

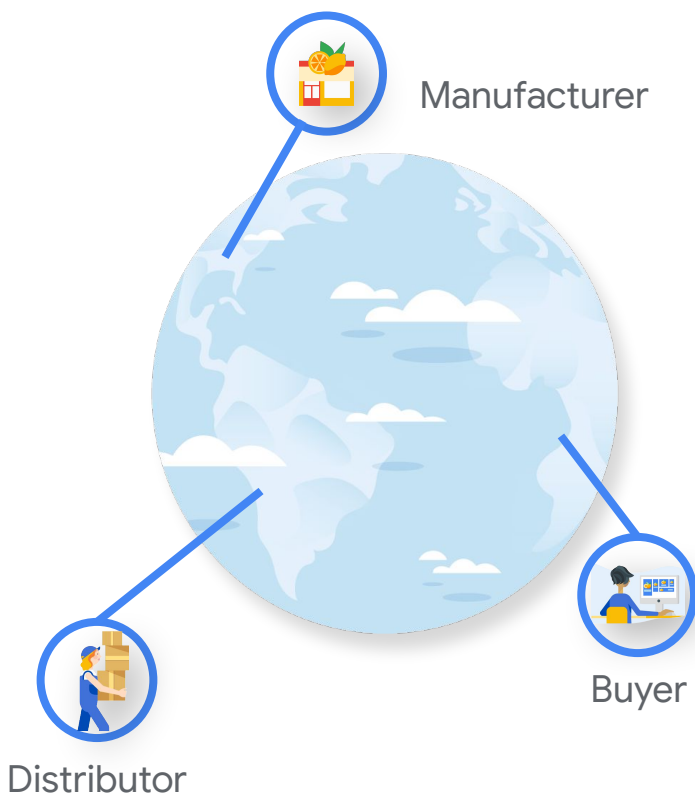
Grow with Google

Go Global With Google's Market Finder

Use Google's free Market Finder tool to identify new potential markets, discover helpful operational information, and start selling to customers around the world.

g.co/marketfinder

What Selling Overseas Can Do For Your Business



- Boost your profile at home and internationally
- Create a larger commercial footprint
- Expand customer base
- Help spread business risk
- Access economies of scale
- Improve financial performance
- Make you more profitable, competitive, and innovative

96% of the world's consumers live outside the U.S

Source: U.S. Small Business Administration

How To Use Market Finder

- ❑ Visit g.co/marketfinder
- ❑ Enter your website.
- ❑ Review and confirm business categories.
- ❑ Choose if you want to expand in the U.S. or globally.
- ❑ Review and select recommended markets.
- ❑ Learn about profiles of markets you selected.



Three Exporting Considerations

1. Plan international growth strategy

Which markets present the best growth opportunities for your business?

2. Build your operations

Find resources to help with Global payments, Local customer care, Logistics, Talent recruitment and Taxes / legal.

3. Scale brand & advertise across borders

Learn about:

- Global marketing strategies
- Analyzing global business results
- Search, Display, and Video advertising
- Finding a trusted partner to help

Additional Resources

Quick Help

g.co/grow/quickhelp

Watch short videos to understand how to use Google's tools, find answers to frequently asked questions, and learn about new features.

Google Primer

g.co/primer/fromhome

Get quick, easy lessons on your phone, with lessons like "Boost Your Online Business with Google Ads". Learn whenever you have a few minutes free, even on the go.

Grow OnAir

g.co/GrowOnAir

Sharpen your knowledge with on demand classes from Grow with Google OnAir. With classes in both Ads and Analytics, you'll gain the marketing skills you need to grow your business.