GET SOCIAL TO GO GLOBAL

Christina Adams, Co-owner
Antenna Social Media & Design

Social media is a great way to make your presence known in international markets. You can also use it to gather business intelligence and to network with key industry players.

Newfoundland's Christina Adams, co-owner of Antenna Social Media & Design, and a client of the Business Women in International Trade (BWIT) program, offers these tips for connecting with prospective customers, buyers and partners.

1. Prepare a social media strategy. Set clear goals and decide who you want to reach.
2. Determine what social media channels your audience is using in your target markets.
3. Stay active on different social media platforms so your company ranks highly with search engines.
4. Identify people who share your target audience and have substantial followings. Interact with them. Others will notice you and follow your brand.
5. Comment and participate in discussions to show that you are engaged and interested. This creates trust and adds value.
6. Be sure to use humour, create a sense of community, provide advice and show personality.
7. Use LinkedIn to identify business partners, connect with potential buyers or keep in touch with people you meet during your travels.
8. Use Twitter to engage in conversations about your industry, connect with journalists and find opinion leaders who might become ambassadors for your brand.
9. Use Facebook to showcase your brand and company culture. Content that connects on an emotional level is more likely to be shared than tips or advice.
10. Leverage Instagram. It's a visual powerhouse for selling products or experiences. Use hashtags to extend your audience.
11. Adapt the content for the local language and culture. Remember: Audiences engage differently with social media in other countries. Find the most effective tools and approaches.

To join the BWIT LinkedIn group, visit **linkd.in/bwit-faci**.

Minister Freeland meets representatives in Toronto from BWIT, Women's Enterprise Organizations of Canada and WEConnect International in Canada (November 2015).

"Sound Advice: Choose wisely

"While we built our reputation on our cap lamp technology for miners, we've made a quantum shift by bringing innovative solutions to underground communications. Our smart lamps integrate tracking technology, which differentiates us from the competition. We have a great market share in Canada and the U.S., along with divisions in Australia and Chile.

Our success in international markets is closely tied to the quality of our partnerships. Our Peru distributor wants to offer 'best of breed' solutions to keep miners safe. Our Norwegian distributor, who services our network across Scandinavia, is second to none.

Recently, we've had requests from distributors who want to represent our products in Africa, Mongolia and other developing regions of the world. The Trade Commissioner Service has been an excellent source of market intelligence for these emerging markets.

Choose your partners carefully. Make sure they have a solid network and are willing to do the heavy lifting to get you into the market."

Heidi Levitt, President and CEO
Northern Light Technologies
Toronto, ON

DID YOU KNOW?

The Canadian Trade Commissioner Service operates in 161 cities abroad and in Canada, and served over 11,000 clients last year. The TCS offers four key services:

1. Preparing for international markets
2. Assessing market potential
3. Finding qualified contacts
4. Resolving business problems

The TCS provides access to market reports, accelerator programs and trade missions. To find out more, visit **tradecommissioner.gc.ca**.