
Planning key to digital campaigns in export markets

Digital marketing – from pay-per-click (PPC) campaigns to email marketing – is a proven way for exporters to land leads and sales in a target market. However, many exporters make the mistake of launching campaigns in new overseas markets without fully understanding what is involved and then are disappointed when the campaigns fail to deliver a return on investment.

Usually, export marketing campaigns fail because of an absence of detailed planning and a lack of understanding about the importance of localisation. This ThinkBusiness.ie guide covers planning, fulfilment and marketing. It should be read in conjunction with the ThinkBusiness.ie [guide to localising your website](#).