



International Growth Program

What we've covered & What's next?



Richie Reynolds

Agency International Growth Program Manager

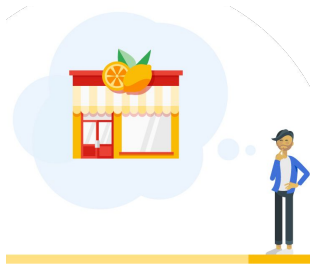
Richie manages the Agency International Growth Program across our European markets.

During his 6 years at Google, he has worked across our Google Sales and Support teams.

He's spent the majority of his time on the agency side of our business – managing the Google Consumer Solutions relationships with the UK's largest performance agencies.



1 Plan



**Prioritise where our
Clients' opportunities lie**

“What markets should we
enter in?”

2 Build



Prepare operations

“What does your client need to
take into consideration to be
successful there?”

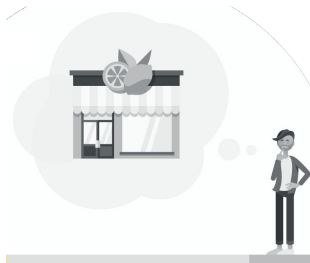
3 Scale



**Launch, measure
and build your brand**

“How do we reach and engage
that customer base there?”

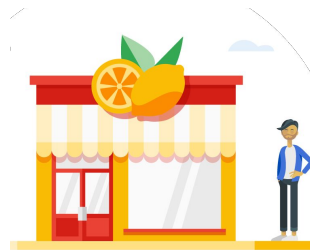
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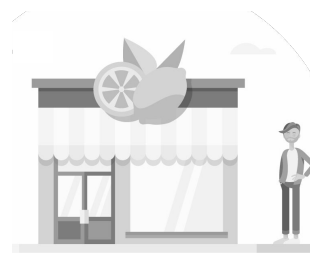
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Next steps of your International Growth Journey



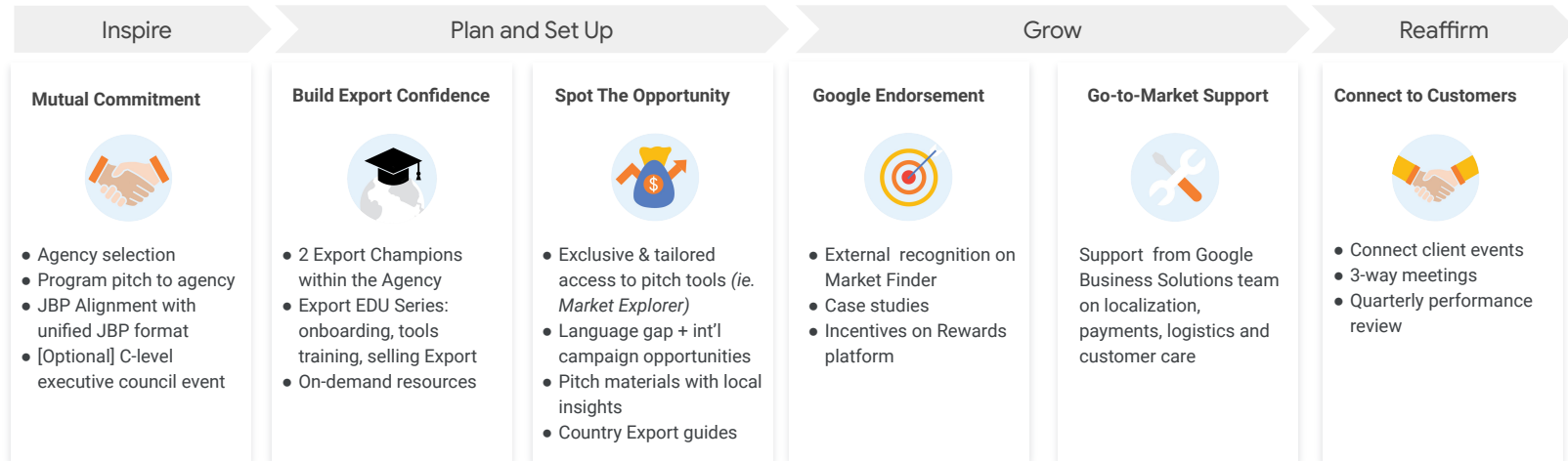
Google are set to continue to collaborate and partner with you to empower your clients to grow with support on

Data

Strategy

Resources

International Growth Program Journey



Next Steps

Reach out to engage with your International Growth Specialist

- Complete your end of webinar exam and get your agency recognised on [Market Finder](#)
- Select the perfect client to empower with a **Global Business Solution** consultation
- Utilise your exclusive tool and resource access to support your clients' international growth strategies
- Explore the additional webinars *EMEA Market Deep Dives* and the *Agency Talk Series on Export Strategy* with Janusz Stabik





Thank You!