

Thinking globally – opportunities, risks and how to start

SASCHA AVERMIDDIG

Who Am I

- Name: Sascha Avermiddig
- From Germany (Nuremberg)
- Moved to Grimstad beginning of 2020 from Ho-Chi-Minh City, Vietnam
- Started my own business the same time
- Previously Business Development Manager for “gbc engineers” – construction engineering consulting company
- Educational background: International Business (major in Finance)
- In the past years I have studied, worked and lived in Germany, England, China, South Korea and Vietnam



What I do

"Because the purpose of business is to create a customer, the business enterprise has two basic functions: marketing and innovation."

- Peter Drucker, 1954



- I want to help businesses to focus on innovation by supporting their marketing activities
- I want to encourage businesses to think bigger than Norway

From Saigon to Grimstad

**MARKETING
BOOST +**



My opinion

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Is Grimstad the Norwegian answer to Silicon Valley?

- Oslo, Bergen and Stavanger might seem like a more obvious choice
- Fact is that Grimstad fulfills many requirements and none of the others have been able to create a unicorn
- The question is: **does Grimstad WANT to be the Norwegian Silicon Valley?**



Why now is a good time

- The world needs good solutions now more than ever
- More people online now
- Replace companies that are not surviving the corona crisis
- Ad costs are lower

Risks

- No established customer support system
- Legal restrictions
- Logistical challenges
- Taxation
- Biggest risk: not doing anything!

4 steps

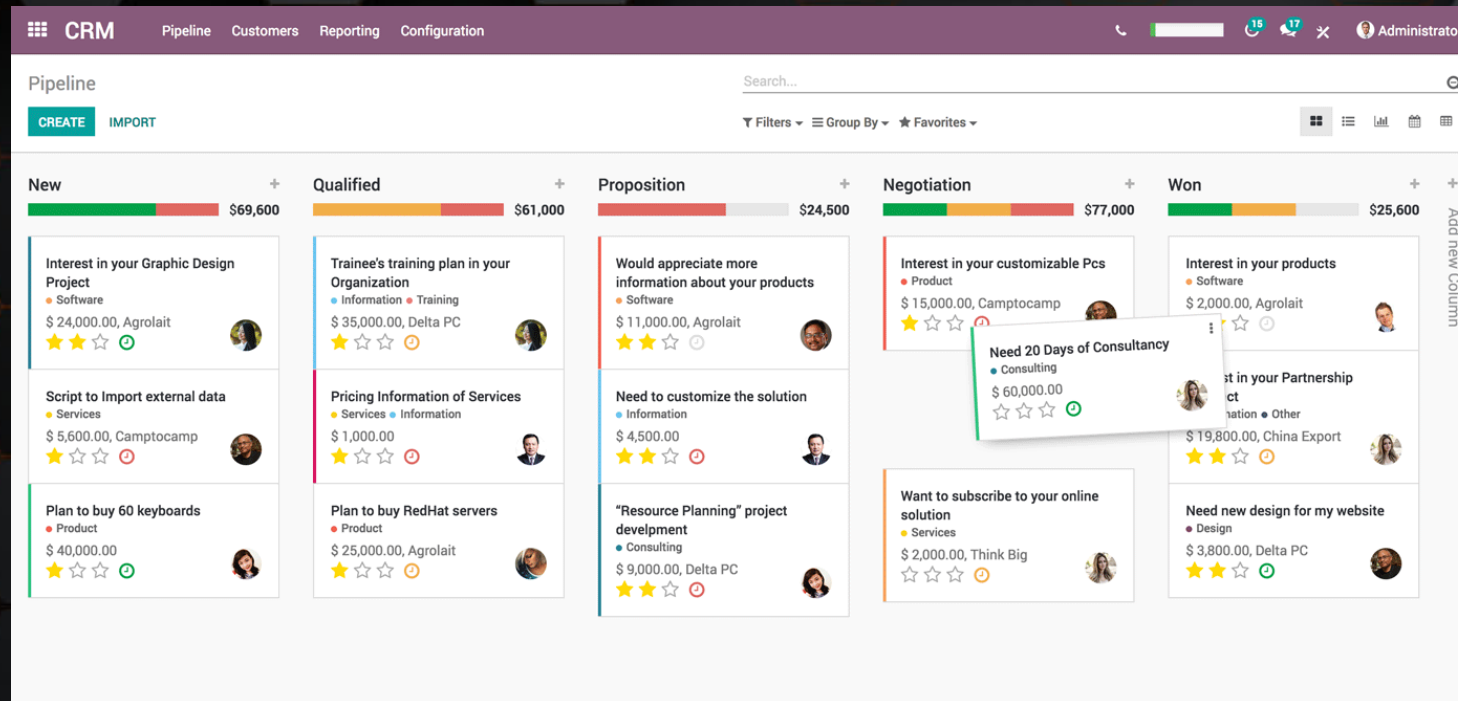
1. Digital Scaling
2. Market Research
3. Localization
4. Advertise

1. Digital Scaling

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Digitize internal sales procedures

- CRM
- IT infrastructure
- automatize quotes and billing
- clarify responsibilities
- define KPIs



Free CRM tool from Odoo

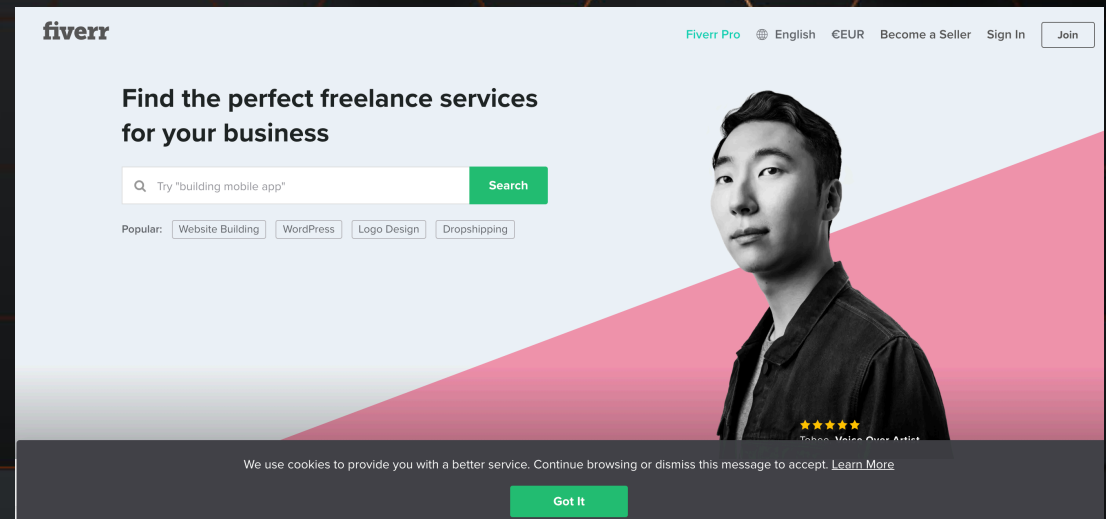
1. Digital Scaling

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- Turn physical product/services into subscription model, SaaS, digital product, platform, ...
- Goal is website that creates new leads and customers without your active doing
- Create upsell and cross-sell opportunities for your customers



grundriss-digital.com

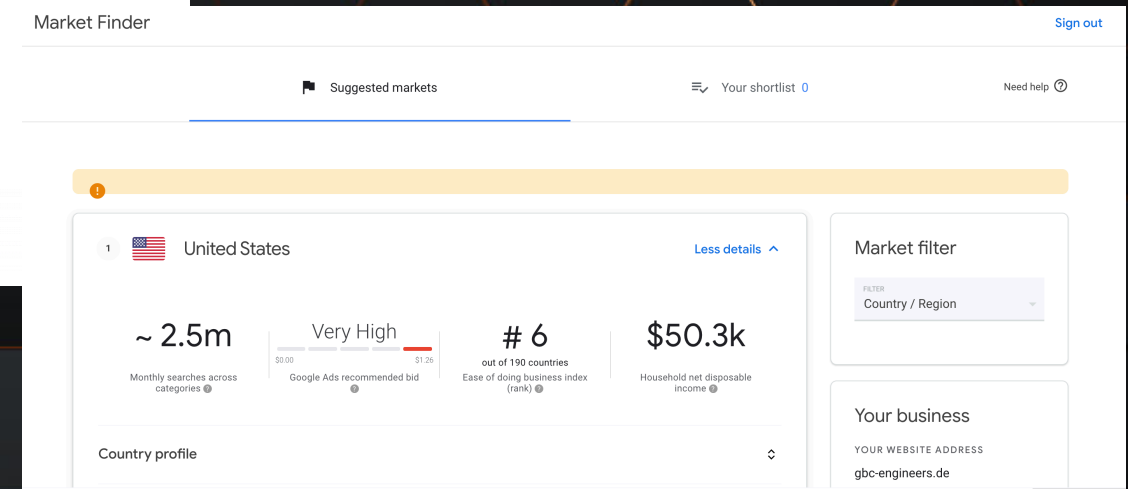
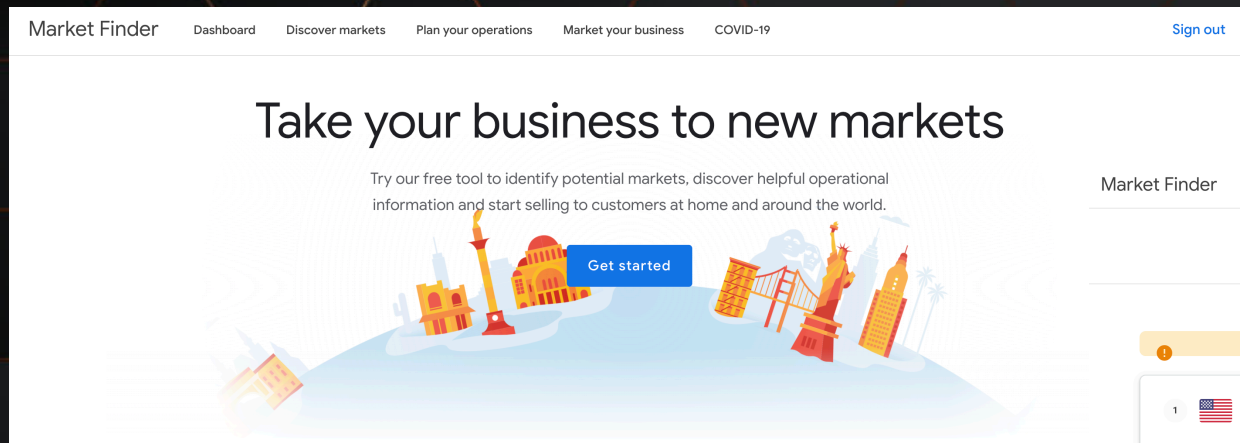


Fiverr.com

2. Market Research

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Use Google Market Finder to find countries that have high demand for your product category
Which market has the most demand?



2. Market Research

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Use Google keyword planner to analyze the competition based on CPC

Google Ads

Keyword plan

SETTINGS

?

!

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Locations: Germany

Language: German

Search networks: Google

Last 12 months

May 2019 – Apr 2020

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Q cad vektorisierung

https://grundriss-digital.com

DOWNLOAD KEYWORD IDEAS

Use different keywords for more results [Edit](#)

Broaden your search:

+ cad

+ Zeichensoftware

+ Design-Software

+ Software

Exclude adult ideas

ADD FILTER

3 keyword ideas available

COLUMNS

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> cad vektorisie...	10 – 100	Medium	–	–	–	
Keyword ideas						
<input type="checkbox"/> pläne vektoris...	10 – 100	High	–	NOK10.09	NOK20.09	
<input type="checkbox"/> pläne cad vek...	10 – 100	–	–	–	–	

1 - 3 of 3

Refine keywords BETA

EXPAND ALL

Brand or Non-Brand

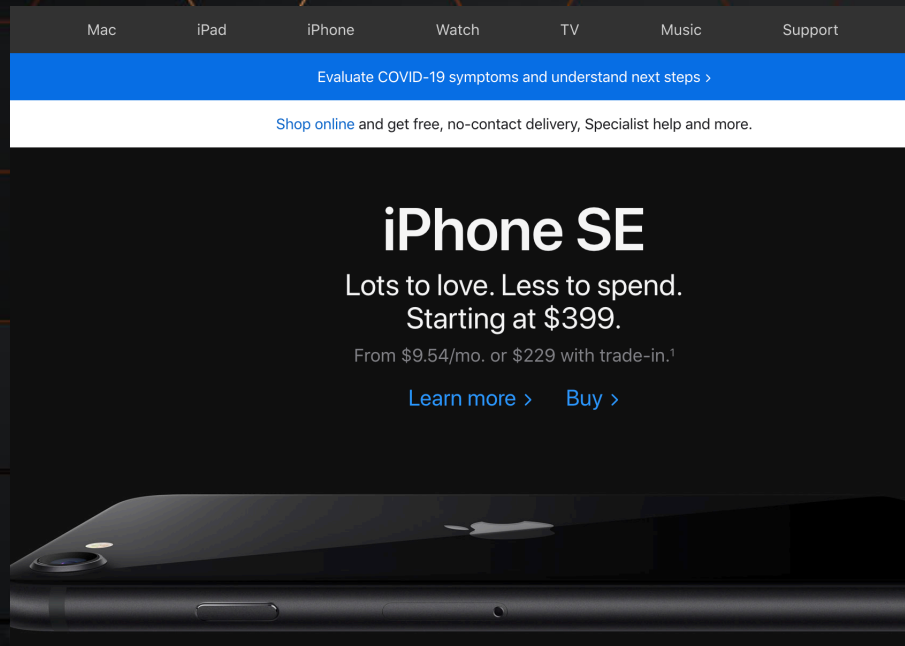
Non-Brands

GIVE FEEDBACK

3. Localization

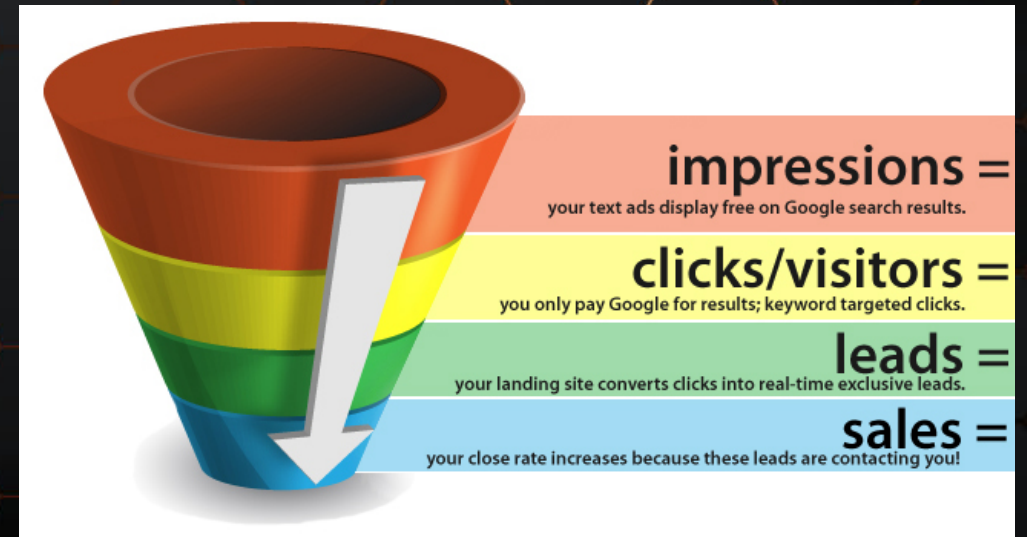
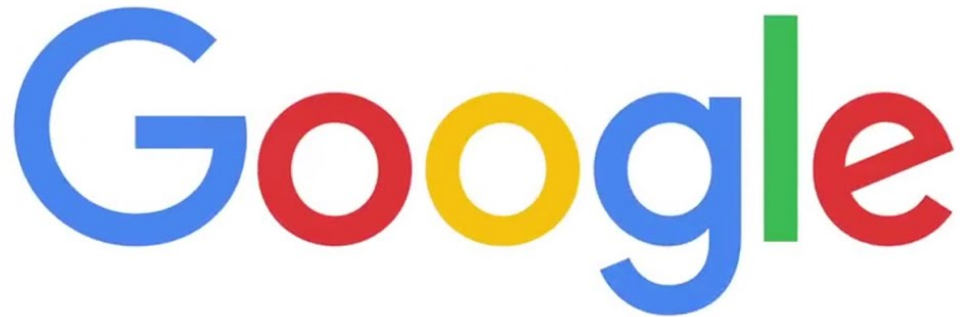
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Make them feel like you speak their language, but find the right balance between standardization and localization.



4. Advertise

- Most promising combination: SEO (long term results) + PPC Ad Funnel (short term results)



4. Advertise

Ad Funnel

- Goal: Guide the customer to the purchase
- Targeting the right audience at the right cost
- It's all about ROI
- Find your audience: what platforms do they use?
- Factors that matter: Leads, conversion rate, cart value, retention

Conclusion

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Questions