



# International Growth Agency Program

October 7th, 2020



# Welcome - **Google Agency International Growth Team**

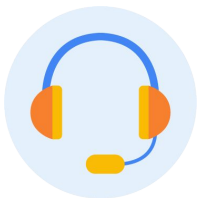


## **Matt Herrick**

International Growth Consultant  
Agency, Americas



# Housekeeping



- Be present - avoid digital distraction
- Be on mute, until you wish to speak
  - Use headphones with a mic
- Be polite and respectful
  - Don't talk over each other
  - Use the Chat Box
  - Use a "virtual hand raise"
- Be seen, bandwidth permitting - visual contact is preferred

# What we're going through today

## Welcome from Google

**Yong Su Kim** Vice President of Google Customer Solutions, Americas

**Chris Morgan** Director, Google Agency Team

**Matt Herrick** International Growth Program for Agencies Lead

## The International Growth Opportunity

**Alicia Sanchez** Head of International Growth, MidMarket & Agency

## Google's Approach to IG & Program Overview

**Matt Herrick** International Growth Program for Agencies Lead

## Finding Opportunities

**Richie Reynolds** Global Head of International Growth Agency Program

## Removing Operational Hurdles

**Kevin Brickley** International Growth Consultant

## Next Steps

**Matt Herrick** International Growth Program for Agencies Lead



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# Welcome - **Google Leadership**



## **Yong Su Kim**

Vice President  
Google Customer Solutions  
Americas









# Welcome - **Google Agency Leadership Team**



## **Christine Turner**

Director  
Google Agency Team



# Welcome - **Google Agency Leadership Team**



**Chris Morgan**

Director  
Google Agency Team



# Google's POV on the International Growth Opportunity



**Alicia F. Sanchez**

Head of International Growth  
Mid Market & Agency



# Google's POV on the International Growth Opportunity



**Alicia F. Sanchez**

Head of International Growth  
Mid Market & Agency





# Google's Vision for International Growth

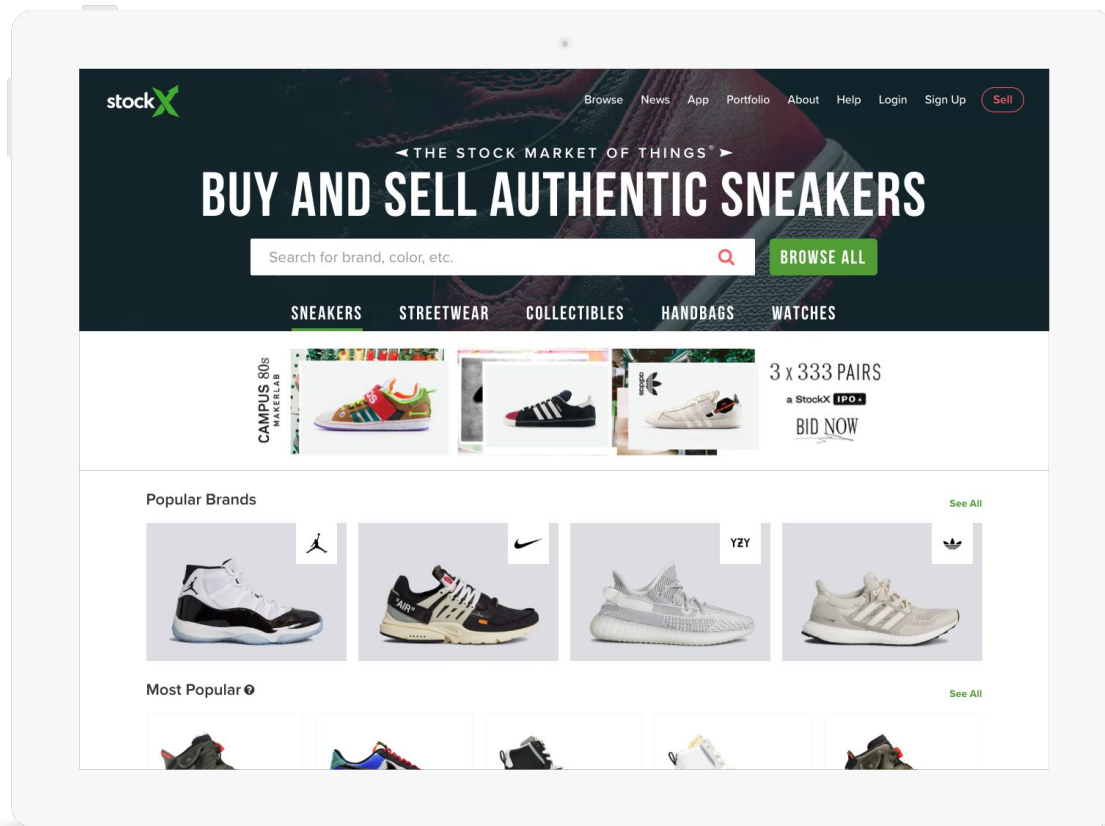


**\$614B**



**\$77B**



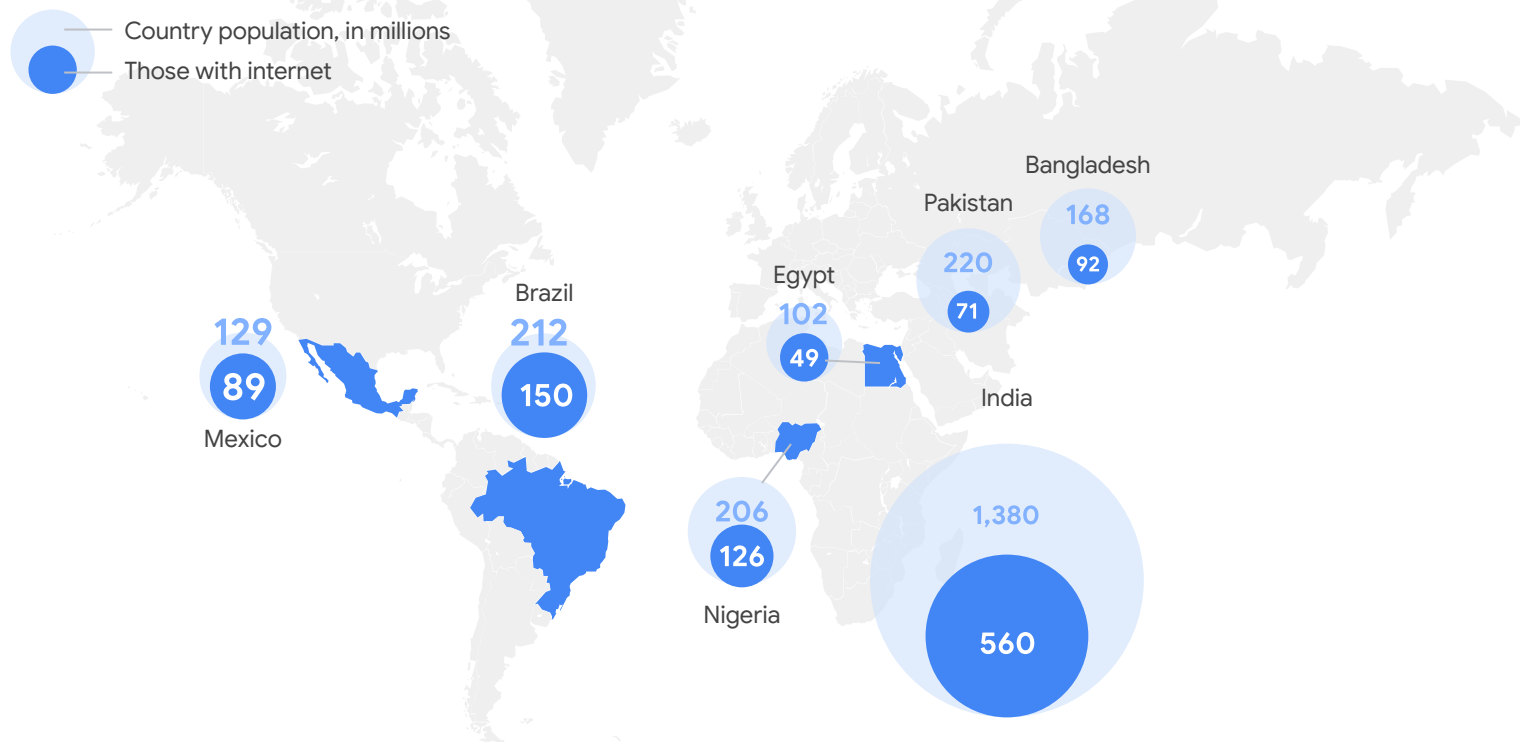






**4582B**

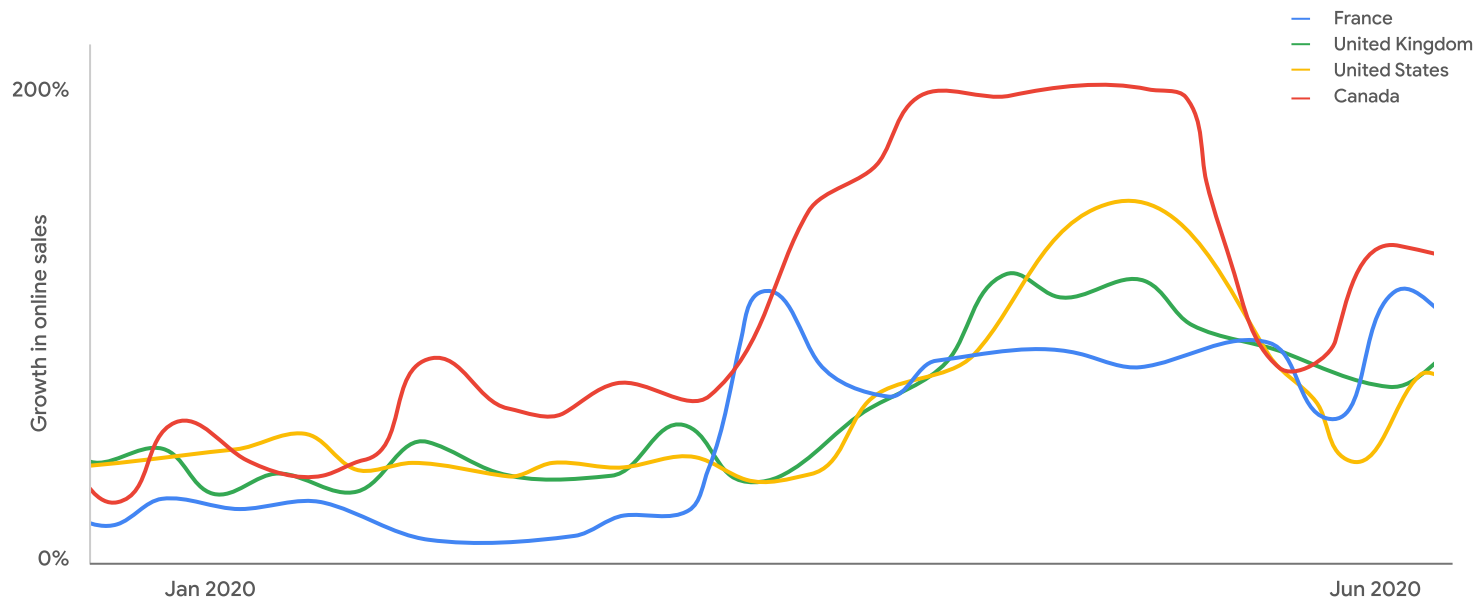
# Primed for Growth



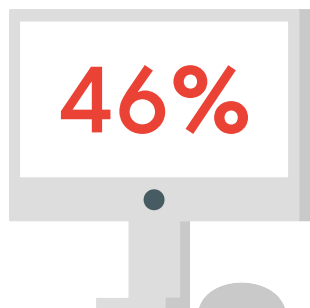
Source: Internet World Stats, World Internet Users Statistics and 2019 World Population Stats. Figures estimated as of July 20, 2020.



# COVID-19: Has Dramatically Changed Consumer Behaviour



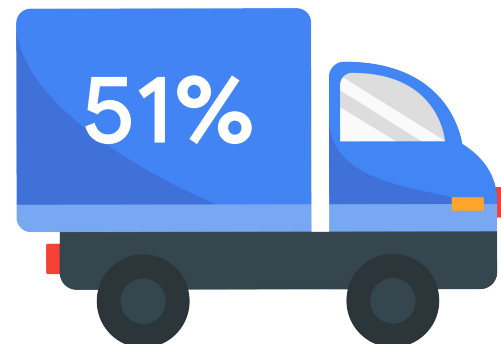
# COVID-19: Has Dramatically Changed Consumer Behavior



expect to shop online **more** <sup>1</sup>



want **contactless** shopping<sup>2</sup>



**free delivery** important<sup>1</sup>

1. GWI "COVID-19 Survey" Wave 4 as of June 2, 2020.

2. Google commissioned Ipsos COVID-19 tracker, CA n=1000 online consumers 18+ per market. June 11-14



## Google's Approach to IG & Program Overview

**Matt Herrick** International Growth Program for Agencies Lead

### Finding Opportunities

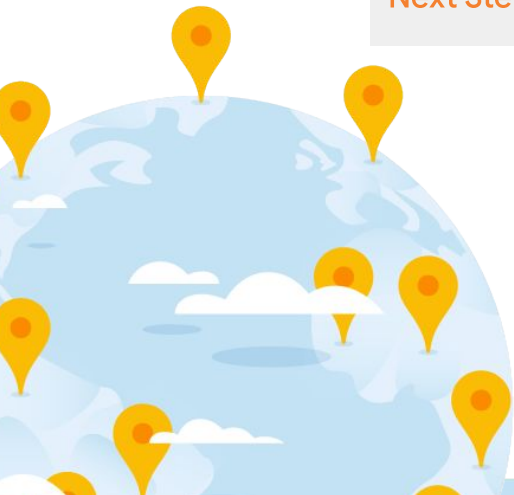
**Richie Reynolds** Global Head of International Growth Agency Program

### Removing Operational Hurdles

**Kevin Brickley** International Growth Consultant

### Next Steps

**Matt Herrick** International Growth Program for Agencies Lead



# Export

## A Growth Engine Amidst Macroeconomic Volatility

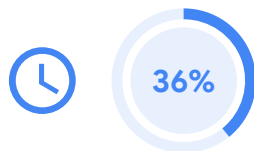




# Consumers are spending more time online, consuming media across multiple devices

Media consumption is increasing; from news to VOD streaming

The average person has spent



more minutes streaming TV/movies over the past 4 weeks<sup>4</sup>

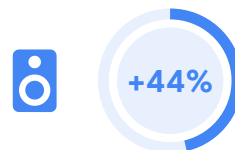
People are spending more time online; usage is increasing across multiple devices:



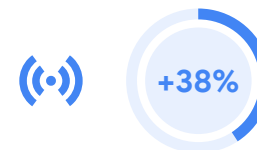
Mobile data usage



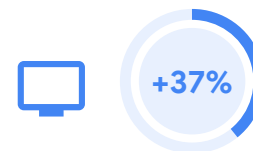
Gaming consoles



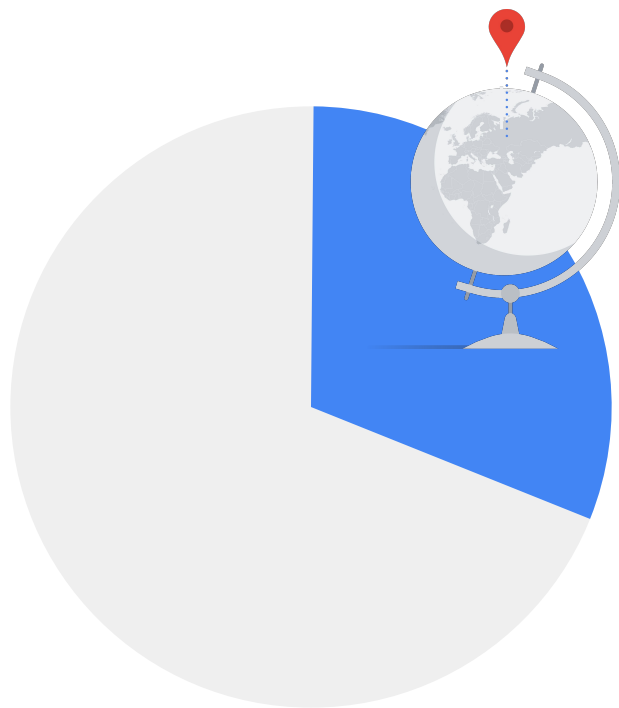
Smart speakers



Streaming boxes/sticks

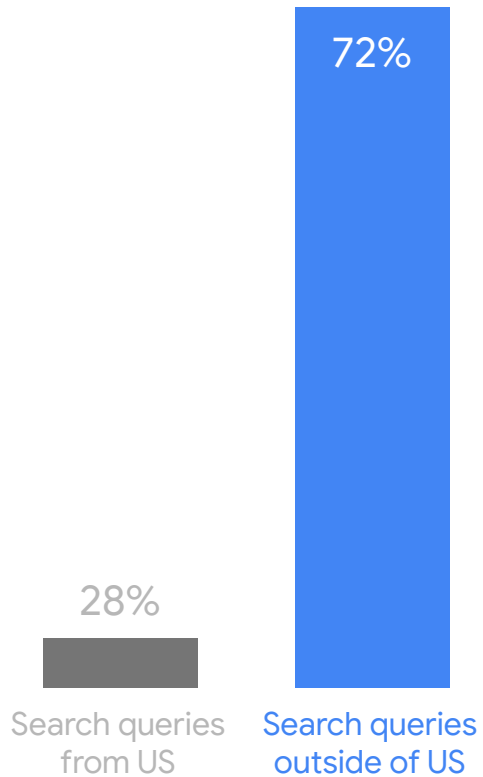


Connected TVs



# 35%

of clicks for U.S. business advertising on Google came from places **outside of the U.S.**

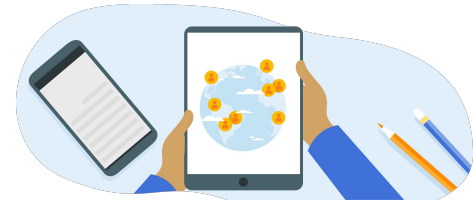


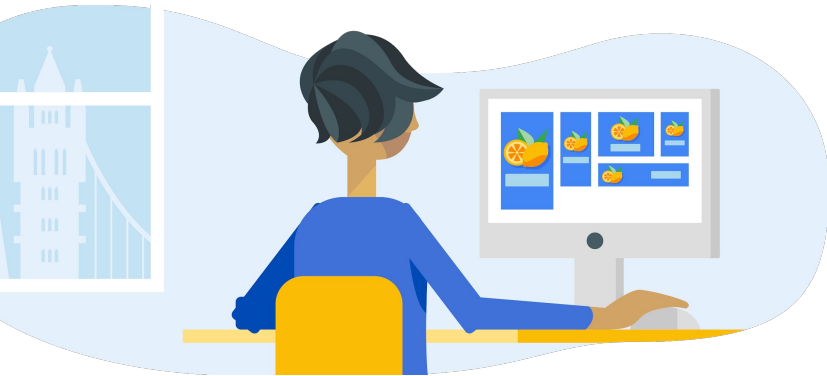
We understand the problems agencies are facing beyond 2020...



## Google commissioned Forrester

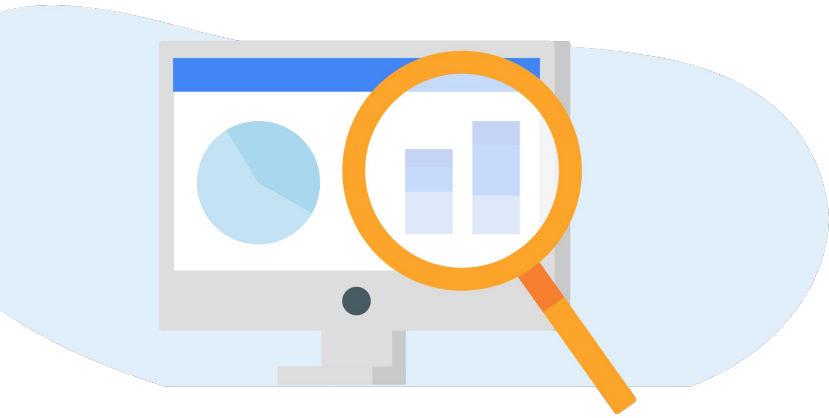
to compile research related to Agency Transformation in 2020. Here are their KEY findings:





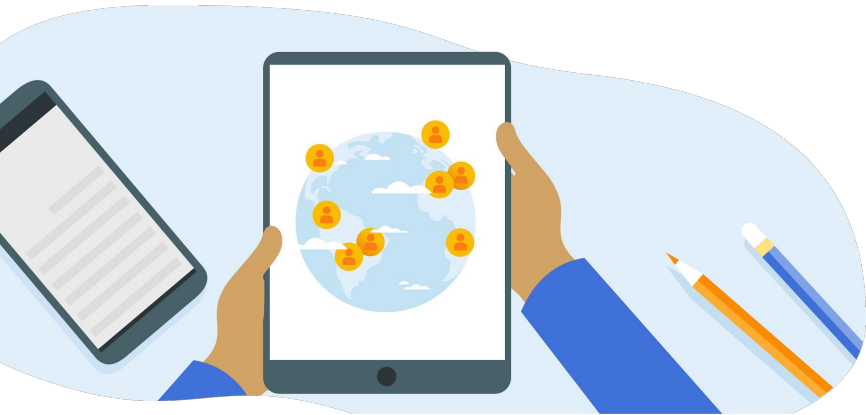
1

Brands need strategic agency partners to engage elusive consumers as the pandemic amplifies anxiety for growth.



2

Agency Value is scrutinized as brands seek enhanced capabilities that drive commercial outcomes.



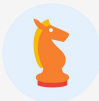
3

Agencies that embrace rapid transformation to help brands engage and acquire digital consumers will win.



International Growth will help Agencies meet the challenges of 2021 head-on:

## International Growth is



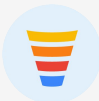
A discipline that requires skills and expertise



A growth driver that requires command of tools and data

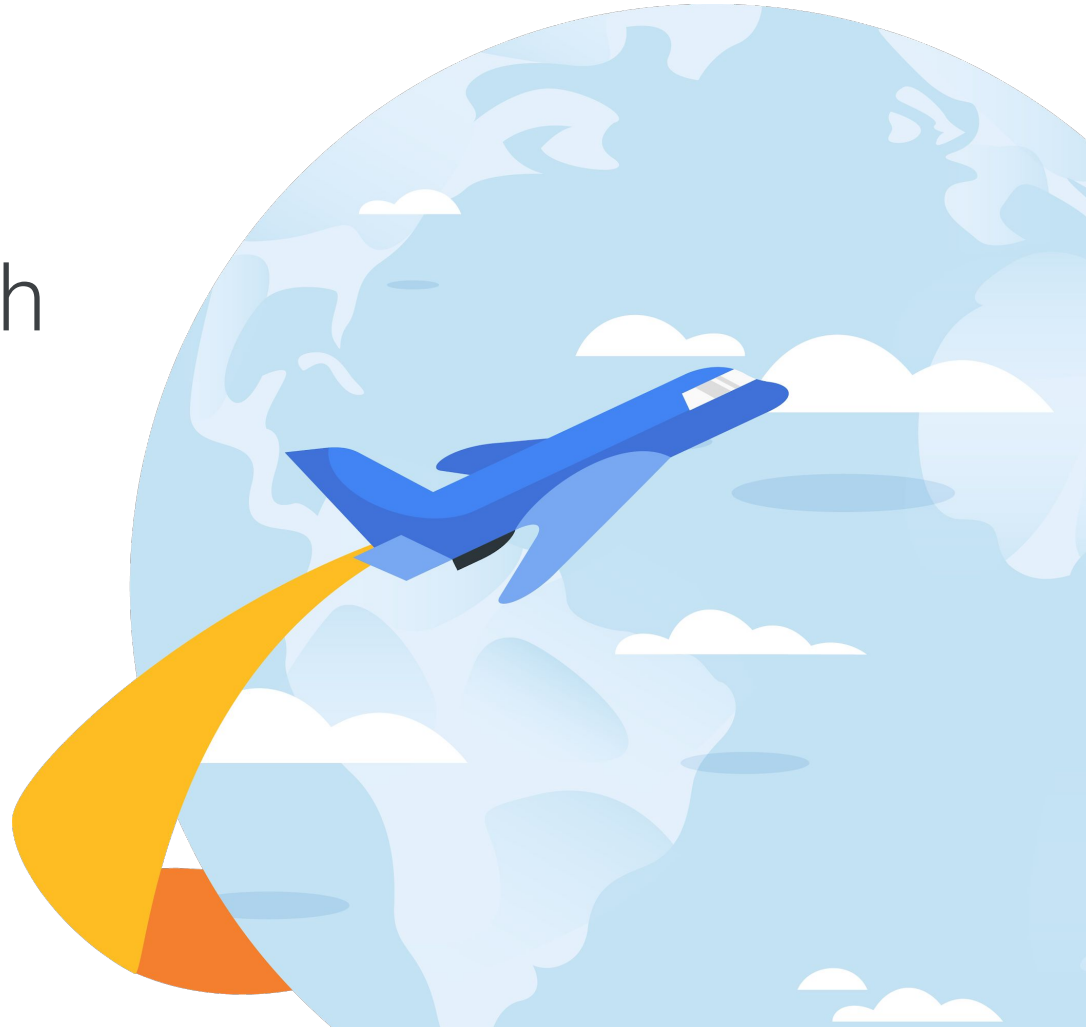


A *critical* value-add and key *differentiator* that will enable agencies to retain clients and acquire new business

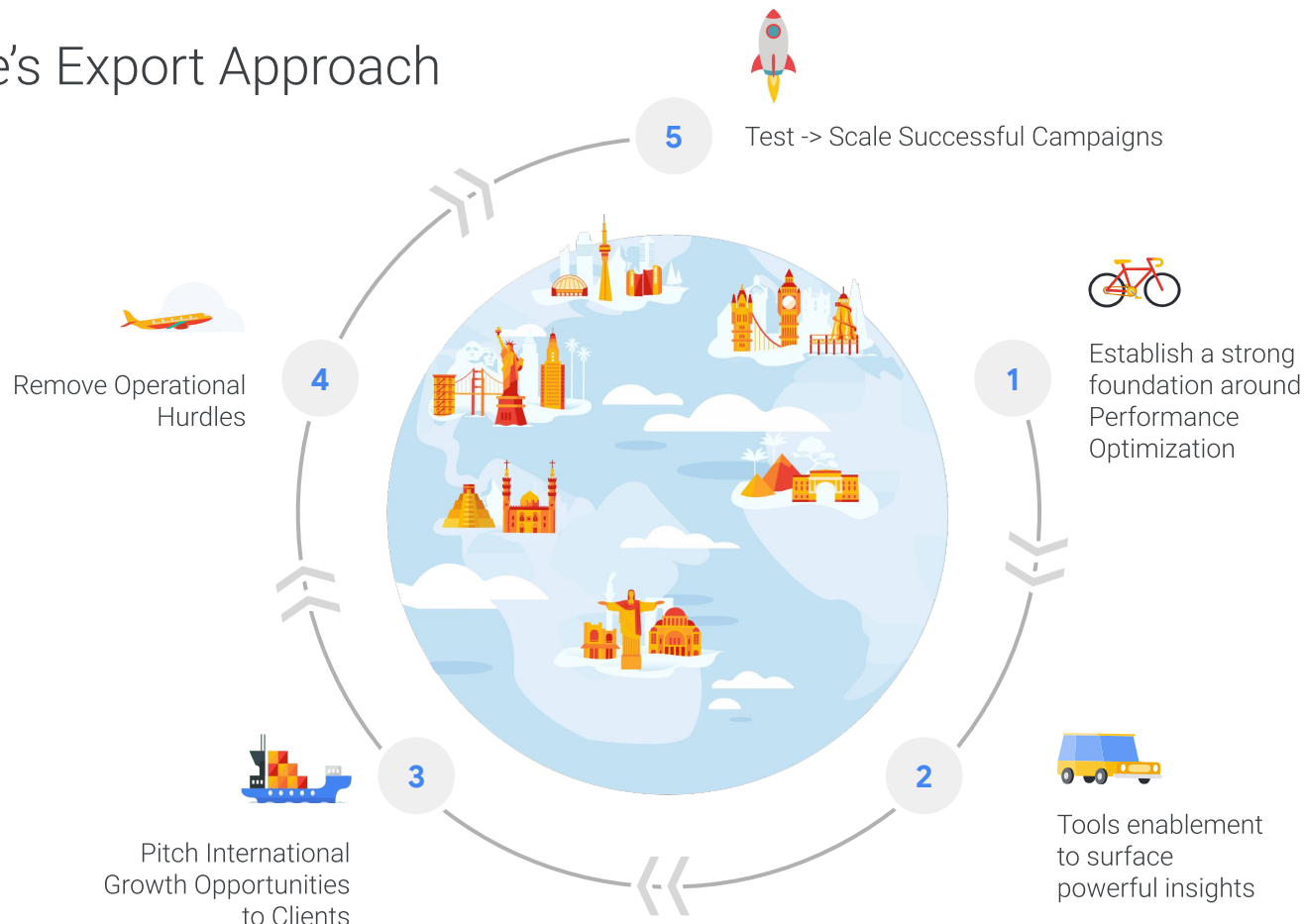


A growth engine amidst macroeconomic volatility

# Google's Approach to International Growth

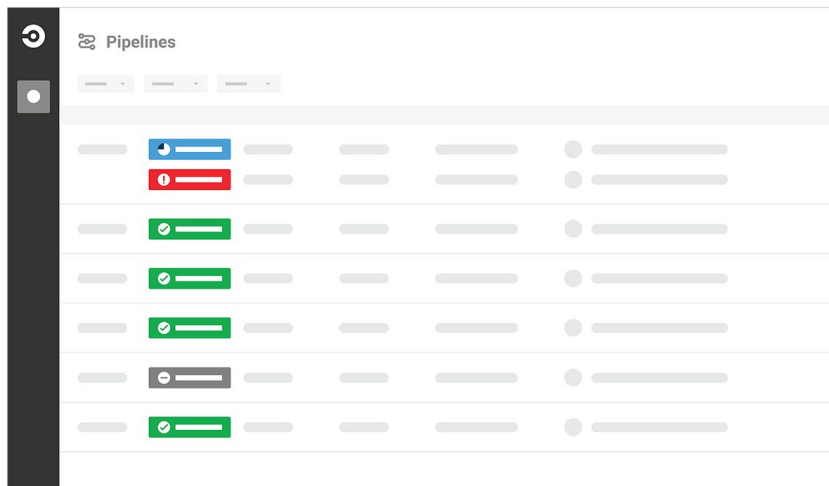


# Google's Export Approach





## Automated bidding gives CircleCI a 347% boost to conversions



“CircleCI helps dev teams move fast without breaking things. Google powers our marketing team to do the same, helping us grow international conversions by 400% in a year.”

—Eric Ziegler, CircleCI CMO

55% 400% 347%

decrease in  
cost per  
conversion

increase in  
international  
lead volume

increase in  
conversions

CircleCI  
San Francisco, CA, USA • [circleci.com](https://circleci.com)

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business. Learn more at [ads.google.com/home](https://ads.google.com/home).

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# Program Overview



## Program Goal



Build an exclusive  
ecosystem of Google  
partner agencies to help  
businesses grow  
internationally

# Our Program Offering Includes...



Exclusive Tools



Operational Skills Transfer



Strategy Trainings & Workshops



1:1 Support

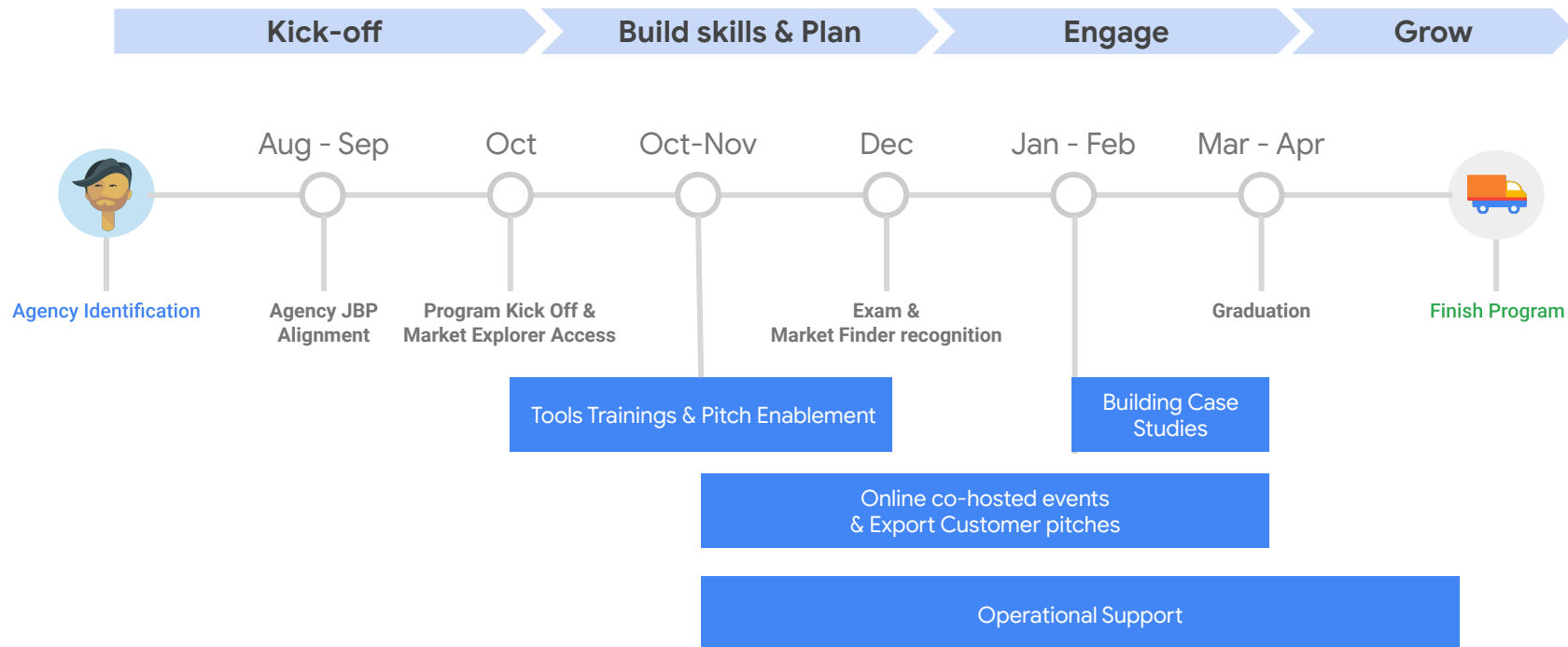


External Recognition



Client and Prospective Client Events

# The International Growth Program: Timeline





# Tools & Resources

to capture  
opportunities



# Welcome - **Google Agency International Growth Team**



## **Richie Reynolds**

Global Head

International Growth Agency Program



Pay Attention:  
Quiz Ahead.  
Prizes!



## Tools & Resources Overview

Your agency will learn how to make the best use of several Google marketing tools. This will help you win new businesses and grow existing ones:



Uncover incremental, international growth potential for your clients.



Respond to RFPs more effectively than your competition.



Create insightful proposals that demonstrate new opportunities.

# Ask the right questions to uncover potential



# What you will need to know



The **market size**  
and **potential**



Who the **customers**  
are and their needs

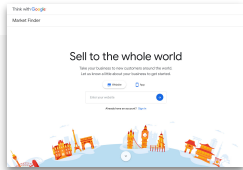


**Strengths** of  
the competition



The **route**  
to market

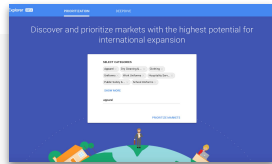
# Utilizing the latest consumer and industry insights to build effective strategies



## Market Finder

Your audiences demographics

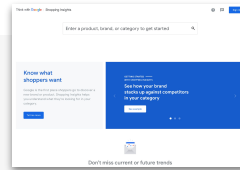
[Learn more](#)



## Market Explorer

Market analysis & Opportunity Identification

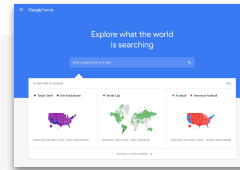
[Learn more](#)



## Shopping Insights

Know what shoppers want

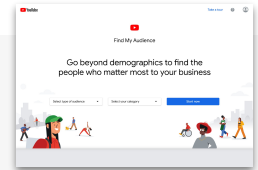
[Learn more](#)



## Google Trends

Stay on top of market trends

[Learn more](#)



## Find My Audience

Understand how to reach your audience

[Learn more](#)

Which European country has the highest demand for slippers?



Germany

United Kingdom

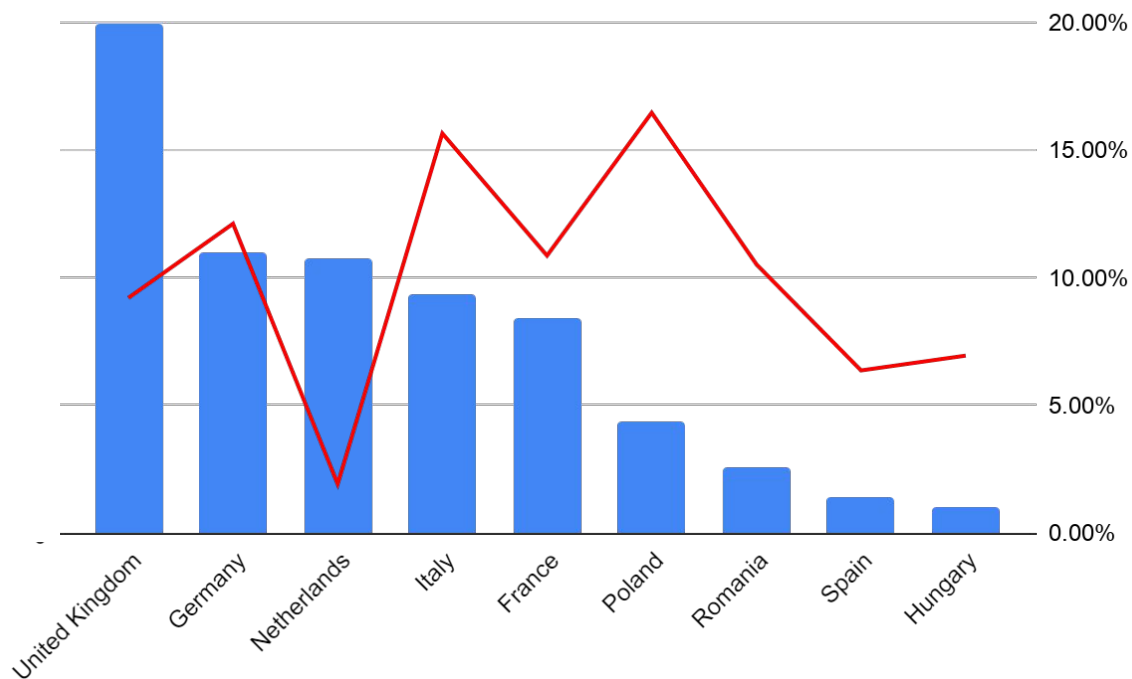
Italy

Poland

Spain

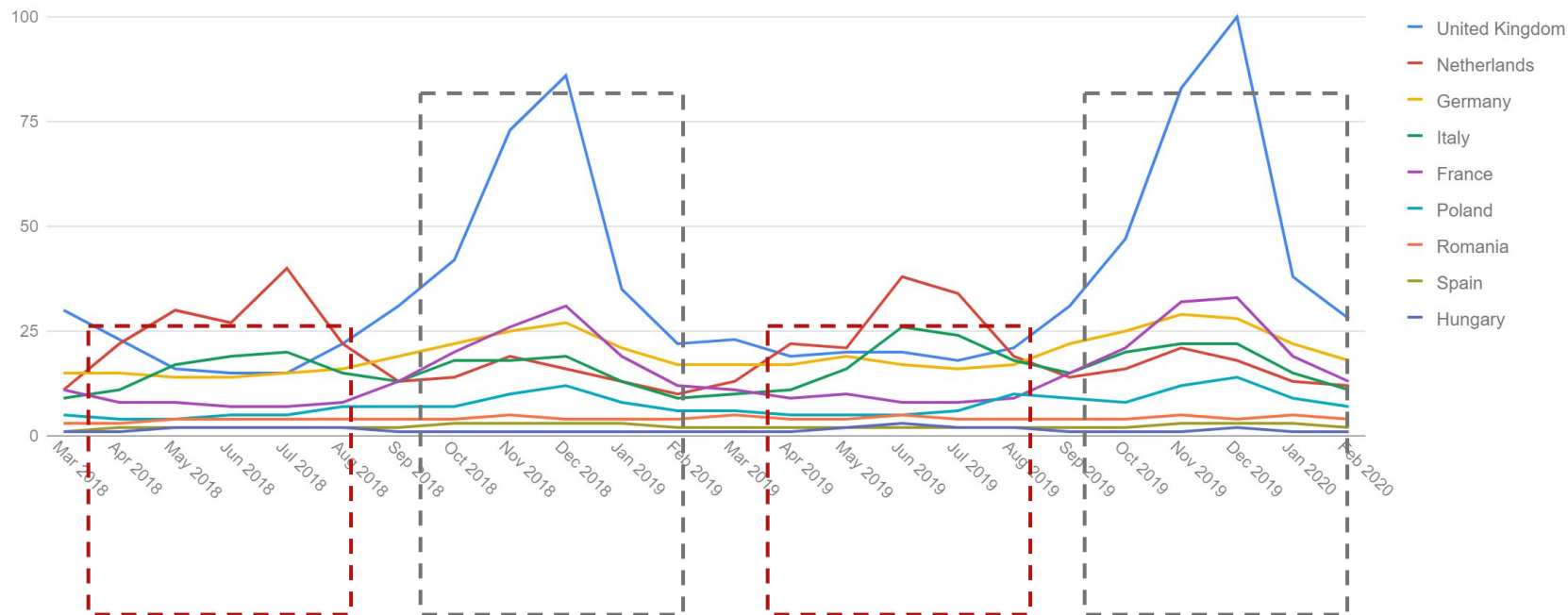


## Top countries by demand for "Slippers" in Europe



# Slippers Demand Seasonality throughout the year

Industry trend by Searches for Slippers

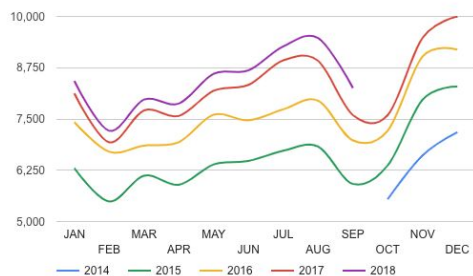


Source: Google internal data (Universal app campaigns, last four closed quarters)

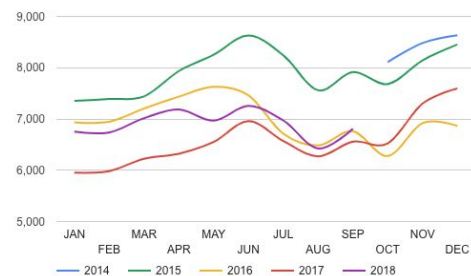
# With additional Auction Metrics Insights

Auction Metrics – All Devices ©

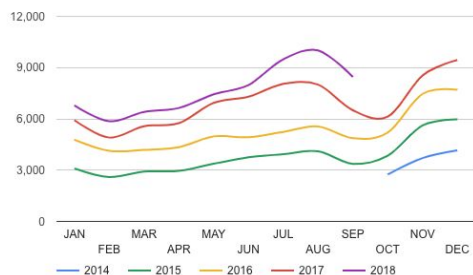
Category Interest



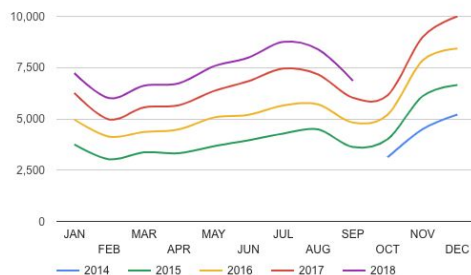
Category Cost



Category Impressions



Category Clicks

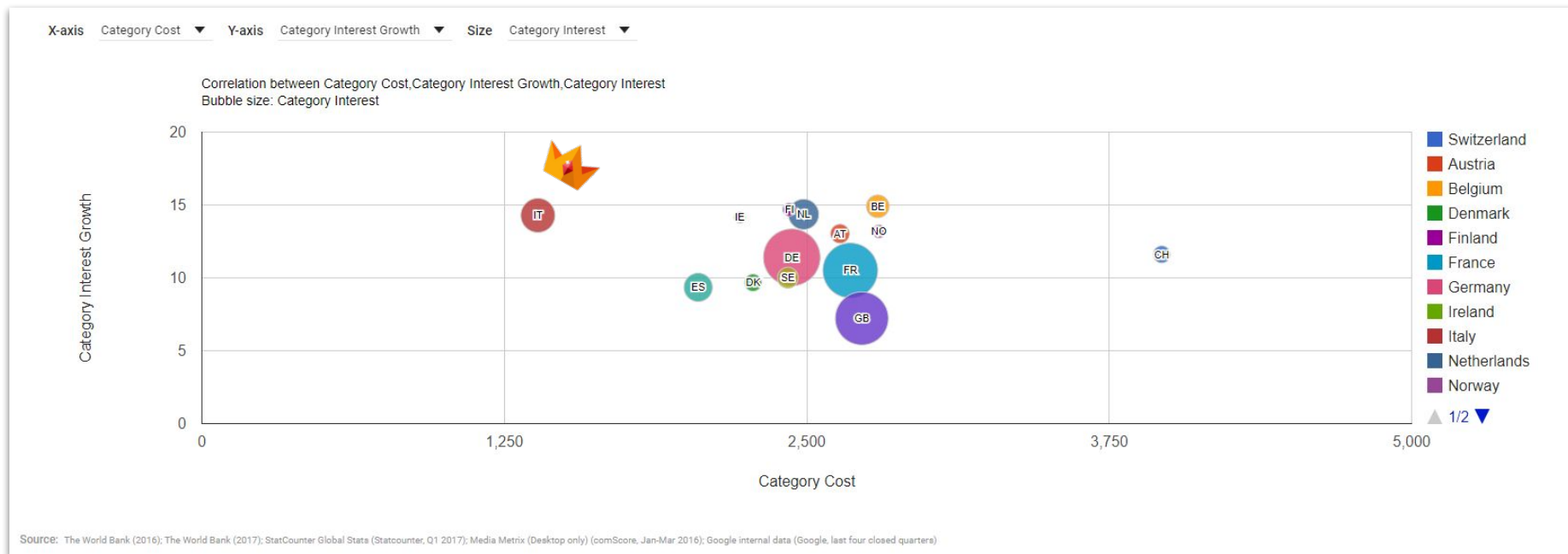


Monthly auction metrics performance for the past 4 years.

## Highlights to watch out for:

- 1 **Low hanging fruits:**  
Months with exceptionally high interest but average/low cost
- 2 **Growth:**  
positive YoY development for interest
- 2 **Negative YoY development for cost**
- 3 **Seasonality:**  
(un)expected peaks in clicks and interest

# The tool creates an opportunity prioritization chart



# Market Explorer combines Google and third party data

## Demand.

Category Interest

## Trends.

Category Growth

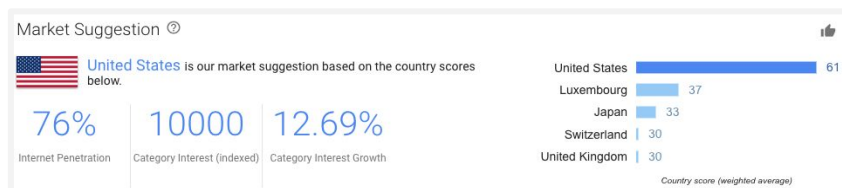
## Competition.

Category Cost, Coverage

## Consumers.

Demographics, Languages,  
Purchasing Channels etc.

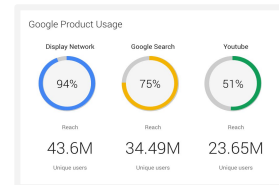
## Market Explorer



Country Scores

Points Viewing Options

Metrics	Weight	United States	Luxembourg	Japan	Switzerland	United Kingdom	Australia	Germany	Norway	Singapore	Ireland
Category Interest Growth		8pts	16pts	7pts	6pts	3pts	8pts	3pts	6pts	27pts	10pts
GDP Per Capita		57pts	100pts	38pts	79pts	39pts	49pts	41pts	70pts	52pts	63pts
Category Interest		100pts	0pts	35pts	2pts	25pts	8pts	21pts	1pts	2pts	1pts
Category Interest Per Capita		81pts	67pts	72pts	73pts	100pts	93pts	69pts	64pts	93pts	60pts
Category Cost		9pts	18pts	29pts	8pts	13pts	12pts	13pts	8pts	16pts	18pts
Google Query Coverage		5pts	10pts	6pts	6pts	5pts	6pts	5pts	7pts	6pts	7pts
<b>Country Score</b>		<b>61pts</b>	<b>37pts</b>	<b>33pts</b>	<b>30pts</b>	<b>30pts</b>	<b>27pts</b>	<b>27pts</b>	<b>27pts</b>	<b>27pts</b>	<b>26pts</b>



# The weightings depend on the client's goals and industry

## Highly competitive industry

Metrics	Weight
Category Interest	●●●○
Category Interest Growth	●●●○
Category Interest Per Capita	●●○○
Google Query Coverage	●●●●
Category Cost	●●●●
<b>Country Score</b>	

## Branding focus

Metrics	Weight
Category Interest	●●○○
YouTube Reach	●●●●
Category Interest Growth	●●○○
YouTube Unique Users	●○○○
GDN Reach	●●●○
GDN Unique Users	●○○○
Category Interest Per Capita	●●●●
<b>Country Score</b>	

## Luxury goods industry

Metrics	Weight
Category Interest	●○○○
Category Interest Growth	●●●○
Category Interest Per Capita	●●●○
GDP PPP	●○○○
GDP Growth	●●●○
GDP Per Capita	●●●○
Category Cost	●○○○
<b>Country Score</b>	

Keep in mind: Less is more!

Preselect countries that make sense!

# Market Finder

Think with Google

Market Finder

Covid-19: Resources to help your business manage through uncertainty.

[Learn more](#)

## Sell to the whole world

Take your business to new customers around the world.

Let us know a little about your business to get started.

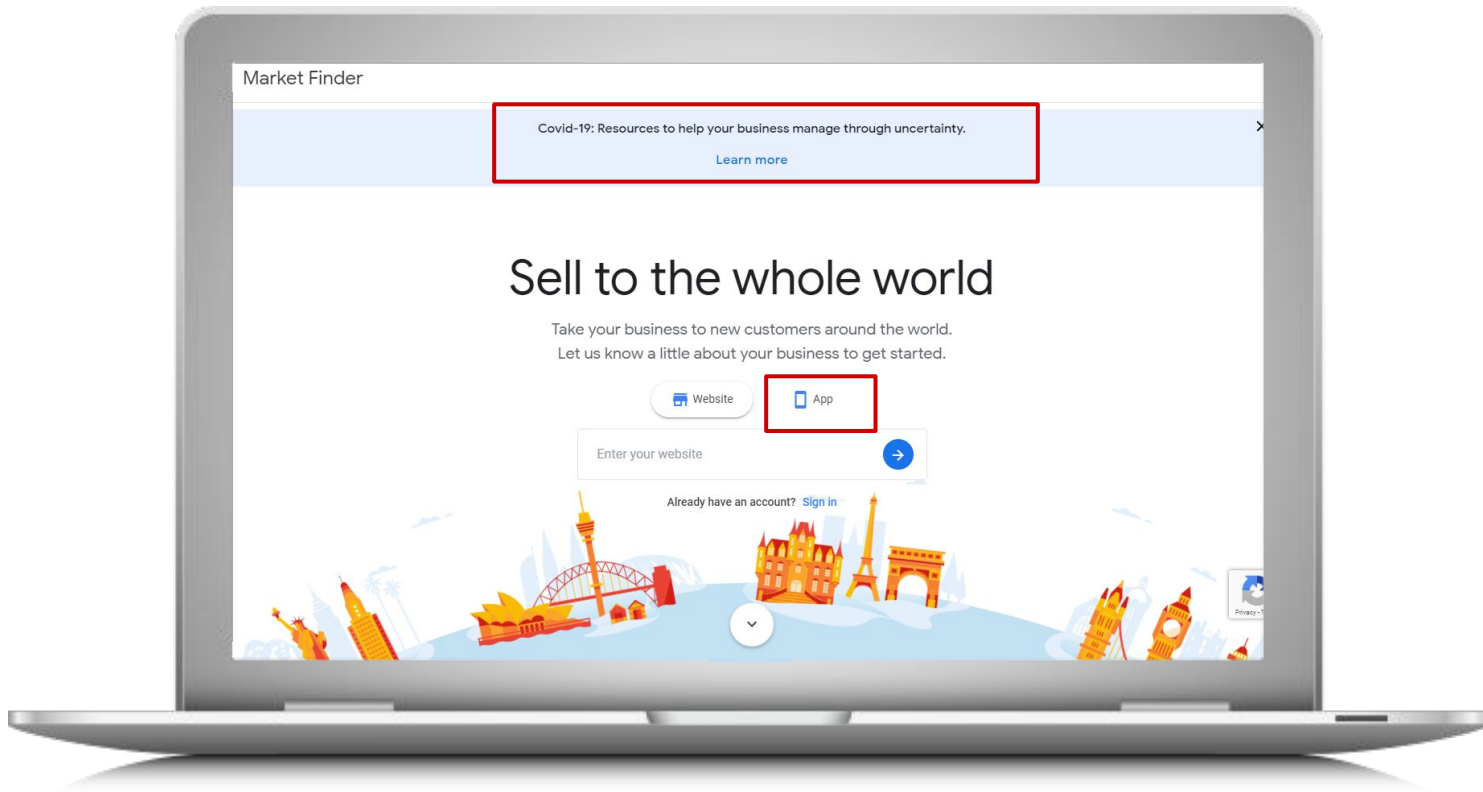
Website

App

Enter your website

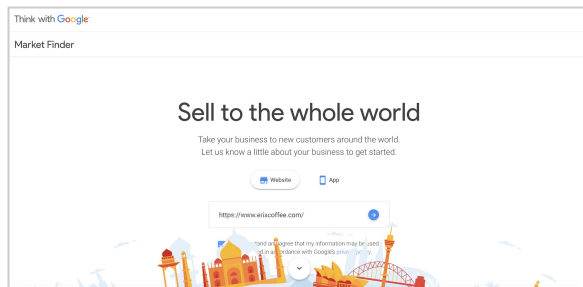


Already have an account? [Sign in](#)



## Step 1

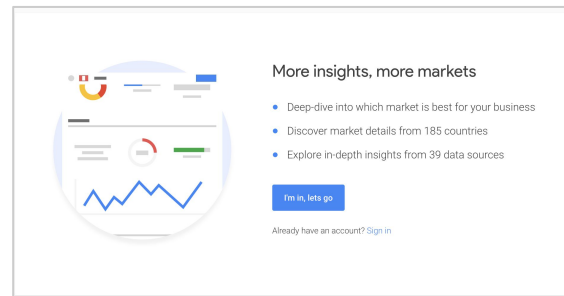
### First market potential analysis



Enter your URL

## Step 2

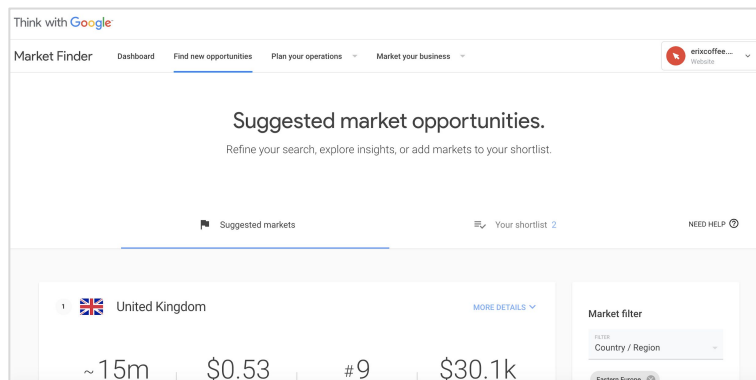
### Access to a customized report



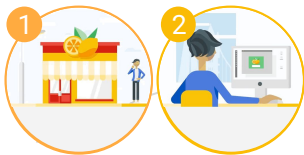
Signup to the login area.

## Step 3

Access to a customizable dashboard and essential export resources

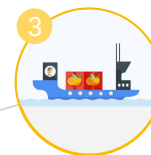






Overview of relevant market data tailored to the users export plans.

Create a customised insights report to support your export plans.

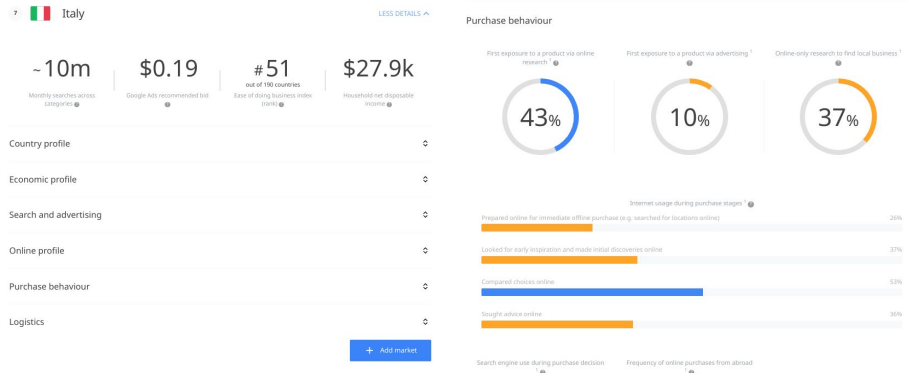


Only accessible after login.

In-depth report custom made to planning your operations

You can find articles, videos, tutorials and crucial insights relevant to creating an operational plan

- [Localization](#)
- [Global Payments](#)
- [Customer Care](#)
- [Logistics](#)
- [Recruitment](#)
- [Tax & Legal](#)

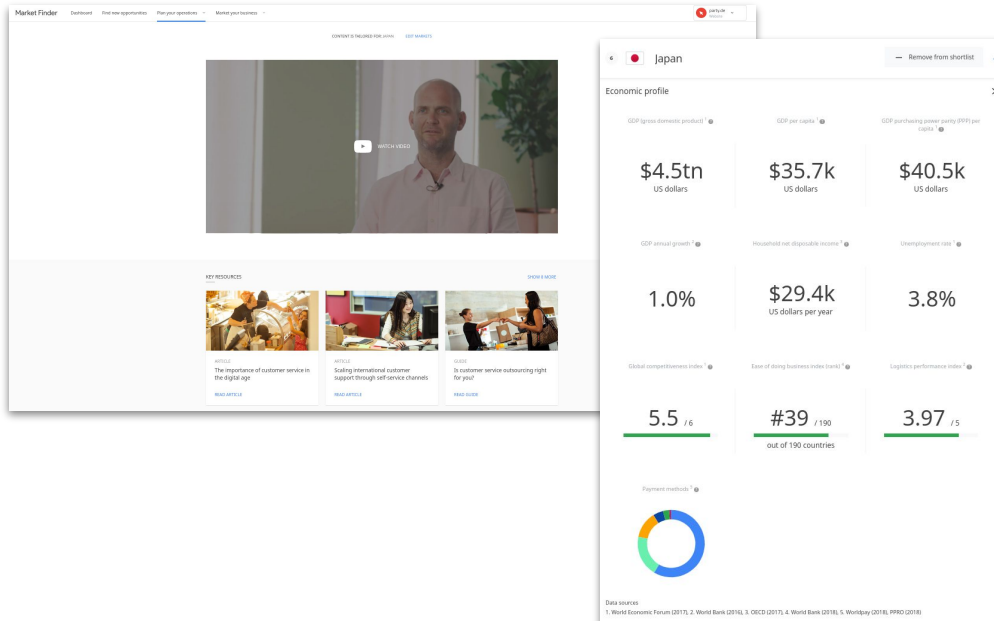


# JAPAN'S ECONOMIC PROFILE

Let's say your clients need to create a business case to expand into the East Asia.

They need data specific to the Japanese economy and economic profile.

Your client needs highly diagnostic and valid data.

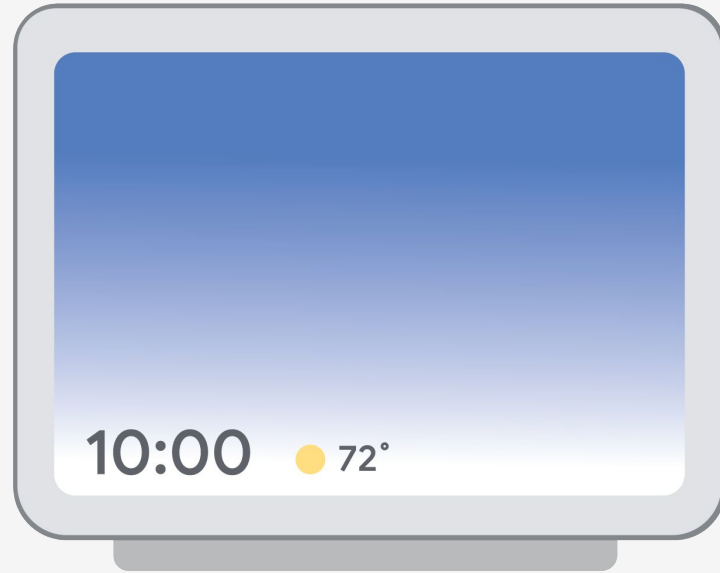


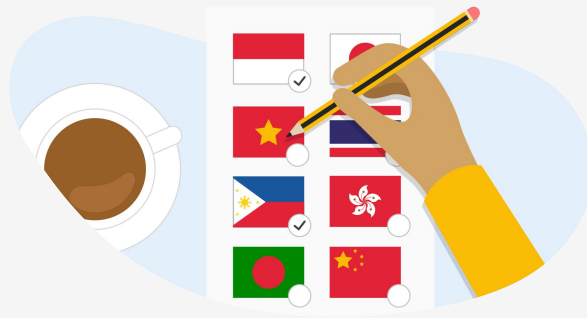
- Get started and type in your clients website.
- The Market Finder dashboard displays Japan's economic profile the dashboard is enriched with data from third party sources such as the World Bank, Ease of Doing Business Index and the World Economic Forum.
- Set up your operations using country specific insights.

# MarketFinder Quiz

The winner will  
receive a nest  
home hub!

Send submissions to  
[mattherrick@google.com](mailto:mattherrick@google.com)





Using Market Finder,  
please answer this  
question:

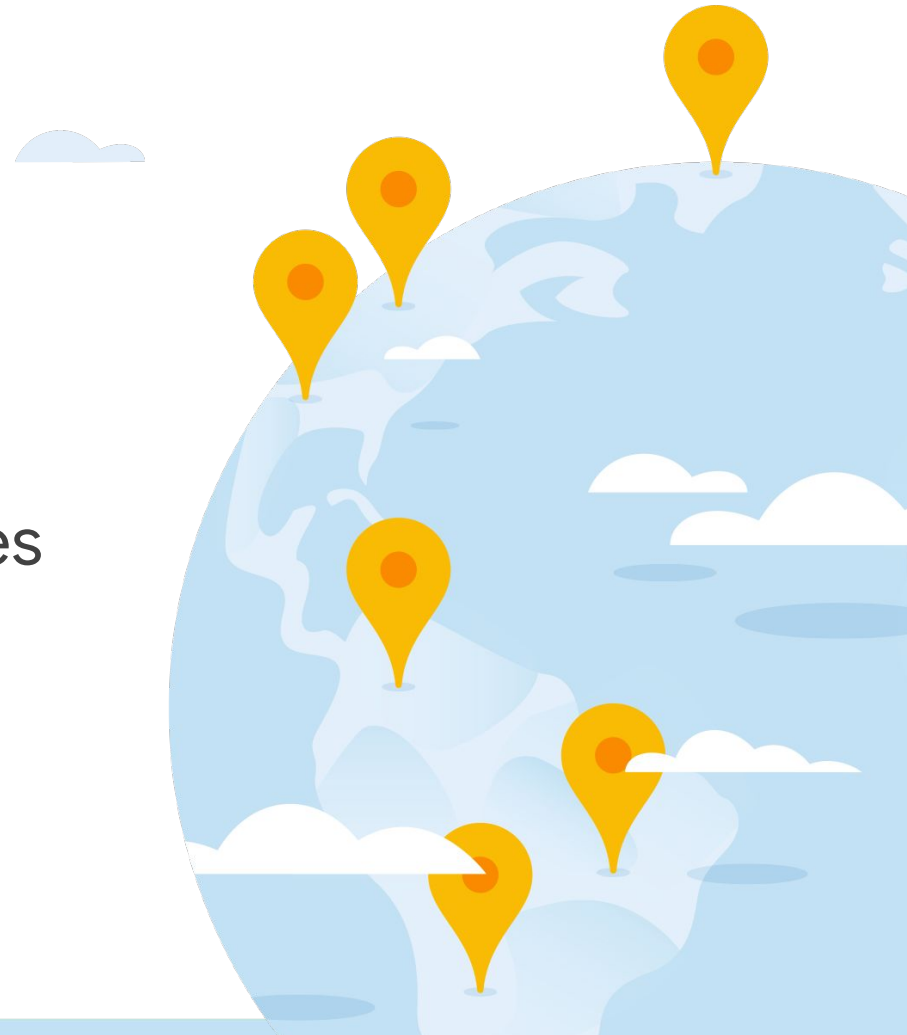
“Imagine you are a successful slipper start-up based in the US and you’re looking to expand your business in APAC. Which Asian country is the ideal market opportunity for you?”

Email your answers to [agency-export@google.com](mailto:agency-export@google.com)

(Submissions should be limited to one slide)

# Global Business Solutions

Removing Operational Hurdles





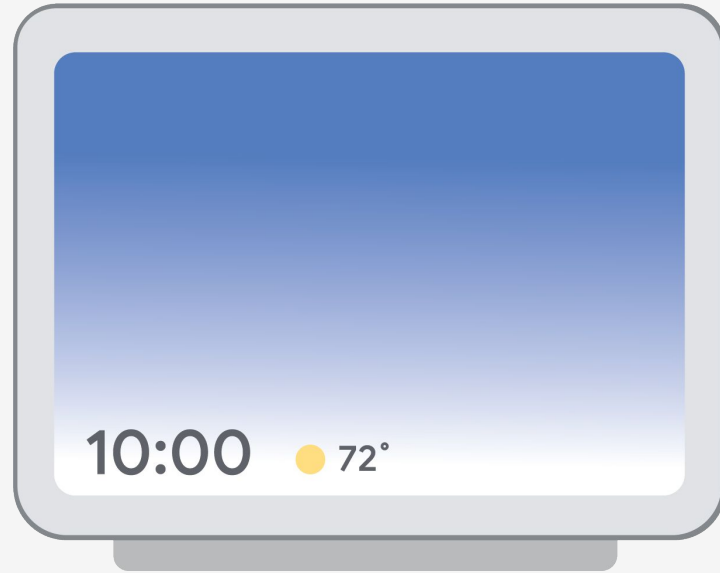
# Kevin Brickley

International Growth Consultant



It's Time for  
Trivia!

The winner will  
receive a nest  
home hub!



# Kahoot!

[Kahoot.it](https://kahoot.it)



# Quiz

Which nation consumes the most tea per capita?

United  
Kingdom

China

Turkey

Japan

# Quiz

Which nation consumes the most tea per capita?

Turkey

# Quiz

Which country has the highest % of internet using financial services from digital only banks?

France

Korea

Nigeria

United States

## Quiz

Which country has the highest % of internet using financial services from digital only banks?

Nigeria

# Quiz

What is the most preferred payment method in Germany?

eWallet

Bank transfer

Credit Card

Debit Card

# Quiz

What is the most preferred payment method in Germany?

Bank transfer

# Quiz

How many official languages are there in India?

11

18

25

22

# Quiz

How many official languages are there in India?

22



# Quiz

What market has the highest returns rate in Europe, with an estimated 53% of customers sending their goods back?

Ireland

Germany

Italy

Sweden

# Quiz

What market has the highest returns rate in Europe, with an estimated 53% of customers sending their good back?

Germany

# Quiz

When do Asian customers tend to contact customer support?

Before  
purchase

During  
purchase

Post purchase

They don't  
contact

# Quiz

When do Asian customers tend to contact customer support?

Before  
purchase

# Quiz

Which EMEA market consumers typically require the most customer support after a purchase?

United Kingdom

Saudi Arabia

Germany

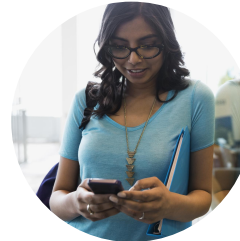
France

# Quiz

Which EMEA market consumers typically require the most customer support after a purchase?

United  
Kingdom

It's not just about Marketing, it's about  
making your **customer feel good**  
throughout the **entire journey**

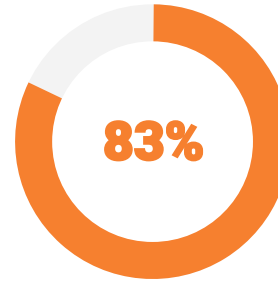
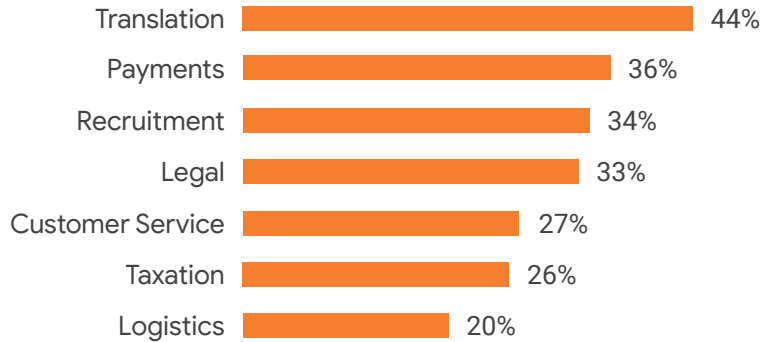




It's not just about  
Marketing, it's about  
making your **customer**  
**feel good** throughout the  
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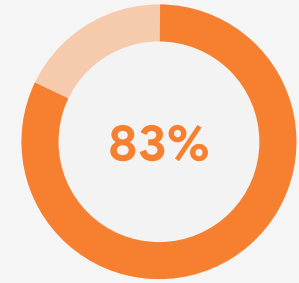
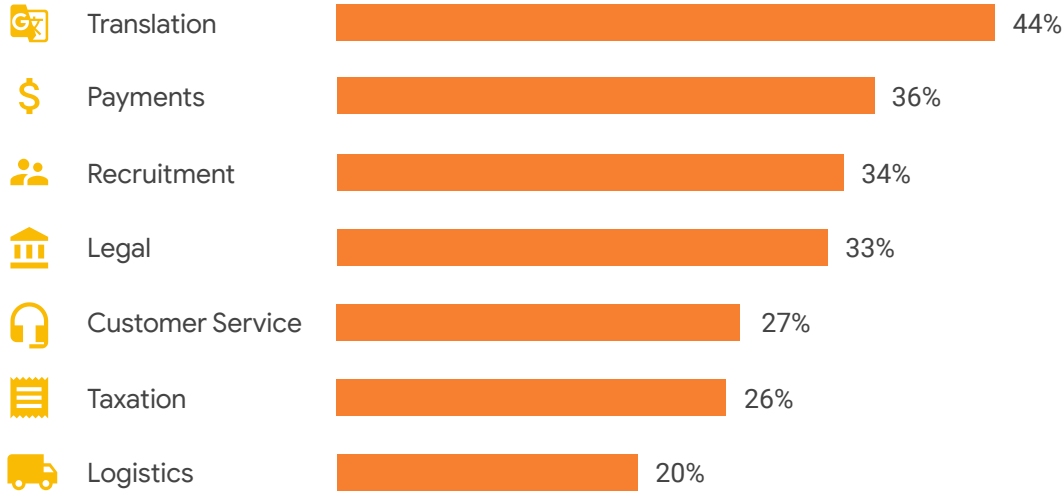


# The challenges facing your clients



of exporting customers face **at least one** serious operational issue<sup>1</sup>

# The challenges facing your clients



of exporting customers  
face **at least one** serious  
**operational issue**<sup>1</sup>

As your global footprint grows, the operational challenges increase



1. US-only
2. US-> Canada
3. US-> non-US English speaking countries (UK, Ireland, Australia)
4. US -> France & Germany

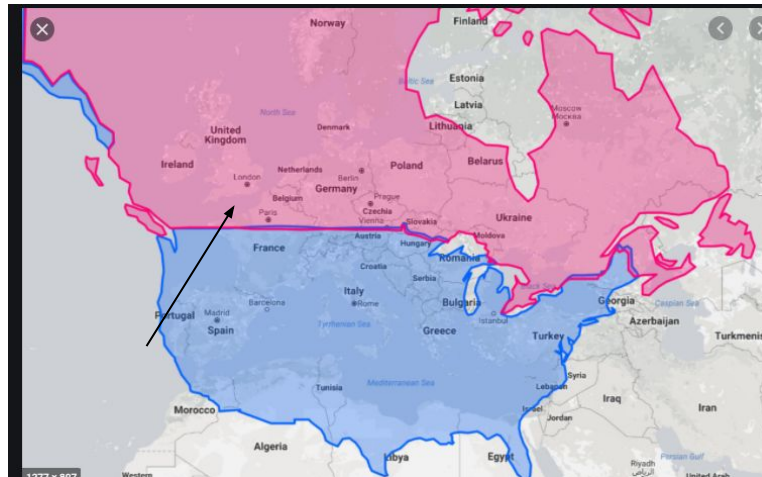
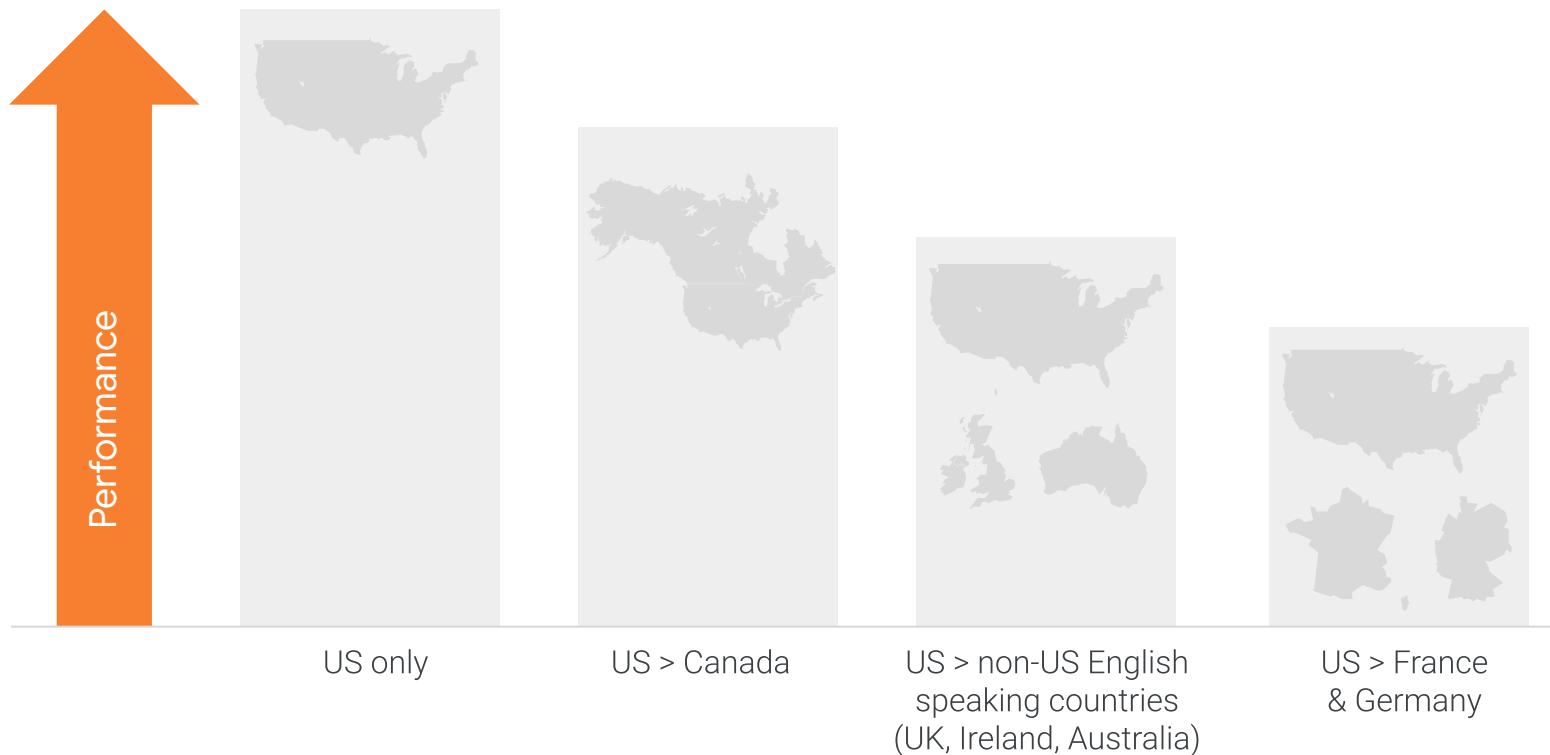


Image like sort of looks like this

<-

As your global footprint grows,  
the operational challenges increase



At Google, we bring our own in-house expertise on business operations, paired with a strong, global partner ecosystem...



Localization



Payments



Customer  
Experience



Logistics

Together, we can make customer experience even better,  
which will ultimately boost performance & conversions

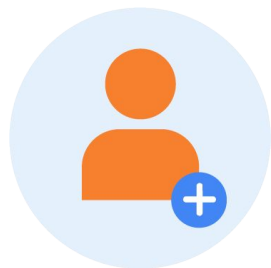
Why it matters

**Win New Customers**

**Improve Marketing  
Performance**

**Increase Customer  
Lifetime Value**

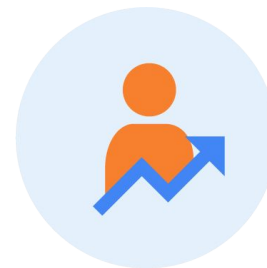
# Why it matters



Win New Customers



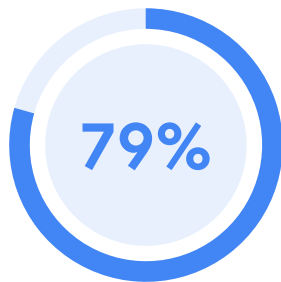
Improve Marketing  
Performance



Increase Customer  
Lifetime Value

# Why it matters

Source: Can't Read, Won't Buy. CSA Research, 2020



are more likely to buy if the product information is in German, over a product without information in German

- ❏ 43% of users in The Netherlands responded that they would abandon cart if their preferred payment method is not available

Source: Global Consumer Pulse Research, Accenture, 2016

Euromonitor International 2019

**78%** of customers in France report free shipping as the most valuable motivator when shopping

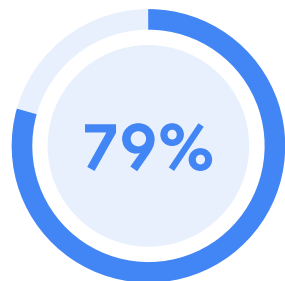
**51%**

of Indian business decision-makers said **live demos** helped them make a purchase

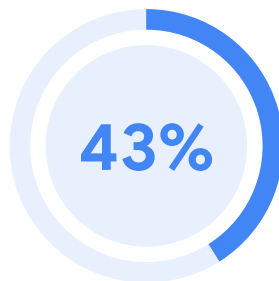
Source: GWI/Google, "B2B Path to Purchase," 2020



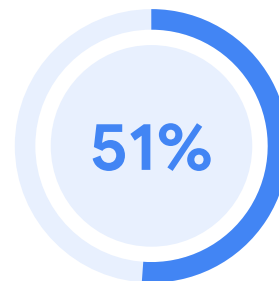
## Why it matters



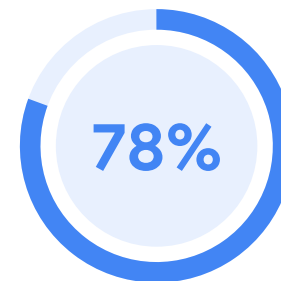
are more likely to buy if the product information is in German, over a product without information in German<sup>1</sup>



of users in The Netherlands responded that they would abandon cart if their preferred payment method is not available<sup>2</sup>



of Indian business decision-makers said **live demos** helped them make a purchase<sup>3</sup>



of customers in France report free shipping as the most valuable motivator when shopping<sup>4</sup>

1 Source: Can't Read, Won't Buy. CSA Research, 2020

2 Source: Global Consumer Pulse Research, Accenture, 2016

3 Source: GWI/Google, "B2B Path to Purchase," 2020

4 Euromonitor International 2019

How will we support?

**Opportunity  
identification**

Upskill your teams to  
diagnose key operational  
challenges impacting  
market performance

**Access to our partner  
ecosystem**

Direct access to Google  
preferred partners for  
payments, logistics,  
localization and customer  
experience

**Knowledge transfer**

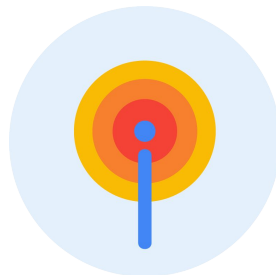
Dedicated Google  
consultant session to  
support clients and build  
up in-house capabilities

# How will we support?



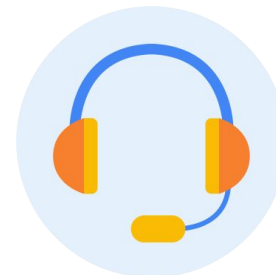
## Opportunity identification

Upskill your teams to diagnose key operational challenges impacting market performance



## Access to our partner ecosystem

Direct access to Google preferred partners for payments, logistics, localization and customer experience



## Knowledge transfer

Dedicated Google consultant session to support clients and build up in-house capabilities

## GBS GO: Your Vehicle to Operational Insights

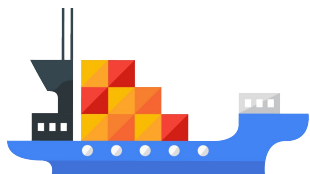
(image)  
LOGISTICS

(image)  
Payments

(image)  
Localization

(image)  
CX (Customer Experience)

# GBS GO: Providing you with Operational Insights



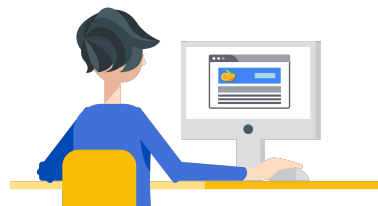
Logistics



Payments

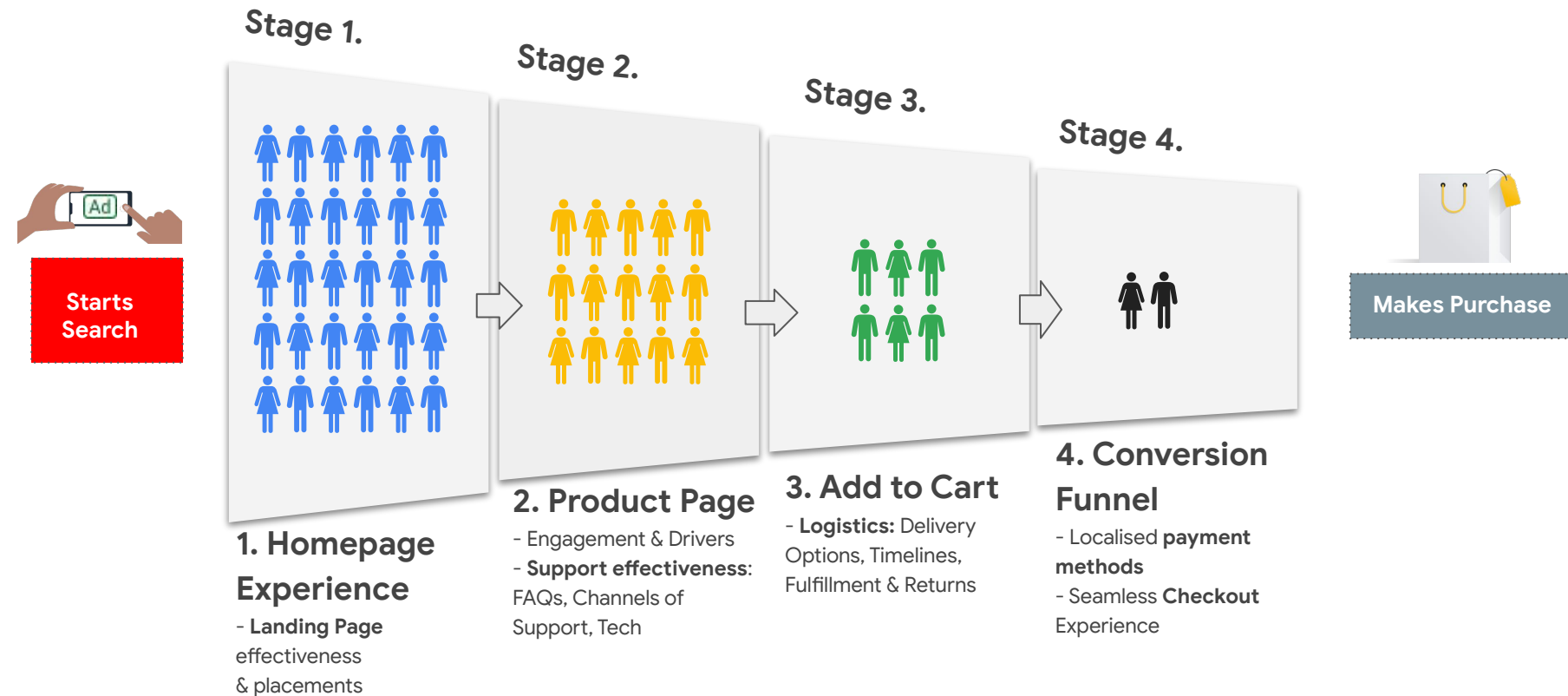


Localization



CX (Customer Experience)

# GBS GO Consult - The Customer Journey



**What to expect :**



Market Insights



Competitor Examples



Best in class industry examples



Action Plan



Partner Referrals

# GBS GO Consult - The Customer Journey

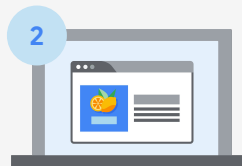


## Starts Search



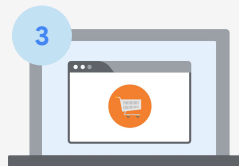
## Homepage Experience

- **Landing Page**  
effectiveness & placements



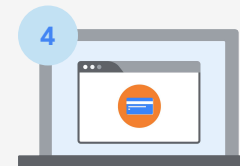
## Product Page

- Engagement & Drivers
- **Support effectiveness:**  
FAQs, Channels of Support, Tech



## Add to Cart

- **Logistics:** Delivery Options, Timelines, Fulfillment & Returns



## Conversion Funnel

- Localised **payment methods**
- Seamless **Checkout** Experience



## Makes Purchase

What to expect:



Market Insights



Best in class industry examples



Partner Referrals



Competitor Examples



Action Plan

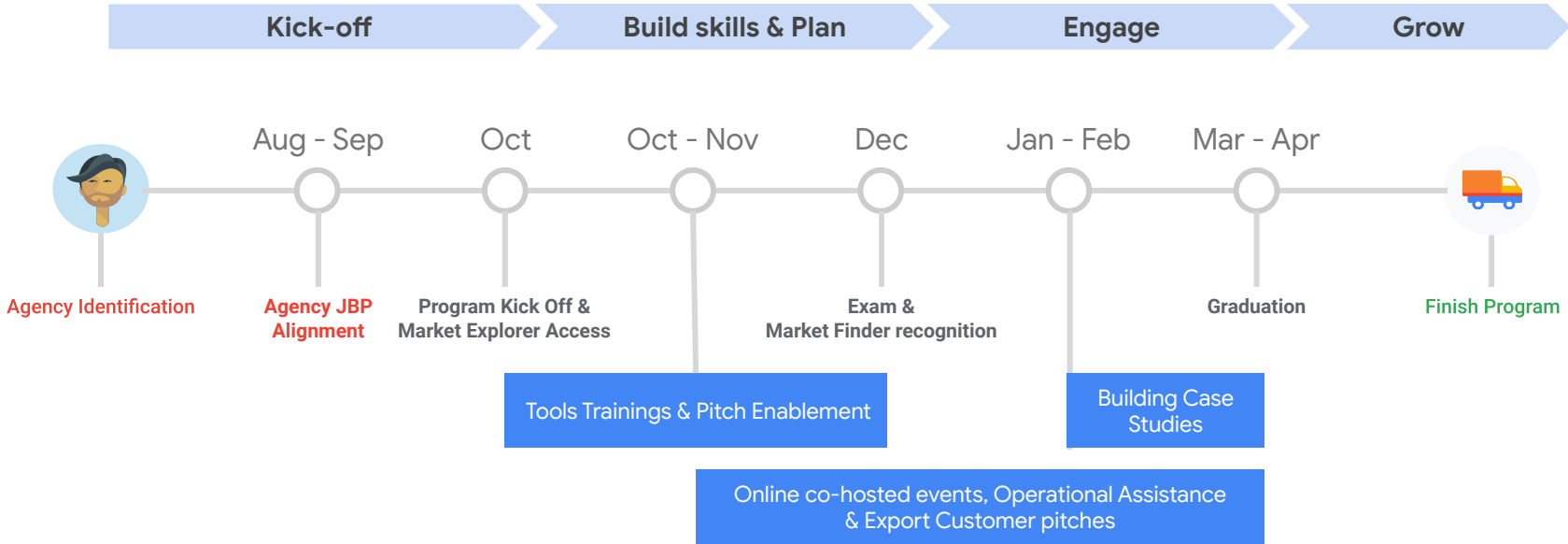
# Agency International Growth Program

## Next Steps





# International Growth Program: **Next Steps**



# Next Steps

Tools Training &  
Certification Exam

Identifying Opportunities

Operational Support

1:1 Support

- **Online training invites will be sent tomorrow**
- **Market Explorer access will be granted ASAP**
- Nominate 1-2 exam delegates per agency
- Delegates to complete training & exam ASAP
- **ADMs will work with agencies to ID top end-client opportunities**
- Follow-Up Meetings in October-November
- **1:1 Exclusive Consultation for your clients**
- Limited bandwidth available for high-potential opportunities
- 1:1 support available, based on JBP completion
- Agencies will make requests via their Google team



Please complete the feedback form by taking a photo with your phone's camera.



# Thank You

Danke

Merci

ありがとう

Obrigado

Спасибо

Grazie

شكرا

Takk



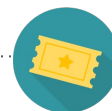
### **Get to know your clients**

Involve Export into your day-to-day conversations with clients



### **Export Online Course**

Receive study material in April



### **Selling Export Workshop**

Stay tuned for the next training to come!

# What we're going through today

## The Program & what is involved

- Export Landscape
- What are the capabilities needed
- What is involved in the program

## Finding Opportunities

- Identifying the right clients
- How to analyse markets
- Which tools to use

## Providing Support

- Global Business Solutions Consultations
- Covid 19 Support

## Next Steps

- Partnering together and what's next
- Q&A

