



## Selling Online Overseas Accelerator Programme 2.0

19 January - 18 February 2021

*From set up, to internationalisation, to marketing and fulfilment, the Department for International Trade (DIT) is offering a free five-week programme to help you to sell your products and services overseas via e-Commerce.*

Choose from up to 25 beginner and advanced workshops designed to take you step-by-step through the process of effectively setting your business up online and enabling millions of consumers to purchase your products or services, anytime anywhere.

Whether you are new to e-Commerce or looking to enhance your existing knowledge, this interactive programme offers an invaluable opportunity for you to learn from e-Commerce industry experts and receive real-time answers to your questions

In addition, you will receive free ongoing one-to-one support from your local DIT e-Commerce adviser who can work with you to conduct a digital trade review, produce an online strategy and answer any questions you may have along the way.

### Programme Overview



- Website Internationalisation
- Shopify
- WordPress and WooCommerce
- Payment Systems and Currencies



- Google Analytics
- Cyber Security
- Translation and International SEO



- Listing on Amazon
- Advertising on Amazon
- Marketplaces Beyond Amazon



- Social Media
- Pricing Products
- Pay-per-click



- Shipping Costs and Duties
- VAT in the EU
- Sales Taxes in the US
- Packaging and Shipping

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