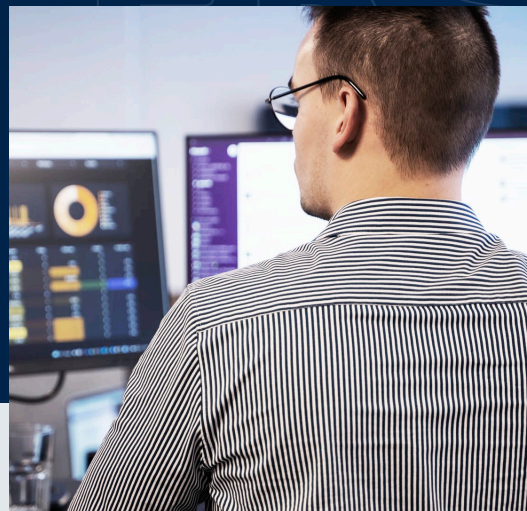


EXPORT AND MARKET EXPANSION WITHOUT A MILLION-DOLLAR BUDGET

Start your digital sales journey **NOW!**



mindmill

DO YOU HAVE GLOBAL GROWTH AMBITIONS FOR YOUR ORGANISATION?

Then you'll be pleased to know that you no longer need a massive budget to enter new export markets.

With the right approach and the right set of digital tools, you'll be able to get the ball rolling without any expensive and time-consuming supplier deals or agents.

It's all about rethinking how you manage your B2B sales. Previously, many businesses used detailed market analyses, participated at fairs, or used suppliers for all the market processing when entering new markets. Now, there are other, faster ways to scale your business.

Online lead generation and digital sales activities will accelerate your market expansion and provide more international customers for your business. And it's neither a costly nor a resource-intensive process.

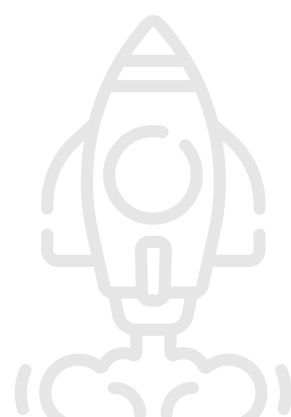


did you know?

Danish businesses are far behind their European counterparts when it comes to E-Exporting. Denmark is placed 24th out of 28 European countries – and we need to do something about it.

With digital sales both in and outside Denmark, Danish businesses can increase their average revenue per employee by 300%. However, only 52% of companies are actually doing it.

This is shown in The B2B E-Commerce Analysis 2020 by The Confederation of Danish Industry.



A NEW APPROACH TO MARKET EXPANSION

An all-or-nothing mentality rules many businesses.

If we enter a new market we need to go all-in. Therefore, entering new export markets is usually seen as a very costly affair. There are expenses for both consultants who perform detailed analyses on market potential, for opening offices in new locations – and for salespeople, of course.

Alternatively, businesses have used suppliers or agents, but with varied results. Suppliers and

agents often also represent your competitors, meaning that you won't GET THE SPACE YOU DESERVE.

Our wish is to replace this all-or-nothing mentality with the idea of starting out small. It's better to get proof of concept before you start scaling.



Take advantage of digital opportunities

The world has become smaller. Digital technologies have made it possible to reach customers and decision-makers globally – from your own office. You no longer need to spend hours driving around or constant dialing to get in contact with new potential customers. Not even for customers abroad.

Today, our approach to sales outreach is much more economical and sustainable. The key is to try things out and then adjust them accordingly.

The sooner you get started, the better!

Supporting your market expansion with digital sales and marketing enables you to get up and running without a huge budget.

Digital activities should be an add-on to the traditional sales approach. Instead of ditching the traditional approach entirely, the new, more dynamic approach to sales and marketing should support it.

DIGITALISATION PROVIDES **BRAND NEW OPPORTUNITIES** TO SCALE EXPORT EFFORTS FOR DANISH COMPANIES

Promotions are becoming more accessible, both in price and time spent, since travel time is reduced. Simply put: More businesses will be able to take part in the vast export potential.

ALL THE ADVANTAGES TO ONLINE LEAD GENERATION – **LOCALLY AND GLOBALLY**



You can scale quickly and constantly process the market



You can influence the customers and make them come to you, not the other way around



You can get far with a very low budget



You can reach decision-makers who were previously unreachable



You can work dynamically according to your results, increasing agility



You can use the same digital setup for all markets (with language adjustments)

YOU'RE THERE FOR THE CUSTOMERS – NOT VICE VERSA

So, what do we mean by that?

Our point is that you should make it easy for the customer to:



Understand how your product meets their challenge



Buy your product or get in contact with you

Luckily, this can easily be done online

With a digital approach to sales, you can show and communicate your products and offers directly to your target audience – in any market. For example, you can use social media for lead generation.

Using agents, suppliers, or in-house salespeople to influence potential customers means that you're the one trying to convince the customer to buy from you. By shifting the market pressure from a physical to a digital presence, you'll be able to continuously influence your potential customers until they decide to contact you.

EXAMPLES OF COMPANIES THAT ARE USING DIGITAL ACTIVITIES IN THEIR **GLOBAL GROWTH STRATEGY**

DIGITAL SALES TO



PLUS  PACK

WE MAKE FOOD STAND OUT

SEE EXAMPLES OF ACTIVITIES →

DIGITAL SALES TO



 **BPI**
foam for your purpose

SEE EXAMPLES OF ACTIVITIES →

DIGITAL SALES TO



 **KOHSEL**

SEE EXAMPLES OF ACTIVITIES →

DIGITAL SALES TO



Cabinplant®

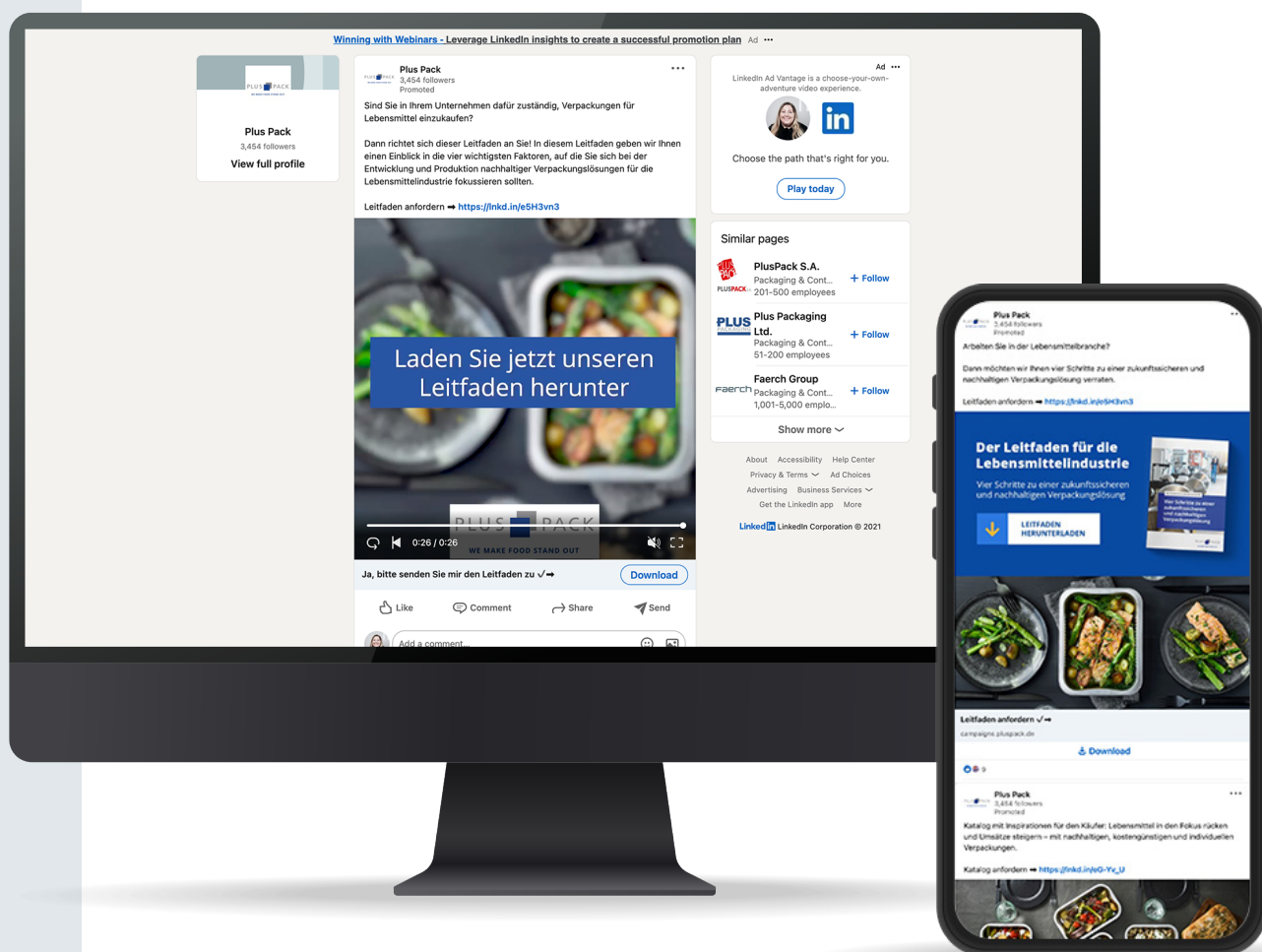
SEE EXAMPLES OF ACTIVITIES →



EXPORT CASE

PLUS PACK

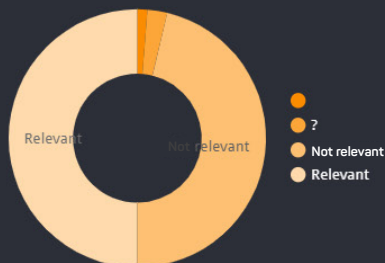
Plus Pack produces practical food packaging solutions from aluminium and plastic. Since 1914, the family-owned Danish company has had a pioneer status within the industry. Their headquarters are in Denmark, and they have subsidiaries in 5 other countries. We help Plus Pack with advertising in Germany and France.



Leads
80

MQL
58

SQL
12



Leads

80

100 %

MQL

22

58

73 %

SQL

68

12

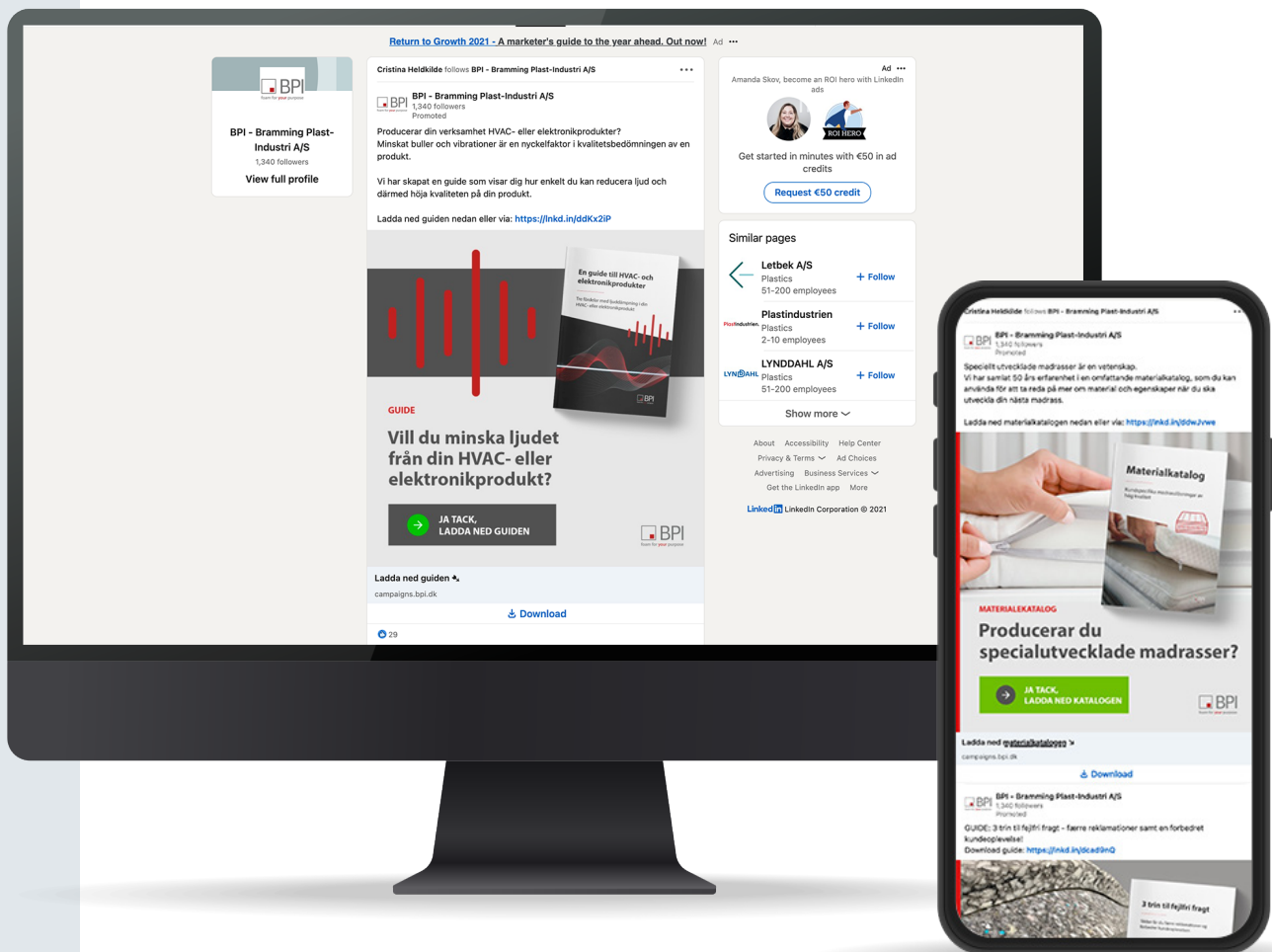
15 %



EXPORT CASE

BRAMMING PLAST-INDUSTRI

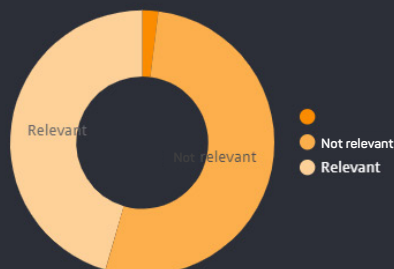
BPI's mission is to inspire and contribute to developing, designing, and producing advanced solutions in foam and rubber materials tailored to each customer's need. The company was established in Denmark in 198. Today they have production units in Poland and almost 100 employees in Denmark. We help BPI with lead generation in Germany, Sweden, UK, and Denmark.



Leads
1.027

MQL
325

SQL
186



Leads 1.027

100 %

MQL 702

325

32 %

SQL 841

186

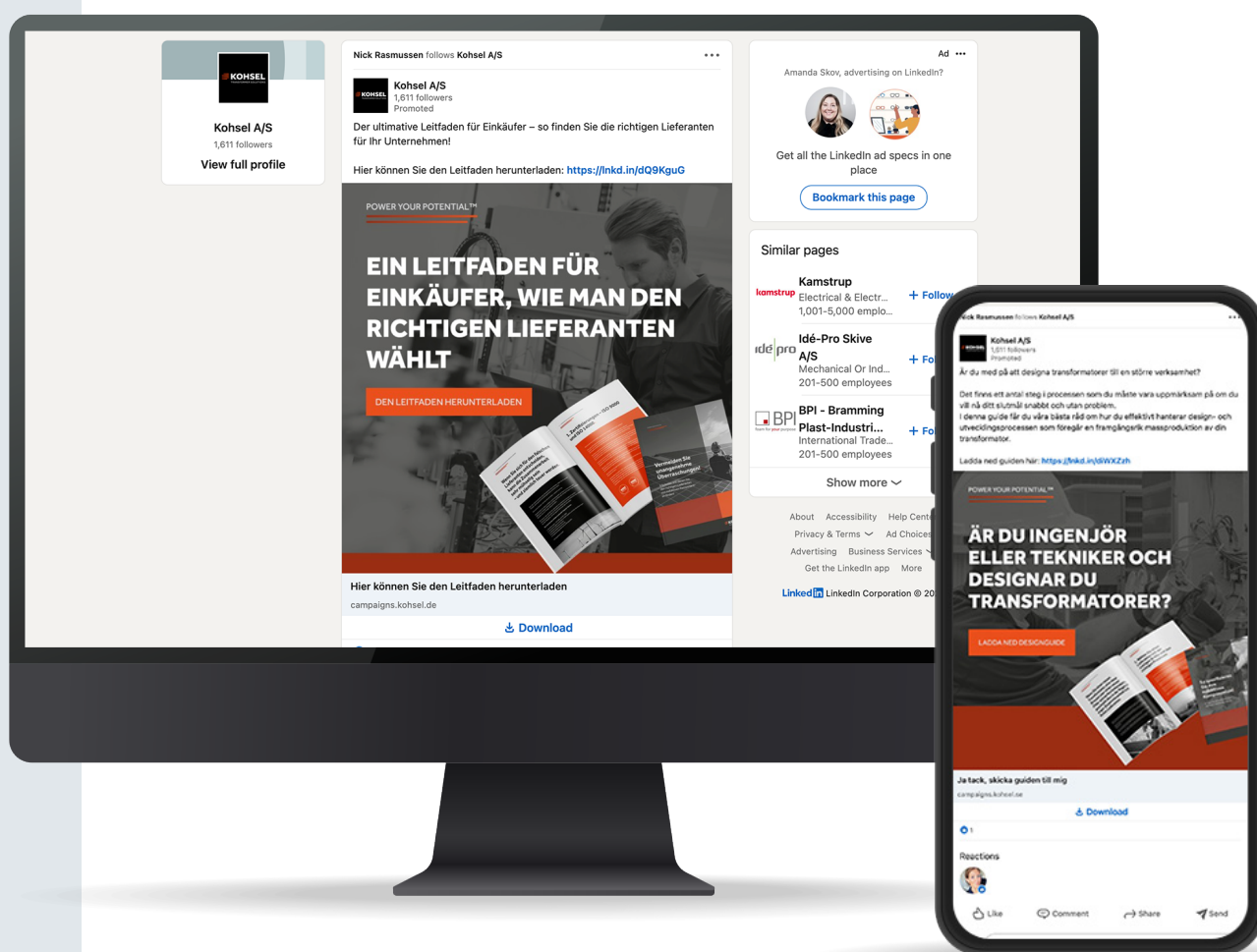
18 %



EXPORT CASE

KOHSEL

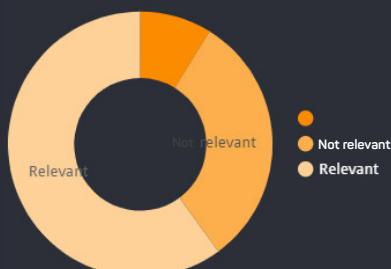
Since 1969, Kohsel have been using the latest production technologies to design transformers for customers all over the world. While their headquarters are in Denmark, they also have businesses and production units throughout Europe and Asia. Kohsel have around 500 employees worldwide. We help them with lead generation in Sweden, Germany, and Denmark.



Leads
273

MQL
149

SQL
54



Leads

273

100 %

MQL

124

149

55 %

SQL

219

54

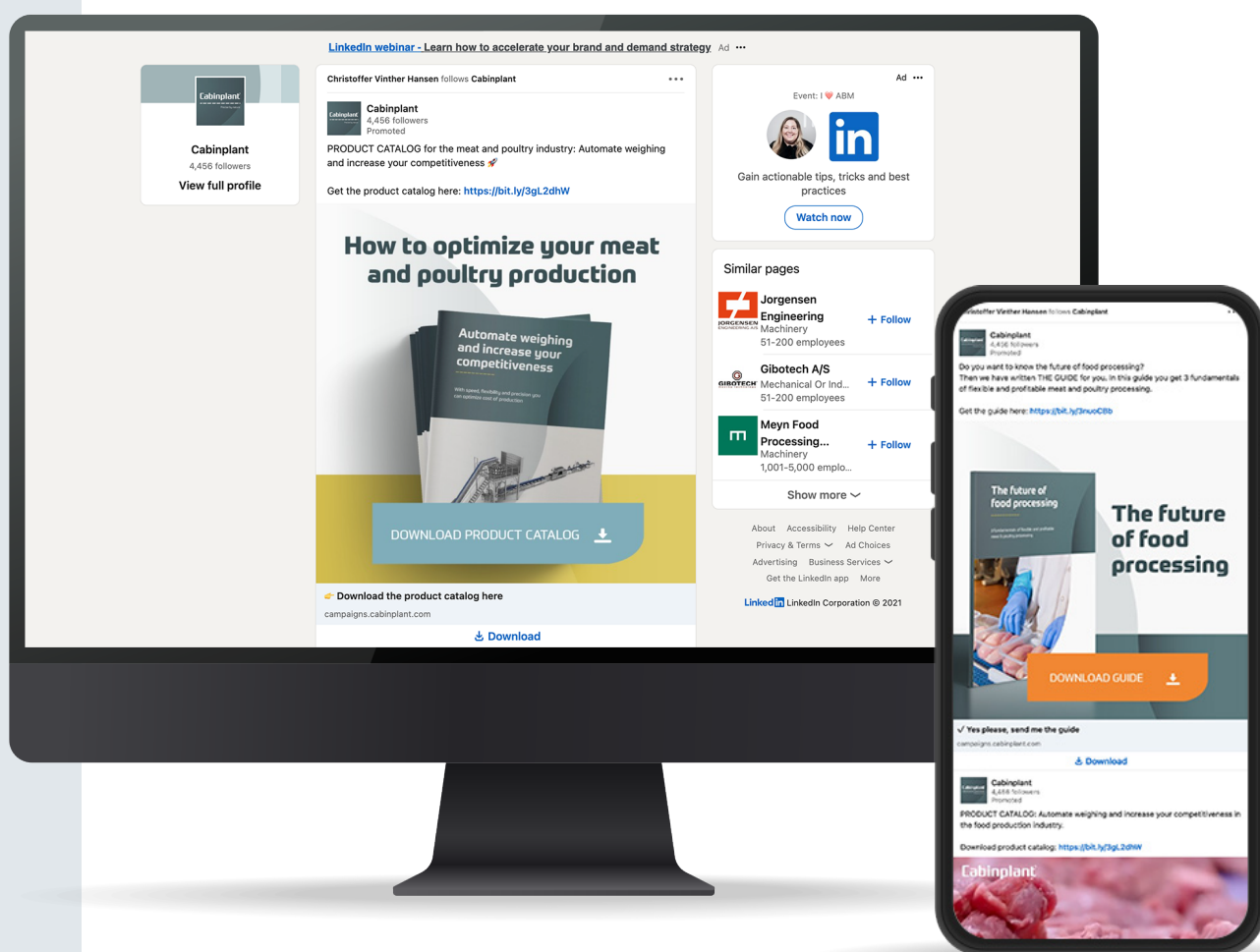
20 %



EXPORT CASE

CABINPLANT

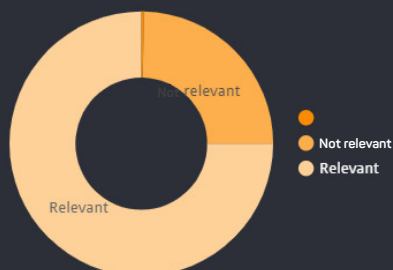
Cabinplant's primary goal is to develop, manufacture and market innovative, high-quality processing equipment for the food industry worldwide. The company was established more than 50 years ago. It now employs 300+ people across their subsidiaries in Germany, Spain, Poland, and the USA. Moreover, they have a global network of agents in more than 40 countries. We help Cabinplant with lead generation worldwide, but with a sharp focus on the USA, Brazil, Canada, Australia, and the UK.



Leads
320

MQL
97

SQL
23



Leads

320

100 %

MQL

223

97

30 %

SQL

297

23

7 %

WEBINARS FOR INSPIRATION

Our experience tells us that entering new export markets or even starting your export, in general, can be cumbersome. It's usually a lengthy process with many considerations to be done, and it involves a lot of decision-makers.

To get some inspiration on scaling your business internationally in a more straightforward and efficient way, you can watch these two webinars.



Webinar: Export and new markets lead to growth

In this webinar, we'll discuss how to develop, optimise and scale your export in the best and most cost-efficient way.

We'll answer questions like:

- Can you export effectively from Denmark?
- Do you need a local presence?
- How can you accelerate export right now?
- What's the price of leads in other countries?
- How can you ensure a successful process from the beginning?
- Which KPIs should you use?
-



Webinar: B2B export without a million-dollar budget

In this webinar, we'll dive into how you can minimize your risk and increase the speed of expansion towards export markets.

We'll answer questions like:

- How to enter new markets without spending your entire capital
- How to strengthen your dealer sales
- How to generate high quality leads for a good price
- Which KPIs should you use?

DIGITIZE YOUR EXPORT IN ONLY A FEW WEEKS

Essentially, you can digitize your export with our **B2B Marketing Framework®**.

The framework offers you everything needed for a complete marketing setup with strategy, target group definition, campaign content, and tracking of online customer inquiries.

We have customised and refined a process that enables us to create and implement a commercial marketing strategy in 2 months. After the

implementation phase, we start the execution phase, where we handle all the digital channels for you. Hence, you'll get a team of dedicated B2B specialists, who do everything to ensure that you'll get great, sales-qualified leads to increase revenue – in the markets that you want to embark upon.

Download our B2B
Marketing Framework
catalogue



In the production and implementation phase

Define the company USPs and
core competencies

Map out the target group's needs
and challenges

Define the target
group

Make a strategy for export market pene-
tration based on the points above + plan
messages, forms of inquiry, and tracking of
campaign performance

In the execution phase

Go live with the online campaigns
(guides, videos, etc.)

Develop and test messages

Optimize and adjust the target group
according to performance and results

Qualify leads
and give them a lead score

SPECIFIC GOALS FOR THE **DIGITAL** **SALES EFFORTS**

When working with online campaigns, we always seek a specific behaviour from the selected target group. This behaviour varies in format according to the customers' buying interest.

Below you can see examples of types of behaviour and interactions from international

leads, which we can help you with.

In collaboration with you, we will create a marketing script you can use to contact potential customers from your export markets.

And we ensure, that your expansion will be as agile, scalable and cost-efficient as possible.

BEHAVIOUR WITH HARD CONVERSIONS

Ultimate goals

- ROI calculation
- Free workshop
- Product demonstration
- Free analysis
- Book a meeting



BEHAVIOUR WITH SOFT CONVERSIONS

Secondary goals

- Download inspirational catalogue
- Join a webinar
- Watch a virtual tour of the facilities
- Buying interest on website
- Download checklist

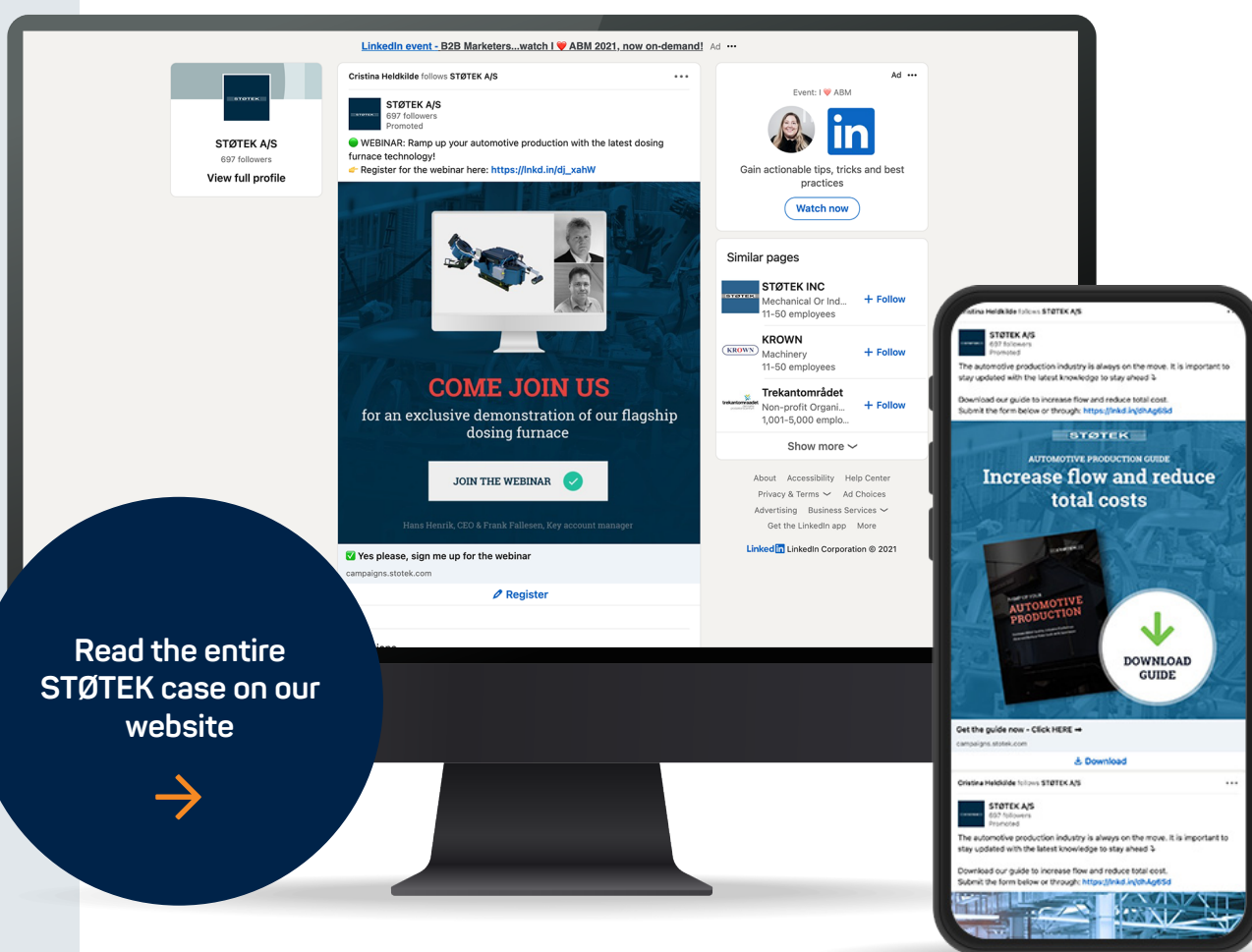




EXPORT CASE

STØTEK

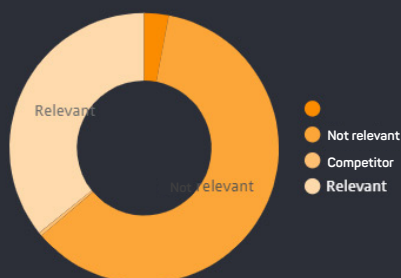
STØTEK are experts in developing energy-efficient aluminium dosing furnaces for the Automotive industry. Their clients are car manufacturers like VW, AUDI, SKODA, DAIMLER, and CHRYSLER. Among others, their subcontractors are Georg Fischer, Magna, and Benteler. We help STØTEK with lead generation worldwide, with a special focus on the USA, Germany, and Hungary.



Leads
718

SQL
252

SQL
50



Leads

718

100 %

SQL

466

252

35 %

SQL

668

50

7 %

Book an online
sales and marketing
session with us



WHEN WORKING WITH MINDMILL, YOU'LL GET:

- ✓ A long-term business partner within digital marketing and sales with experience from more than 300 B2B companies
- ✓ Interim employment of 7 marketing specialists, each with their own core competencies
- ✓ A complete data-driven lead generation setup that provides you with relevant leads and customer meetings
- ✓ Continuous development and optimization of strategies and initiatives
- ✓ Digital sales development and cultural change, which strengthens the commercial strategy

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