traffic and, depending on the digital landscape of the market, may be the way users interact online. Identifying digital spaces in which your target customer bases consume content and developing a presence there is usually most effective. This will also help your SEO due to backlinks. In addition, you could also use a paid version using affiliate marketing. This can work well as the referrals are paid a commission.

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If you have any queries relating to international trade, why not get in touch. You can email us at: info@tradeEM.co.uk or call 0345 052 4001.

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