

How to kick start **selling** **internationally** in 2023

A COMPREHENSIVE INTRODUCTION
TO SETTING UP YOUR STORE
FOR CROSS-BORDER SELLING

WEGLOT

byrd

klaviyo

Reach

★REVIEWS.io

sendcloud

SERanking

ZONOS

How to kick start selling internationally in 2023

A COMPREHENSIVE INTRODUCTION TO SETTING UP YOUR STORE FOR CROSS-BORDER SELLING

Technology advancements and an increasingly globalized world have changed the way B2C ecommerce brands sell their products online.

Opportunities are rife not only for larger ecommerce players, but a more globalized world has also opened doors for small and medium-sized retailers looking to profit from the ever-expanding market.

Experts predict worldwide ecommerce sales will reach just over 8 trillion dollars by 2026 and consequently being able to profit from this requires ecommerce businesses to put in motion an international expansion plan.

This guide sets out to give expert support and advice for ecommerce brands looking to understand exactly what's needed to navigate selling internationally in 2023 and what tools and technologies are required to do so.

You'll learn how to prepare your store for international success from start to finish, including logistical, marketing, and structural considerations.

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CHAPTER 1

Fulfillment and logistics: the underestimated challenges

One of the most significant advantages of being an online retailer is that you can expand to new countries and reach new customers outside of your local market, without having a physical presence. This is particularly relevant for fast-growing and D2C brands.

However, one of the main challenges, often underestimated, is logistics and how to store your products and get them delivered to your new customers. Let's say you're expanding to new markets while keeping your current fulfillment solution with a warehouse located in your domestic market. This leads to two very decisive disadvantages: higher shipping costs and longer delivery times.

According to the research and advisory company Forrester, this not only has a negative impact on your margins but also means a poorer customer experience compared to local competitors.

So what can online merchants do to remain profitable and meet their new customers' expectations? One solution could be to set up a cross-border fulfillment process.

KEY ADVANTAGES OF 3PL PROVIDERS

- ✓ Benefit from an optimal logistics infrastructure
- ✓ Less investment needed
- ✓ Keep your focus on business development

Scale up your international growth with cross-border fulfillment

Fulfillment is the name given to the process of order processing in ecommerce. In other words, the entire process from ordering a product to delivering to the end customer and processing returns. With the internationalization of your activities, the questions of where to store your products and how to handle order processing will come up.

Seamless order processing, efficient delivery, and smooth returns management will enhance the customer experience. This is why you have to optimize your storage and fulfillment with location-based warehouses and opt for the right logistics strategy.

LOCATION-BASED FULFILLMENT

The location of your fulfillment center(s) is decisive to reduce delivery times and costs. By decentralizing the storage of goods in various warehouses, you will significantly reduce your costs and shipping times, while responding to local consumer preferences.

PROFITABLE FULFILLMENT SETUP

Between local preferences, search for storage spaces, costs, or even tax, adapting your fulfillment process to international markets will require time and money. Especially to reach a level of competitiveness similar to local players.

Based on your shipping volumes, number of SKUs, and the local logistics environment, you probably will need to decide between taking care of the logistics yourself or working with an external fulfillment provider. By working with a fulfillment provider, you benefit from their expertise and keep up with growing demand, while keeping your ecommerce operations as lean as possible to improve profitability.

CASE STUDY

ABSOLUTE COLLAGEN X BYRD

A pan-European fulfillment network

Absolute Collagen is the UK's original collagen specialist brand. It was co-founded by Leading Beauty in 2017 with originally one product: an anti-aging daily liquid collagen supplement. In only a few years, Absolute Collagen is selling a more extensive range of collagen-based cosmetics all over Europe with the help of byrd's fulfillment network.

Before Brexit, Absolute Collagen only used its warehouse in Ireland to ship to the UK and Europe. But after that, for various obvious reasons (costs, customs, delivery delays), they had to find a European solution since a lot of their customers are based in France.

With byrd's fulfillment center in France, Absolute Collagen was able to overcome the challenges of Brexit and meet their customers' expectations better. It was also the first step toward a larger European growth plan. On top of that, they reduced their delivery times from 5-7 days to 48 hours.

In addition to that, Absolute Collagen was also facing lost parcels issues. By starting to use byrd's fulfillment warehouse in combination with the all-in-one logistics software to follow each step of order processing, they were able to drastically decrease the number of lost parcels, which noticeably increased overall customer satisfaction.

BROUGHT TO YOU BY BYRD

Byrd is the leading ecommerce fulfillment platform in Europe. Its software integrates various shop systems and connects 350+ online retailers and D2C brands with fulfillment centers and shipping service providers across Europe. By bringing online retailers closer to their customers, they help them reduce delivery costs and times, turning shipping into a competitive advantage.



Augustin Martinez
Marketing Lead France
Byrd

getbyrd.com

CHAPTER 2

Implementing an effective shipping strategy

Following the logistical considerations of where to ship your products from, it's now on to thinking about how to actually then ship those items.

The shipping and delivery process plays a crucial role in overall customer experience and satisfaction. Fail to deliver on this step and you can very easily lose a repeat customer.

With this in mind, it's vital that all ecommerce businesses implement an effective international shipping strategy.

One of the key considerations is to ensure that all deliveries are safe and reliable, and not accompanied by extortionate fees.

You'll also need to satisfy each one of your customers who will each have varying expectations and requirements, this could be in terms of delivery time and so on.

| Simple stress-free shipping

Over 80% of European consumers care most about the cost and speed of delivery which makes shipping one of the most important success factors for ecommerce stores.

There are 2 sides of the story. For online retailers, it means minimizing overall costs and time spent on processes. However for the end customer, they want on time delivery and a variety of shipping options.

Shipping and subsequently international shipping come with various complications. Manual shipping tasks such as typing in address details, weighing packages, and sending out track-and-trace emails are just some of the tasks you have to deal with.

If the right processes aren't implemented correctly, it can quickly get out of control leading to failed processes and costly internal resources.

The bulk of this work, however, can be alleviated by automation software. Sendcloud, is one such way to handle a better more seamless international shipping process.

Connecting Sendcloud to your online store allows you to select your preferred international couriers or upload your own courier contract. This also means you can create shipping labels in seconds and in bulk.

Additionally, creating personalized shipping rules directly inside your Sendcloud dashboard gives your customers the variety of options they're looking for. And coupled with that, you can turn on automatic, branded tracking messages to keep your customers updated on their delivery status.

Automating your international shipping process offers your customers a next-level delivery experience and ultimately, makes shipping simple and stress-free for both you and your customer. Such processes mean an international expansion can be a reality.

CASE STUDY

Discovering a smarter solution for simple shipping

St. Martin's Coffee, a freshly roasted coffee delivery business needed to find a way to better ship to their customers. They were reaching breaking point having managed shipping processes completely manually.

With B2C and B2B aspects of their business, finding a way to manage both arms of their business from a shipping point of view was proving difficult. They came across Sendcloud and after a short call on how they could streamline their shipping processes, they were sold immediately.

They found the platform incredibly intuitive and easy to use with the bonus of being able to handle all orders from one platform.

This allowed the team at St. Martin's Coffee to keep tabs on stock levels, outgoing shipments, and tracking notifications.

After a short onboarding, they were able to get up and running instantly, with support at every step of the way available.

“ Sendcloud has helped us eliminate common mistakes and reduce the time-consuming admin we were always struggling with.

Oliver Ryan
Founder of St. Martin's Coffee

BROUGHT TO YOU BY SENDCLOUD

Deliver great shipping experiences and get ahead of your competition. Sendcloud's end-to-end shipping platform puts you in control, allowing you to streamline your shipping operation and exceed customer expectations.



Joshua Ogugua
Content Marketing Specialist
Sendcloud

sendcloud.co.uk



CHAPTER 3

Navigating the complexities of international low-value VAT/GST schemes

According to a survey conducted by the International Trade Administration, 36% of small businesses named a lack of knowledge about international tax schemes as a major obstacle to selling internationally.

With their complex and constantly changing regulations, [international low-value tax \(ILVT\) schemes](#) can be a nightmare to navigate. And these regulations can be especially challenging for small and medium businesses.

The European Union's Import One-Stop Shop (IOSS), the United Kingdom's VAT scheme, and Australia's Simplified GST scheme are designed to level the playing field for foreign and domestic retailers by taxing low-value imports.

While these schemes streamline customs clearance, the responsibility of tax collection falls on the retailer, which can be challenging.

Luckily, with the right technology, expanding your business into new markets is easier than ever.

Here's an overview of how each scheme works:

EU IMPORT ONE-STOP SHOP (IOSS)

Low-value orders in the EU = €150 or less

The **EU's IOSS**, introduced in 2020, is important for ecommerce retailers who prioritize customer experience and conversion.

Under IOSS, customers pay the required taxes at checkout on their low-value orders, avoiding a negative experience when presented with an unexpected bill upon delivery.

Additionally, IOSS speeds up the shipment process, allowing packages to reach customers faster. In order to use IOSS, retailers must register for an EU VAT number and remit monthly taxes.

IOSS eliminates the administrative burden and compliance costs by requiring only one VAT number in one EU country and using it for sales in all EU countries.

UK VAT

Low-value orders in the UK = £135 or less

In contrast, the **UK's VAT scheme**, introduced in 2020, requires online retailers selling low-value goods to register for a VAT number with Her Majesty's Revenue and Customs (HMRC).

Under this scheme, the online retailer collects the VAT at checkout for each low-value sale and remits it to HMRC quarterly. The only way around registering is by ceasing low-value orders into the UK.

AUSTRALIA GST

Low-value orders in Australia = \$1,000 AUD or less

Australia's Simplified GST scheme requires foreign online retailers to register for an AU GST number if they sell low-value goods into Australia and have or expect to have a \$75,000 AUD annual turnover in Australian sales.

Qualifying retailers must collect GST on low-value goods at checkout, but instead of paying it to customs, remit it to the Australian tax authority on a quarterly basis.

UPCOMING: SINGAPORE EXTENDED OVERSEAS VENDOR REGISTRATION (OVR) REGIME

Low-value orders in Singapore = \$400 SGD

The Singapore Extended Overseas Vendor Registration (OVR) GST Regime is an upcoming initiative that aims to simplify the GST reporting and payment requirements for online retailers selling goods to Singaporean customers.

Zonos has published documentation on the OVR GST regime to help businesses understand the requirements and ensure compliance. From January 2023, overseas retailers who meet the following criteria will be required to register for GST in Singapore:

- ◇ Annual worldwide annual turnover of more than \$1 million SGD
- ◇ Annual low-value sales into Singapore exceeding \$100K SGD

| How to handle ILVT schemes

Technology can play a crucial role in helping businesses manage international low-value import tax schemes.

With the right tools and software, businesses can automate and streamline many of the complex processes involved in keeping track of and registering for these schemes, as well as calculating, collecting, and reporting on low-value import taxes.

This can save time and reduce the risk of errors and non-compliance, making it easier for businesses to comply with the relevant regulations and avoid penalties and fines.

Trying to manage these schemes without technology automation for tax calculation and collection is not feasible, but more than that, technology that manages international tax compliance and collection will make your international selling capabilities endless.

BROUGHT TO YOU BY ZONOS

Zonos cross-border technology allows businesses to automate and simplify their international ecommerce. Calculate, collect, and remit all of the duties, taxes, and fees associated with international orders easily. Give your international shoppers a better experience with landed cost transparency; the ability to prepay duties, taxes, and fees; and faster customs clearance.



Britney Wells

Global Content Manager
Zonos

zonos.com

CHAPTER 4

Translating your online store

We've seen that having the right infrastructure in place is essential when selling cross-border. The next step in the journey is undoubtedly translating your online store.

If your customers can't understand your site, then there's a high likelihood they won't purchase from you.

And the numbers don't lie. In fact, according to [CSA's annual report](#) on consumer behavior, 65% of respondents prefer to buy in their own language and 40% won't even consider buying in a language other than their own.

With the average cart abandonment rate at almost 70%, making sure your potential customer can understand the full buying process will at least ensure that number doesn't skyrocket on your international store.

A translated store improves your conversion rate for new and existing customers, drives organic traffic and ensures you're correctly serving your new customers.

But where to start?

Putting ecommerce store translation on autopilot

Website translation has a bad reputation and it's probably the reason why many ecommerce teams delay a multilingual store to phase 2. That's likely down to resource-heavy traditional translation methods that involve lengthy project management procedures, clunky internal processes and not to mention a hefty budget.

But, going back and forth between translation agencies and ensuring your dev team then launch the translated pages is long gone. You can breathe a sigh of relief.

In replacement is website translation software. What ecommerce managers really need is a reliable, hands-off approach with little maintenance and a set-and-forget approach and that's what Weglot does.

By detecting, translating, and then displaying that translated content back onto your store, you've automatized a previously manual workflow. Not only do you no longer need to manage separate websites for different markets, but you can also rely on Weglot to continuously sync with your site so that any newly added products are always translated.

A fast, 1-click install (compatible with all ecommerce CMS platforms) means you can also launch several languages at the same time, saving you hundreds of hours of internal resources. Using neural machine translation, Weglot gives a first layer of translation, ensuring 100% of your store is translated, from products to the checkout process.

With full editing control over your translations, choose whether to leave your store machine translated, or make manual edits where needed.

CASE STUDY

Handling 500+ product launches a day

The ecommerce team at The Bradery needed a scalable fast translation solution that could accommodate the 500+ products they were adding daily. A big priority for them was being able to go about their day-to-day job without having to worry about their multilingual store.

They came across Weglot and were immediately impressed with the time-saving features it provided. Neural machine translation gave them speed, post-editing features allowed their bilingual teammates to make changes and continuous syncing ensured any new product launches were instantly translated.

With 3 flash sales a day, relying on the efficiency of neural machine translation was a no-brainer. It gave them the speed, autonomy, and near accuracy they were looking for and most importantly didn't require the team's involvement.

This was a big advantage as it allowed them to translate the large volume of products they uploaded daily without any manual steps.

For their Spanish markets where they wanted to pay particular attention to detail, they put some further resources into perfecting these translations by adding Spanish teammates to the translation project to make edits.

CASE STUDY

HANDLING 500+ PRODUCT LAUNCHES A DAY

In Weglot, the team at The Bradery found a website translation solution that scaled with their expansion plans and allowed them to continuously launch translated products on a daily basis.

Without the automation Weglot gives them, it would have been impossible to manage the volume of translations the team required.

“ The biggest win for us is the time we’ve saved. It takes us about ten minutes twice a week to double-check everything is running how we want it. Everything else is done by Weglot.

Adèle Aubry
Ecommerce Manager at The Bradery

BROUGHT TO YOU BY **WEGLOT**

Weglot detects, translates, and displays your store in multiple languages, in minutes. Benefit from the speed of neural machine translation, then use Weglot’s post-editing tools to set your translation quality. Displayed under language subdirectories/ subdomains, Weglot is also multilingual SEO ready so you’ll be found in your new markets.

WEGLOT



Elizabeth Pokorny
Head of Content
Weglot

weglot.com

CHAPTER 5

Going global? Not without a payments team

Cross-border payment optimization is essential in the ecommerce space, whether you're contemplating entering new markets or determined to maximize value in your existing markets.

Enticing global customers to your storefront requires that you offer global payment options. Not only does this include the unique payment methods available in each country, but also requires a robust understanding of the nuances in local taxes, fraud mitigation, and other intricacies that are often too complex for the average cross-border business.

For businesses that simply maintain their single acquiring bank in their country of origin, they'll find themselves hit with high processing fees and challenges with currency exchange fluctuations for any purchase made from customers across the border - and that's if the merchant's bank even approves the higher-risk transaction. On the customer's side, they're faced with high international transaction fees, pricing in foreign currency, and hidden charges that might not even become transparent on their credit card statement. This creates frustrating customer experiences that will likely result in them not returning.

If the fees don't sink your business first, then unhappy customers and bad reviews might.

There's a solution: Meet the merchant of record

With the aforementioned nuances presented, it can become challenging and expensive to enter new markets. In order to avoid the costly global processing fees, lower your risk in high fraud markets, and ultimately increase your conversions around the world, there are two options.

The first option is to open entities in each country you'd like to process in. This can cost **upwards of \$100k USD** just to become operational, and then the recurring costs of salaries, space costs (i.e. rent, maintenance, etc.), and constant administrative fees.

Although this can be an extremely viable option for large-scale businesses, it is unnecessarily expensive for smaller businesses.

The second, and more accessible option, is to outsource this to a knowledgeable and global 3rd party Merchant of Record. These businesses, such as Reach, do the legwork for you. The entities are open and operating in these countries, with teams with intricate knowledge of regulations, fraud tactics, and payment trends.

A 3rd party Merchant of Record service acts as an intermediary between a business and its customers, taking responsibility for the payment processes and liabilities on behalf of the business. Ultimately they function as a reseller of the goods or services, with the customer paying the Merchant of Record during their purchase and the merchant then paying the business.

For a cross-border transaction, this also ensures that all required compliance and regulations are met in the individual country so that the transaction can be processed through banks that are local to the customer.

| How Revolve became a global success

Major fashion brand, Revolve was looking to break down barriers to their global consumers. When starting out, they processed all sales through their local US bank, which led to increased processing fees and low credit card approval rates - and their customers were being hit with high currency conversion and bank fees.

Rather than opening up entities all around the world, Revolve partnered with Reach as Merchant of Record to access local acquiring in over 70 countries. Approval rates increased between 4-10% in countries all around the world. Today, Revolve is one of the premiere fashion brands in the world, with customers in over 150 countries.

“ Our global customers are critical to our growth. Working with Reach helped us localize our checkout to provide a frictionless buying experience with no penalties for the end consumer. We have seen a decrease of over 20% in global processing fees, and we work with Reach as a strategic partner to help continuously evolve our global consumer experience and internal money management processes.

Kai Li
VP of International at Revolve

BROUGHT TO YOU BY REACH

Reach simplifies cross-border ecommerce for organizations with ambitious global expansion goals. Its unique Merchant of Record model eliminates complexity, risk, and compliance barriers around the world, turning every international buyer into a local buyer. Businesses can take advantage of Reach's vast payments network to increase conversions, reduce costs, and mitigate compliance risks.



Matthew Steinbrecher
Vice President of Partnerships
Reach

withreach.com

Reach

CHAPTER 6

Build trust in international markets with user-generated content

Gaining traction in a new market isn't easy. The rising cost of search and social campaigns, along with competition from already established merchants in your niche makes it hard to raise brand awareness.

And even when you do get noticed, you still have to convince consumers to trust in something unfamiliar.

The most effective way to quickly establish your brand internationally is to use the voice of your existing customers.

Reviews and user-generated content (UGC) help with online visibility, draw far more engagement than brand-generated content, and have significant influence over purchase decisions - making them an integral part of any international expansion plan.

Running an international review strategy

If expansion is on the horizon for your brand but you're not yet running a review strategy, now's the time to start. Opt for a Google Licensed Review Partner that offers a scalable solution to fit with your expansion and allows for both company and product reviews. Most offer a review booster tool so you can backdate collection and build your review count quickly.

Reviews and UGC published across your store act as trust signals - for both search engines and customers alike. This authentic content helps with organic SEO, improves ad performance, and boosts CTR. And with a translation tool like Weglot you ensure the content is accessible for anyone that enters your store, because it will be displayed in their native language - boosting their trust in what you have to offer.

If your expansion plans involve partner retail sites like Walmart, you can also syndicate existing reviews here. This is a simple process with REVIEWS.io. All your product reviews can be automatically matched and distributed across your own store and the relevant product listings on any of your retail channels. Again, this boosts your performance in site search and drives both brand awareness and trust.

Once you're up and running you can use tools like REVIEWS.io Flow to run automated collection strategies for different markets. For example, setting sending conditions based on geolocation or using country-specific templates for review requests.

Essentially, it's all about making those trust signals available as soon as you launch in a new location, leveraging your existing customer base to build international success.

CASE STUDY

How Reviews allowed for an easier international expansion for Bella Bodies

Bella Bodies has been in business since the early 2000s. Quality products, personal service, and a focus on sustainability helped the brand become a household name in Australia, and the team carried that same ethos overseas with a new warehouse and dedicated website for the UK market in 2021.

In Australia, Bella Bodies is a known entity with a healthy customer base, but before the expansion, it was a different story in the UK.

The team was essentially starting from scratch, battling with minimal brand awareness, the rising cost of customer acquisition, and competition from established brands that had amassed loyal fans and followers.

One strategy they used to overcome these barriers was to earn that all-important buyer trust by sharing authentic reviews of their products and services of which they already had around 2,500 from their Australian customer base through REVIEWS.io.

This in combination with features like being able to share reviews on both the UK and AU sites, collating the reviews across multiple SKUs, adding Instagram feeds in multiple locations, and social sharing of reviews, helped Bella Bodies to make their international expansion a success.

CASE STUDY

How Reviews allowed for an easier international expansion for Bella Bodies

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“ The fact that we could connect our Reviews.io account to our UK website allowed us to instantly share customer feedback with a new and tentative audience. With the high cost of getting customers to the website it’s been crucial that they can see honest customer reviews that give them confidence to purchase.

Ruth Hawkins
Ecommerce & Social Media Manager at Bella Bodies

BROUGHT TO YOU BY REVIEWS.IO

Collect and manage company and product reviews with the most feature-rich, cost-effective Google-licensed review platform on the market. REVIEWS.io makes it simple for customers to review your business, all across the web, bringing merchant benefits like Google Stars and Seller Ratings, improved customer trust, more website traffic, and more sales.

 **REVIEWS.io**



Katja Moßner
Marketing Manager
REVIEWS.io

reviews.io

CHAPTER 7

SEO and website localization

When entering an international market, ecommerce websites are usually promoting several language versions of their site. The translating and localizing of content are the first steps for a business, but they must approach them with SEO in mind.

We'll look at some of the most common and critical localization-related SEO issues

- ◇ Optimizing localized content with relevant keywords
- ◇ Checking local search intent and modifying your content accordingly
- ◇ Localizing your backlinking strategy
- ◇ Implementing hreflang tags
- ◇ Adding these points to your internationalization to-do list can help your ecommerce website rank higher in target foreign markets.

Creating a successful SEO localization strategy

KEYWORDS

A direct translation of a keyword alone isn't always enough. When selling internationally, some form of research into the perfect SEO match is advisable.

This can be carried out through SE Ranking's Keyword Research tool, with some best practices in place:

- ◇ Research keywords for each country separately because even with the same language, search volumes and competition levels can vary.
- ◇ Collect relevant search terms around your primary seed keywords for each location and investigate target market search terms your competitors rank for.
- ◇ Once you have a list of keywords, decide which are worth the effort by analyzing their search volume and difficulty.

SEARCH INTENT

Check if your localized content matches the local search intent. If it's informational, but localized queries are more commercial, modify it for local clients' needs.

Examine the organic results in your target location for your target query. As an example, the query 'téléphones portables' is mainly displayed on Google category and product pages with commercial intent. In this instance, it would therefore be beneficial to target this keyword on product pages rather than blog posts.

Creating a successful SEO localization strategy

HREFLANG TAGS

A multilingual website's main technical SEO aspect is setting up hreflang tags. These tags help search engines serve the right language version to searchers. Implementing these HTML attributes is tricky but with SE Ranking you can check to see if there are any issues with your website's language versions.

BACKLINKS

To increase their authority, local sites need local backlinks within their content. They also need relevant anchor texts so building a separate backlink strategy for each language version is advisable because every local market is unique.

You can quickly see an overview of your local competitors' backlinks using SE Rankings Backlink Checker where you'll have access to their links, referring domains, anchor texts, and so on, to give you insight into who links back to their store.

How our clients deal with SEO localization issues

Among SE Ranking's users are online store owners who underwent the internationalization of their business. They faced the four problems above but chose custom approaches to their business's needs.

For instance, one British online store expanded into the Spanish market, and their main challenge was choosing the right keywords.

The brand wanted to optimize its pages for middle and low-volume keywords related to the most popular branded items. This approach was aimed at increasing their local keyword pool to help them get into the top 10 for several important search queries.

Another SE Ranking user had duplicate content issues due to improper usage of hreflang tags. They expanded from the US market to the UK and published similar content in one language without hreflang tags.

Through the use of SE Ranking's Website Audit, they detected the problem. This allowed them to fix the issues and immediately search engines understood that this wasn't duplicate content but just a different content version. The result, the company's regional pages got higher rankings and five times more conversions.

BROUGHT TO YOU BY SE RANKING

SE Ranking is an all-in-one SEO platform for business owners, agencies, and SEO specialists. It provides a wide range of convenient and easy-to-use tools to track your rankings, monitor competitors, spot technical errors, research keywords, and create SEO content. Optimize your website, including local versions, and reach your goals in target markets.



Yevheniia Khromova

Content Marketing Manager
SE Ranking

seranking.com

CHAPTER 8

Email marketing for international merchants

As merchants grow their business across borders and acquire customers in new and diverse countries, they need to adapt and optimize their marketing channels to cater for these new types of customers.

Klaviyo explores the top tips for how merchants can adapt their email marketing strategy to ensure they're understanding their diverse customer group and communicate to them in a personalized and country-specific manner.

Personalizing your email marketing strategy

Expanding your reach into other countries and regions can be an exciting opportunity to unlock new revenue streams for your business. But with these new customers comes new languages, cultures, and timezones.

By respecting these differences, you can personalize your marketing strategy and start building long-term relationships with these customers that are more likely to translate into revenue for your business.

LANGUAGES

As you launch into another language, make sure that you're respecting their preferences for language and if possible, communicate with these customers in their preferred dialect. Remember to:

- ◇ Collect language preferences throughout the customer journey. If you're collecting email addresses for newsletters in exchange for a welcome-discount or at the check-out, include a preference box asking which language they prefer.
- ◇ Translate copy in your marketing communications. If you've collected language preferences, you can start to build out separate marketing journeys or dynamically show different language blocks in messages like email and SMS.

CULTURES

Remember that different countries look different throughout the year. Messages and campaigns that work in one part of the world at a specific time, might not resonate with customers somewhere else.

- ◇ Consider climate differences and reflect this in product-focused campaigns and recommendations. An extreme example is the United Kingdom and Australia — January is a cold winter for one, and a hot summer in another.
- ◇ Public holidays are often different from country to country. Build this into your content calendar for your main markets. In the Netherlands, gift-giving for the Christmas period takes place at the start of December during St Nicholas' Eve.

TIMEZONES

Finally, think about the timezones of the countries you are sending messages to.

It's an easy mistake to send your customers important marketing messages in the middle of the night. Making these types of mistakes is going to drastically impact your engagement rates and might even be seen as a nuisance.

How sports safety brand Ruroc elevated its marketing strategy with Klaviyo

UK-based Ruroc, which sells sports safety gear, leveraged Klaviyo to elevate their email marketing strategy. Personalized emails were important for them to deliver a stand-out customer experience, both in terms of the products they featured and the language of the emails.

To ensure people only receive messages about products they care about, Ruroc tags each customer profile with which product line (motorcycle or snow) the recipient is interested in.

They translated each communication into eight different languages and segmented every message by the customer's language preference.

With these highly relevant marketing messages, Ruroc drives over one third (38%) of all of their revenue through their email marketing. Their engagement rates are also impressively high with an average click-through-Rate of >30%.

“Customers don't have the patience for messaging that isn't relevant to them, so we use all the data we have—geography, onsite behavior, product interest, and more—to tailor our interactions to an incredible level, and our growth shows how much people appreciate it.”

Paul Cartwright
Head of CRM & Web at Ruroc

BROUGHT TO YOU BY **KLAVIYO**

Klaviyo, a unified customer platform for email, SMS, and more, gives your online brand direct ownership of your consumer data and interactions—so you can talk to every customer like you know them, and grow your business on your own terms.

klaviyo



Jordan Bouchier-Lee
Strategic Partnerships Manager
Klaviyo

klaviyo.com

WEGLOT

weglot.com