

Guide for promoting your participation in the International Growth program

We are proud that your agency is part of our International Growth program, and you should be as well! Let your clients know about your development and the joint work with Google on international growth - but we kindly ask you to follow these guidelines.

✓ What you CAN do

- **Branding:** Please use the official program name: "Google Partners International Growth program" and your official Google Partners badge if you are sharing your credentials for PR (see badge [guidelines](#))
- **Where:** You can use press releases, social media or email communication to showcase your participation in the program
- **What:** Feel free to write about: The goal and the elements of the program, why is the program a great opportunity for your agency, what you expect from the program (e.g. challenges the program will help solve)
 - **Market Finder:** You can mention your listing on Market Finder as an International Growth expert
 - **GBS:** You can mention that you have access to Google's Global Business Solutions team who can support clients with operational execution in international markets
 - **Quotes:** You can include quotes from Googlers after consulting your Google Account Manager
- **Sign off:** Before publishing, please check the content with your Google Account Manager or International Growth Consultant to ensure it's in line with Google guidelines

✗ Please DON'T

- **Certification:** Please don't use the word "certified" when you are mentioning the goal of the program, or your status after finishing the program. With this program, Google is helping make you an expert in the field of international growth, but we are not giving official certifications for finishing the program
- **Program criteria:** Please don't specify the criteria for taking part in the program
- **Confidentiality:** Please don't share any confidential information or material from the program
- **Market Explorer:** Please don't refer to Market Explorer by name, this is an exclusive tool just for you, but not externally branded for wider communication. You can, however, mention you have access to Google proprietary insights tools to support your clients international growth plans
- **Publishing:** Please don't publish anything before checking it with your Google Account Manager or International Growth Consultant

[Example 1](#) / [Example 2](#)



If you have any questions, please check with your Google Account Manager or International Growth Consultant

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