

PREPARED AND PRESENTED BY
MAKESYOULOCAL.COM



GET STARTED GUIDE TO

INTERNATIONAL E-COMMERCE

INTRODUCTION

Congratulations!

By downloading this guide, you have officially taken the first step towards the internationalisation of your webshop!

In this guide, you will find our best tips and recommendations to help you start your international business venture.

If you have already joined the ranks of international webshops you are, of course, also welcome to read this guide.

Maybe you will find new inspiration or solid advice that can bring your international sales to the next level.

Best of luck and happy reading!

ABOUT MAKESYOULOCAL

MakesYouLocal helps webshops succeed abroad. Since our launch in 2010, we have worked with more than 1,000 international e-commerce businesses.

We support webshops in all avenues of their internationalisation - from pre-launch strategy and market selection to customer support, translations and localised marketing content.

Our teams serve the needs of a number of brands and e-commerce companies across 15 countries across Europe as well as in the United States.

[Visit our website](#)

THE ROAD AHEAD

“MAKES YOU LOCAL HELPED US EXPAND INTO THREE MARKETS IN RECORD TIME. THEY’VE BEEN A GREAT ADVISOR IN SETTING UP THE STRATEGY AS WELL AS EXECUTING IT. WE HAVE SEEN A STEEP GROWTH CURVE IN ALL COUNTRIES AND CAN ONLY RECOMMEND GETTING EXPERT ADVICE ON INTERNATIONAL EXPANSION.

”

Rasmus Thorup Andersen
CEO at Bodylab

Over the years, we have had the pleasure of helping many different businesses through various phases of the internationalisation process.

Two of the most frequently asked questions we are faced with are: “How do I get started?” and “What should I prioritise?”.

We recommend creating a “roadmap”. A roadmap doesn’t have to be a lengthy and complicated document but rather a practical plan covering everything that needs to be implemented to launch a trustworthy localised webshop in a new market.

Having an overview of upcoming tasks and to-do's, having a good understanding of your strengths and weaknesses, and how to navigate ongoing challenges, will greatly improve your chances of launching a successful site and reduce your risk of forgetting something important during the process.

It is difficult to give advice that fits any and all scenarios. In the following, we will, nevertheless, share some of our best advice on how to get started.

See it as inspiration, rather than a playbook. If you need a more customised plan for your project, you are always welcome to contact us.

WHERE TO BEGIN?

First, let's talk about how to get started. Having a solid and healthy business in your home market is the best launchpad for your international expansion.

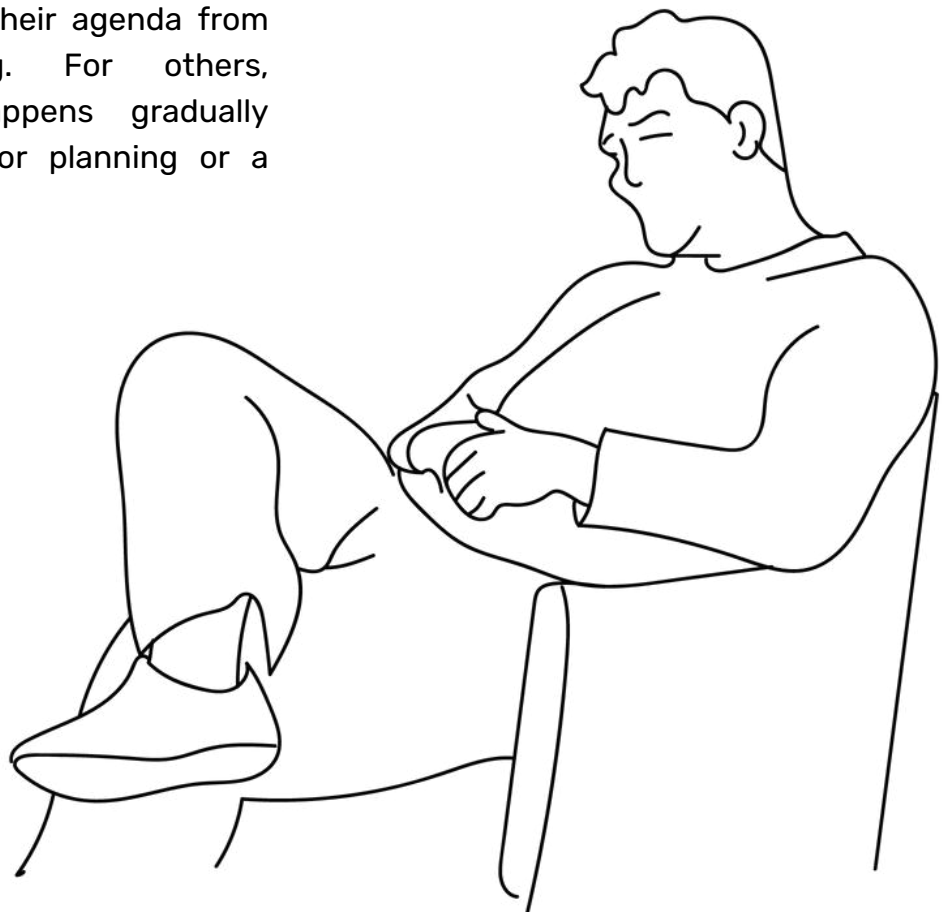
A stable home can provide you with the necessary funding to support your launch abroad. It will also allow you to leverage the learnings you have made from your existing operation. From there you can adjust your operation to suit the new market, which is much easier than starting from scratch.

Next, think about your reasoning. Some brands and e-commerce companies have international sales on their agenda from the very beginning. For others, internationalisation happens gradually and without much prior planning or a detailed strategy.

Some are driven by the prospects of long-term growth and success, while others strive to become market leaders within a short period of time.

There can be many reasons to go abroad, but regardless of your reasons, it is important that you ask yourself the following question, and answer it confidently: "Why do I want to launch an international webshop?"

Depending on your answer, the choice of market and approach will differ.



DECIDING WHERE TO GO



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SOME INVALUABLE INSIGHTS TO GATHER

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- Try to develop an understanding of your new customers, their habits and expectations.
- Familiarise yourself with the online competition in your new market(s).
- Assess your strengths.
- Determine if your webshop will be the most appealing choice for customers in the new country in various scenarios.
- Calculate the costs involved in localising and translating your webshop for the new country.
- Estimate the initial and ongoing marketing investments required to achieve your goals.

Market Entry Report