

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

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

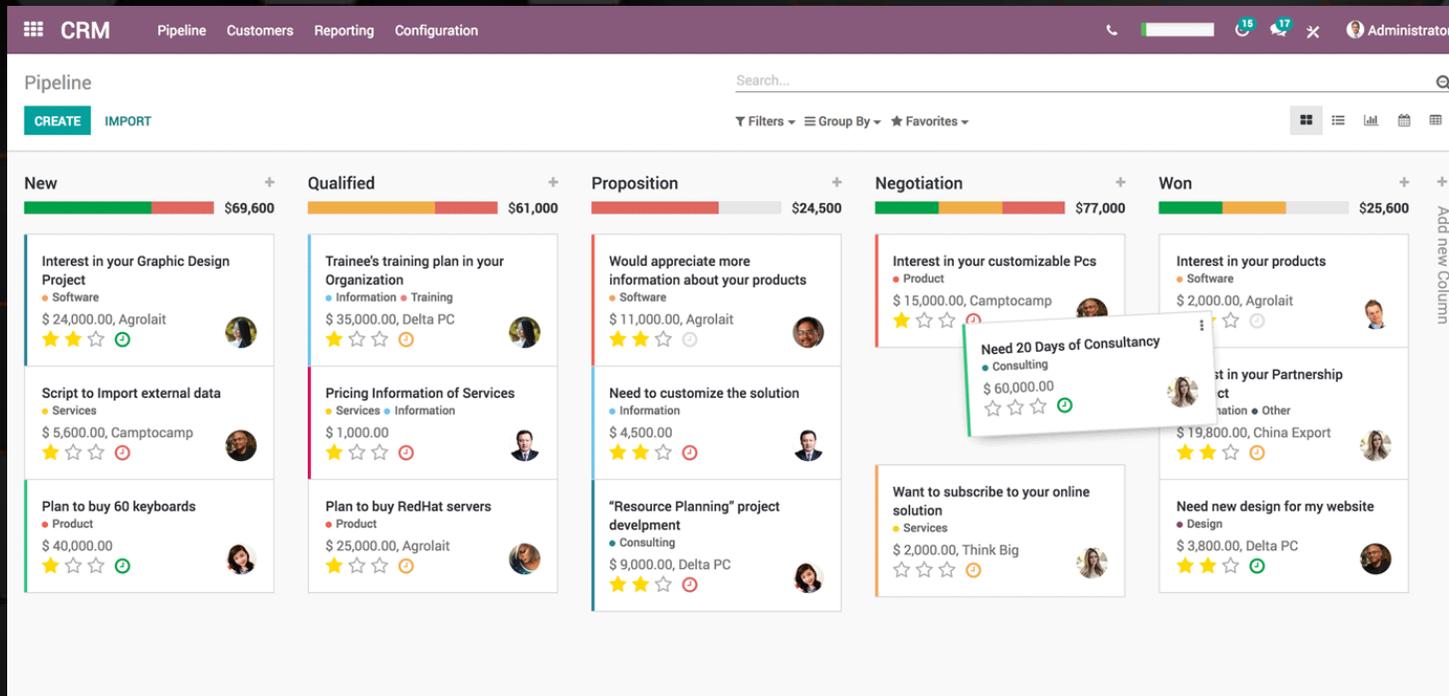
- No established customer support system
- Legal restrictions
- Logistical challenges
- Taxation
- **Biggest risk: not doing anything!**

4 steps

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

1. Digital Scaling

Digitize internal sales procedures



Free CRM tool from Odoo

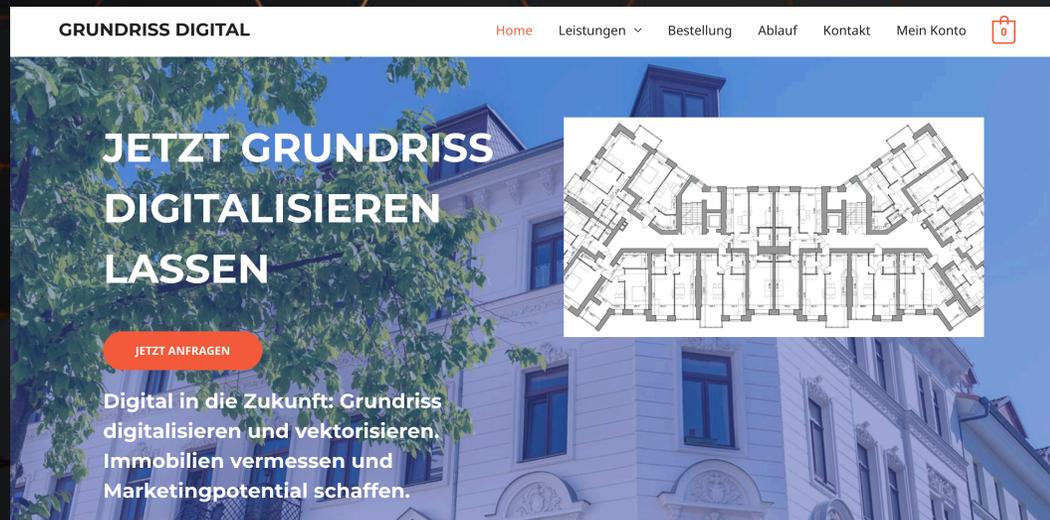
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- CRM
- IT infrastructure
- automatize quotes and billing
- clarify responsibilities
- define KPIs

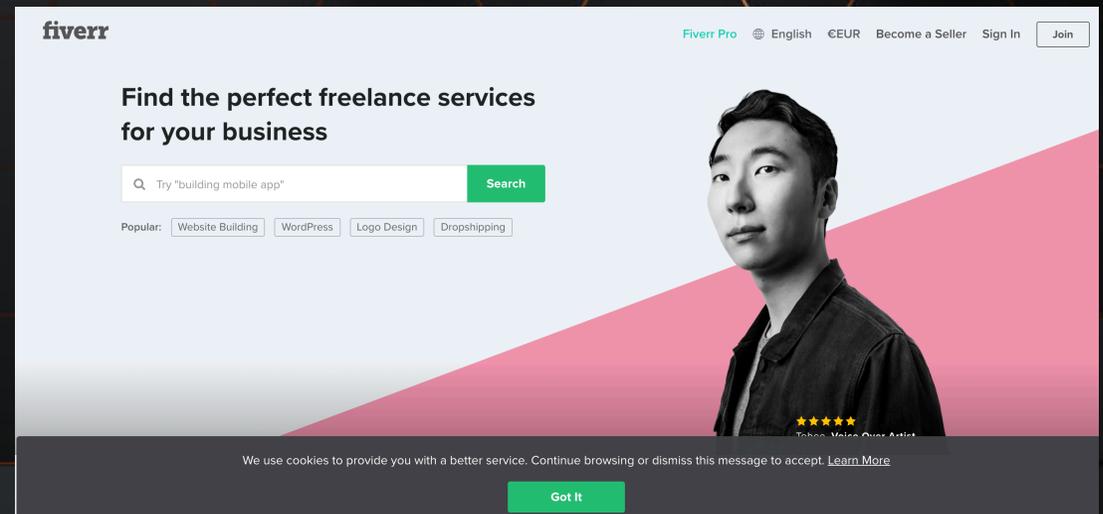
1. Digital Scaling

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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



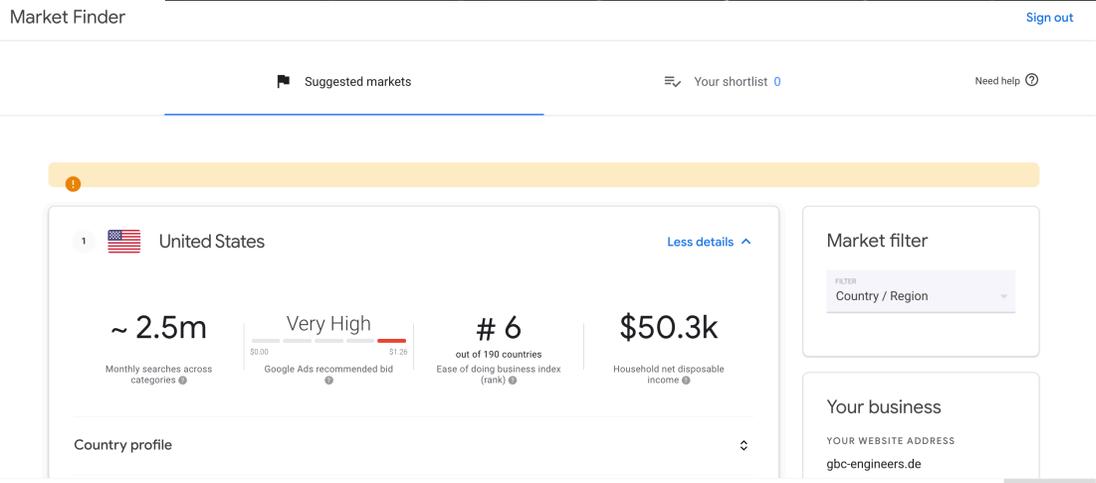
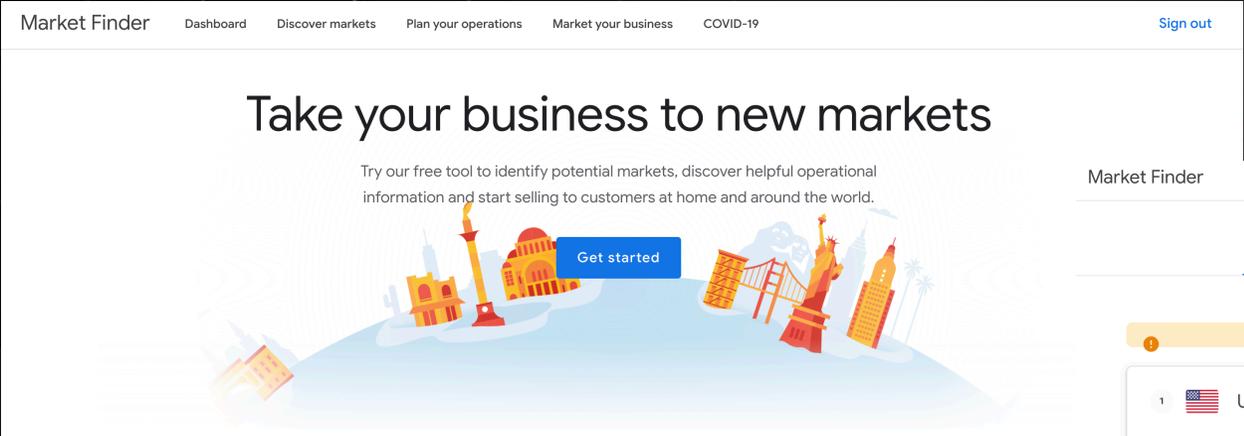
grundriss-digital.com



Fiverr.com

2. Market Research

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



2. Market Research

Use Google keyword planner to analyze the competition based on CPC

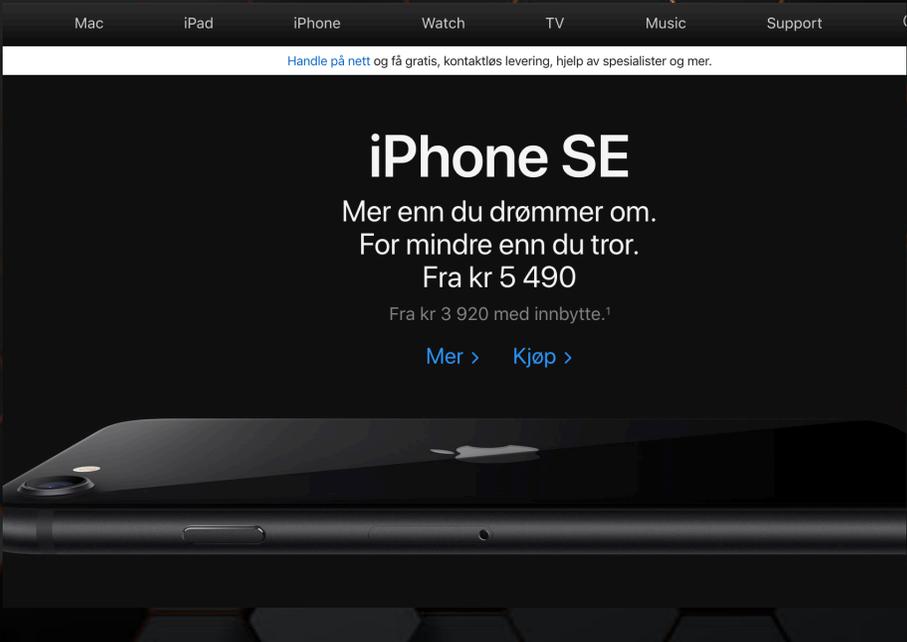
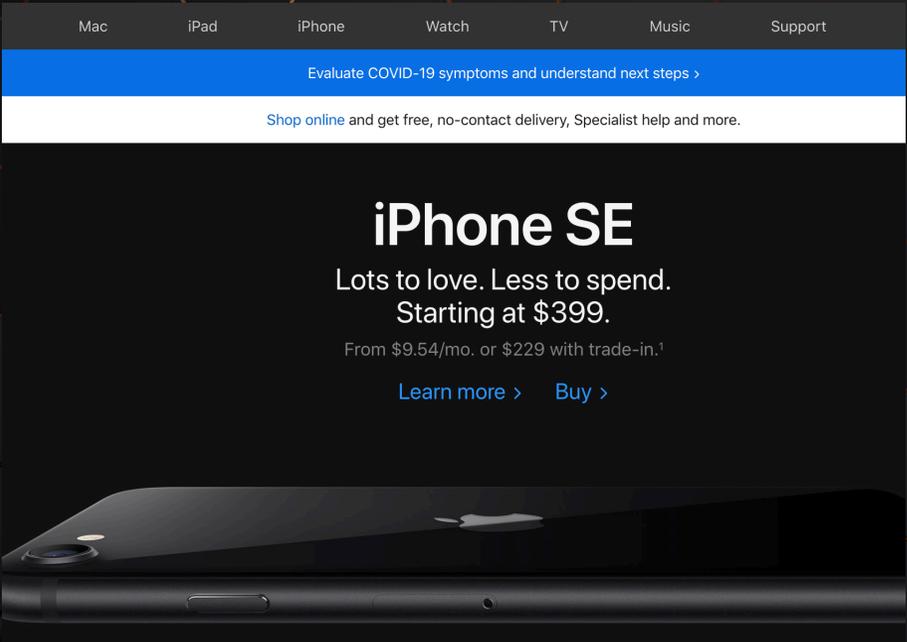
The screenshot shows the Google Ads Keyword Planner interface. The search term is 'cad vektorisierung' with a URL 'https://grundriss-digital.com'. The search is for Germany, German language, Google search networks, last 12 months, from May 2019 to April 2020. The search is broadened with terms: 'cad', 'Zeichensoftware', 'Design-Software', and 'Software'. The results table shows three keyword ideas:

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
cad vektorisie...	10 - 100	Medium	-	-	-	
pläne vektoris...	10 - 100	High	-	NOK10.09	NOK20.09	
pläne cad vek...	10 - 100	-	-	-	-	

Additional UI elements include 'Exclude adult ideas', 'ADD FILTER', '3 keyword ideas available', 'COLUMNS', 'Refine keywords BETA', 'EXPAND ALL', 'Brand or Non-Brand', 'Non-Brands', and 'GIVE FEEDBACK'.

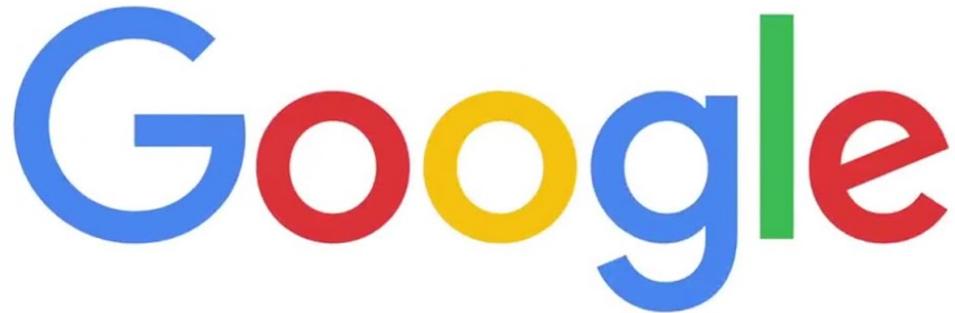
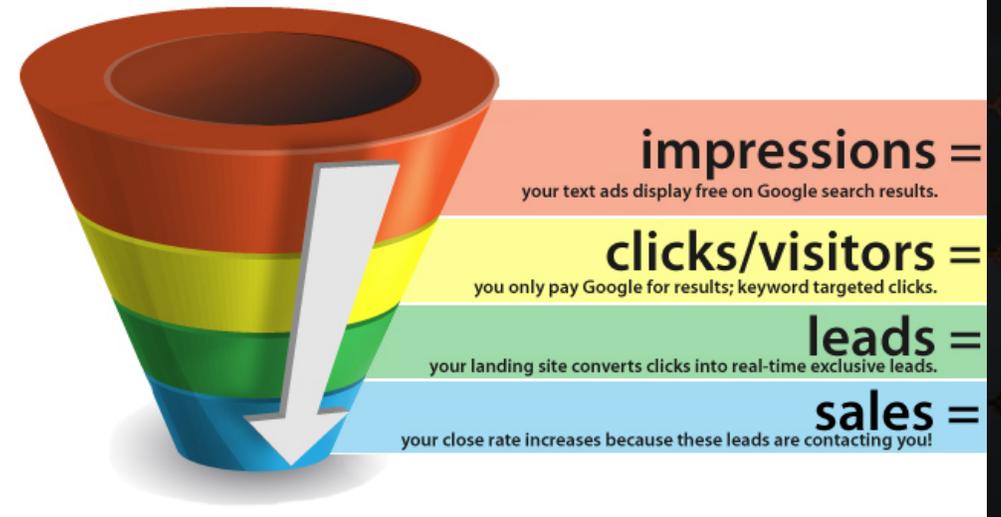
3. Localization

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)

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, blue, red) on a white background.

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