



FAST-TRACK YOUR GLOBAL SALES WITH E-COMMERCE

When Newfoundland seamstress Bonnie Cook received her first request for a true-to-Hollywood version of Keanu Reeves' Matrix jacket in 2002, she could never have predicted that she'd be exporting to 53 countries in a little over a decade. Today, AbbyShot is a world leader in creating screen-accurate clothing from TV series, sci fi and gaming. With most of its business conducted through online sales, AbbyShot has been growing at an exponential rate. We turned to Grace Shears, Risk Manager at AbbyShot, to discover the secrets to the company's online success.



Grace Shears, Risk Manager
AbbyShot

Get social with SEO

"AbbyShot is always exploring new ways to improve our search engine optimization (SEO) results to reach more customers. We're very active on LinkedIn, Facebook, YouTube and Twitter, plus we blog. We make videos, run contests and genuinely get to know our customers."

Know when to grow – and how to get there

"There was a time that all of our production happened in Mount Pearl, Newfoundland. We couldn't keep up with demand, so we turned to a sourcing company to find offshore manufacturers. We established solid relationships with our new suppliers and tucked them firmly under our AbbyShot wing."

Consider offshore production quality control

"Our quality standards are high, so we work with a global inspection agency. They inspect our inventory and oversee our quality control process. They send us a detailed pre-shipment report with pictures and measurements. It must be up to the standards that we have set for our customers, and that our customers set for us."

Move your inventory closer to your customers

"We took the brave step of moving 95% of our inventory out of Canada to get it closer to our customers. With fulfillment houses in North Carolina and Northern Ireland, our customers save on cross-border shipping and duties."

Be willing to shift gears with your online strategy

"When we started distributing out of Europe and the U.S., we created three websites, but we discovered that they were competing with one another. We decided to create a whole new website with a new platform and new look and this increased our SEO and traffic to the site."

Turn to the experts for advice and support

"We've had a massive amount of help from the federal and provincial governments. At AbbyShot, we believe that what you put out there is what you get back. Reaching out to the BWIT team for answers has given us remarkable success."

“ Sound advice: Seek in-market expertise

"Call in the experts you need to make your e-business successful. Set up meetings with in-country marketing advisors who can tell you how to reach your target customers online. They can focus on your product or service, how to position it, the most popular search engines, the keywords people use to search for your product or service, and the in-country websites where you should spend your advertising dollars. That kind of knowledge is worth the investment."

Kathryn Aleong, Senior Trade Commissioner
Halifax, NS

SAVE THE DATE!

June 21-26, 2015
**BWIT Trade Mission to
WBENC National Conference
and Business Fair**
Austin, Texas
confwbenc.org

November 12-13, 2015
**Power the Economy
WEConnect International in
Canada National Conference**
Toronto, Ontario
weconnectinternational.org

September 17-19, 2015
**BWIT Trade Mission to GFTG
Conference and Business Fair**
Orlando, Florida
goforthegreens.org

March 8, 2016
**International Women's Day
Up-to-date information and
events at:**
internationalwomensday.com

For up-to-date event information, connect with us on LinkedIn at linkd.in/bwit-faci. You can also sign up to receive alerts by visiting our website at businesswomenintrade.gc.ca.