Google Partners

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.









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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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

Inspire Plan and Set Up Grow Reaffirm **Build Export Confidence Spot The Opportunity Google Endorsement** Go-to-Market Support Connect to Customers **Mutual Commitment** Connect client events Agency selection • 2 Export Champions Exclusive & tailored External recognition on Support from Google • 3-way meetings Program pitch to agency Market Finder **Business Solutions team** within the Agency access to pitch tools (ie. Quarterly performance • JBP Alignment with Export EDU Series: Market Explorer) Case studies on localization. review unified JBP format onboarding, tools • Language gap + int'l Incentives on Rewards payments, logistics and • [Optional] C-level training, selling Export campaign opportunities platform customer care executive council event On-demand resources · Pitch materials with local insights Country Export guides

Next Steps

Reach out to engage with your International Growth Specialist

- Complete your end of webinar exam and get your agency recognised on <u>Market Finder</u>
- 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







