



Department for  
International Trade

**Export  
Academy**  
Yorkshire & the Humber

## Selling Online Overseas Accelerator Programme Joins Export Academy

*This selling online overseas accelerator programme delivered by the Department for International Trade in Yorkshire and the Humber has joined the Export Academy to offer you an invaluable opportunity to learn from industry experts in e-Commerce, e-Marketplaces, Digital Marketing and more.*

Optimising your website or selling on e-Marketplaces can enable millions of consumers to see and purchase your products or services, anytime, anywhere. Pair that with an effective digital marketing strategy and fulfilment process and you have the power to use online channels to sell into new markets and grow your business. Whether you are new to selling online or looking to enhance your existing knowledge, you can now access a series of webinars providing e-Commerce support, alongside an abundance of further export focused sessions giving you the tools you need to trade overseas.

### Programme Overview

#### Developing your Website for International Markets

**1 July 10:00 - 11:00**

Take an in-depth look at the areas you need to consider when building your website. This session will walk you through initial website set up including subscription options, key page layouts and considerations to make for international visitors.

#### Exporting Through e-Marketplaces

**6 July 10:00 - 11:00**

Gain knowledge to research your market, undertake fee and profitability calculations and identify which channel is best for you. This sessions will cover logistics and shipping and how to comply with local legislation. You will also gain an understanding of the basics of Amazon Advertising and how to localise content to grow your brand.

#### Attracting and Converting Business Through Your Website

**8 July 14:00 - 15:00**

It is essential that your website is set up with your target audience in mind and that you have considered your international visitors, their customs, language and locations. This session will guide you through the key steps to a high performing international website and how to use it to attract international business.

#### Getting Started with Translation and International SEO

**13 July 10:00 - 11:00**

This session is for businesses who want to build an international audience via their website but currently have no language translation and/or struggle with SEO development for international markets. You will learn how to prioritise translation work and satisfy local audience needs beyond words on the page.

#### e-Commerce VAT in the EU

**14 July 10:00 - 11:00**

This session will guide you through the new e-Commerce VAT rules and give you the tools you need to stay compliant as you use online channels to venture into EU markets.

#### Social Media for International Audiences

**21 July 10:00 - 11:00**

This session will explain how you can use social media to engage with your customers and grow your sales. We will show you how to set clear goals, identify the right platforms for your business, and creating engaging content for your international target audience.

#### Handling Payments and Multiple Currencies

**27 July 14:00 - 15:00**

This session will explore common draw backs to receiving payments when selling your product or service online. We will show you solutions to handling inbound and outbound payments whilst explaining the risks associated with payments in multiple currencies and what you can do to mitigate them.

### Join the Export Academy

The Export Academy is a training programme that gives small and micro-businesses the chance to learn how to sell to customers around the world. If you are ready to reach new customers worldwide, sign up to join today. You will gain access to the e-Commerce support listed here as well as a further nine virtual workshops on general areas of export, an exclusive workbook and DIT support.

**Enrol now**