



GUIDELINES

Atlantic Canada's Online Global Marketing Program

1. PROGRAM DESCRIPTION

Atlantic Canada's Online Global Marketing Program (OGMP) provides Atlantic Canada exporters with access to international online global marketing webinars and funding for the development of a choice of localized website to assist them in growing exports, sales, and brand and business awareness.

Atlantic Canada's Online Global Marketing Program is a new initiative under the Atlantic Trade and Investment Growth Strategy and is administered by the Nova Scotia Association of Community Business Development Corporations (NSACBDC) in partnership with IBT Online on behalf of the four provincial governments and the federal government.

Atlantic companies will have access to:

- A series of 9 Online Global Marketing Webinars to help learn and understand today's online tools for exporting:
 - **#1. Website localization** - Be found, be understood, and be easy to do business with target export markets. Case studies.
 - **#2. International online marketing** - Grow online traffic, engagement and conversions in target export markets. Brands. Case studies. Includes information on Search Engine Optimization, Search Engine Marketing, Social Media Marketing and Reporting and Analytics)
 - **#3. Online regulatory compliance and security** - The General Data Protection Regulation (GDPR) and compliance. The four key S's of website hosting success: speed, security, scalability and support. Website management programs.
 - **#4. eCommerce** - How should you proceed with online sales – using a platforms, your own website, or 3rd parties. Case studies. Including information on the top three eCommerce markets.
 - **#5. Online in South Korea** - Understanding South Korea's online environment today and how to leverage it.
 - **#6. Online in Latin America** - Understanding Latin America's (focus on Mexico) online environment today and how to leverage it.
 - **#7. Online in Europe** - Understanding Europe's (focus on Germany, the UK and France) online environment today and how to leverage them.
 - **#8. Online in South East Asia** - Understanding South East Asia's (focus on Singapore, Vietnam and Malaysia) online environment today and how to leverage it.
 - **#9. Online in Japan** - Understanding Japan's online environment today and how to leverage it.
- A contribution of up to a maximum of CAD\$17,500 towards the cost of the development of an online global marketing roadmap and either a localized website for one or two markets (Option 1), or one localized eCommerce website (Option 2) **See Appendix A for more details on program options** – *Funding is subject to a set of eligibility criteria and acceptance into the program.*





2. ELIGIBLE COMPANIES

- **Online Global Marketing Webinar Series:** All Atlantic companies seeking to create or expand their international footprint through online marketing and/or e-commerce are eligible to register for one or all of the webinars in the series free of charge.

- **Funding for the Development of an Online Global Marketing Roadmap and either a localized website for one or two markets (Option A and B), or one localized eCommerce website (Option C).** To be eligible for funding under the OGMP, the company must demonstrate that they:
 - have completed a mandatory digital maturity assessment prior to acceptance into the program and following completion of the program
 - have a need for a localized website or localized e-commerce website;
 - have a need for support to understand the opportunity and build an executable market specific on-line marketing roadmap;
 - are a provincially or federally registered company in good standing and headquartered in Atlantic Canada;
 - possess a fully-developed, exportable product and/or service that can be sold via digital channels into the international market;
 - are an exporter seeking to create or expand their international export footprint through digital sales channels;
 - have annual sales growth;
 - have senior management commitment to execute on the market specific on-line marketing roadmap developed;
 - have given consideration to their expected outcomes.

It is further expected that these companies will have participated (live or recording) in the On-line Global Webinar Series more specifically in the:

- four one-hour webinars (Webinars 1, 2, 3 & 4); and
- one of the market related webinars (if relevant).

3. PROGRAM COMMITMENTS FOR COMPANIES RECEIVING FUNDING UNDER THE OGP

a) Human Resource Commitment

Participating companies will be required to commit the appropriate personnel who will work collaboratively with the consultant.

b) Financial Commitment

Participating companies will be required to pay a participation fee of \$2,500 CAD upon acceptance into the OGMP.

Note: Participating companies will be required to commit and provide proof of payment for any additional financial resources required to execute on their Statement of Work, if over and above the funding





allowance of the OGMP (a total of CAD \$17,500: includes the \$15,000 from OGMP and \$2,500 participation fee).

c) Reporting Commitment

Participating companies will be required to report on progress/activities undertaken as per the agreed upon Statement of Work and will be asked to complete OGMP evaluations on the overall service delivery for up to a year following the OGMP end date.

4. OGMP FUNDING PROGRAM CRITERIA

Companies must demonstrate how participation in the OGMP is linked to their planning for international marketing and/or ecommerce and clearly articulate how the OGMP will help accelerate their sales in this market. The primary outcome of participation in the OGMP should be an increase in export sales as a result of international marketing and/or ecommerce.

Applicants will be evaluated on:

- Strength of the company's planning for online marketing and/or e-commerce and the demonstrated willingness to implement;
- Clear articulation of how participation in the OGMP will help accelerate export sales in this market, and demonstrating a need not met by other export support programming offered by provincial and federal partners.

5. APPLICATION SUBMISSION DEADLINE

A maximum of 20 companies seeking funding under the OGMP will be recruited through two calls for applications. One in the fall of 2020 and in late winter 2021.

6. APPLICATION PROCESS FOR FUNDING UNDER THE OGMP

Companies seeking funding under the OGMP must complete and submit an online Application Form.

Companies whose applications meet the OGMP criteria may be required to participate in a panel interview for final approval. The interview period will be scheduled upon notification of acceptability. Company's third party reviewed financial statements may also be required by the OGMP's relevant provincial representative, if requested, in advance of the interview. Notice to Reader statements are acceptable.

Following evaluation, approved companies will be extended an OGMP Agreement (the "Agreement"). The Agreement must be accepted, signed and returned within fifteen (15) business days from the date of issue to be valid. The Nova Scotia Association of Community Business Development Corporations reserves the authority to remove a participating company from the OGMP if they are not compliant with the contractual agreement.

7. OTHER PERTINENT INFORMATION





a) Public Announcements and Disclosure of Information

Approved companies for funding under the OGMP:

- May be required to participate in any public announcement or public ceremony relating to the company's acceptance into the OGMP and related accomplishments, at a mutually agreeable time;
- Consent to the public release of project information including: company name, sector, region, and cohort median sales growth in the target market through participation in the OGMP;
- Consent to the sharing of information collected with other federal and provincial departments and agencies for the administration of the grants and contributions programs and the Market Expansion Program created by the Atlantic Trade and Investment Agreement and for such uses authorized herein.





b) Contact Information

For OGMP details or assistance completing the Application Form, please contact Erinn Smith or alternatively your respective provincial or federal liaison listed below:

Nova Scotia Association of Community Business Development Corporations

Erinn Smith, Executive Director
(902) 384-3346
erinn.smith@cbdc.ca

Prince Edward Island

Cara Squires, Global Trade Strategy Development Officer
(902) 569-7787
clsquires@gov.pe.ca

Nova Scotia

Yuliya Demish, Export Development Executive
902-424-5054
ydemish@nsbi.ca

Newfoundland and Labrador

Kevin Pomroy, Provincial Trade Commissioner
(709) 729-1946
KevinPomroy@gov.nl.ca

New Brunswick

Natu Maliondo, Trade Support Specialist
(506) 470-9253
Natu.Maliondo@onbcanada.ca

Atlantic Canada Opportunities Agency

Darlene Sponagle, International Business Development Officer
(902) 217-3858
darlene.sponagle@canada.ca





Appendix A

Atlantic Canada's Online Global Marketing Program – Option A and B

LOCALIZED WEBSITES IN ONE OR TWO MARKETS.

AND

ONLINE GLOBAL MARKETING ROADMAP

Development of one or two customized best-practice, optimally localized business development websites, with a predefined scope (one website 24 webpages and 4,000 words, two websites 12 pages and 2,000 words each), so your company will be found, be understood, and be easy to do business with, in your target market(s). If outside of this scope, additional costs are the responsibility of the participating company.

Your customer-centric websites, and future extensions, which you will own, and which will be your property, will be built and managed for you, as per a Statement of Work (SOW), by IBT Online's team of international digital experts.

IBT Online's team will also work with you to develop a 2-page summary "Online Global Marketing Roadmap" (markets, goals and tools, etc). This review will take 2 weeks.

BUDGET

Budget for Atlantic Canada's Online Global Marketing Program - Option 1 - one or two websites and online global marketing roadmap - CAD\$17,500.

Note: Participating companies will be required to commit and provide proof of payment to IBT Online for any additional financial resources required to execute on their Statement of Work, if over and above the funding allowance of the OGMP (a total of CAD \$17,500: includes the \$15,000 from OGMP and \$2,500 participation fee).

CONTRIBUTION FOR ATLANTIC CANADA COMPANIES

Atlantic Canada companies may be eligible for a maximum contribution of CAD\$17,500 (includes the \$15,000 from OGMP and \$2,500 participation fee) towards the cost of the Atlantic Canada's Online Global Marketing Program Option 1. Please refer to the Atlantic Canada's Online Global Marketing Program Guidelines for eligibility and application information.

TIMEFRAME

Atlantic Canada's Online Global Marketing Program – Option 1 will begin upon receipt of verification that the company has signed their Online Global Marketing Program contract and paid their participation fee to the Nova Scotia Association of Community Business Development Corporations and continue for a period of 3 months.





Atlantic Canada's Online Global Marketing Program – Option C

ECOMMERCE LOCALIZED WEBSITE AND ONLINE GLOBAL MARKETING ROADMAP

Development of an eCommerce best-practice, optimally localized business development website, with a scope driven by your needs and objectives, so your company will be found, be understood, be easy to do business with and sell online in your target market.

Your eCommerce localized, customer-centric website, and future extensions, which you will own, and which will be your property, will be built and managed for you, as per a Statement of Work (SOW), by IBT Online's team of international digital experts.

IBT Online's team will also work with you to develop a 2-page summary "Online Global Marketing Roadmap" (markets, goals and tools, etc).

BUDGET

Budget for Atlantic Canada's Online Global Marketing Program - Option 2 - one localized e-commerce website and online global marketing roadmap - CAD\$17,500 (small <100 SKU's), CAD\$27,500 (medium <250 SKU's), CAD\$41,500 (large <500 SKU's).

CONTRIBUTION FOR ATLANTIC CANADA COMPANIES

Atlantic Canada companies may be eligible for a maximum contribution of CAD\$17,500 (includes the \$15,000 from OGMP and \$2,500 participation fee), towards the cost of the Atlantic Canada's Online Global Marketing Program Option 2. Please refer to the Atlantic Canada's Online Global Marketing Program Guidelines for eligibility and application information.

Note: Participating companies will be required to commit and provide proof of payment to IBT Online for any additional financial resources required to execute on their Statement of Work, if over and above the funding allowance of the OGMP (a total of CAD \$17,500: includes the \$15,000 from OGMP and \$2,500 participation fee).

TIMEFRAME

Atlantic Canada's Online Global Marketing Program – Option 2 will begin upon receipt of verification that the company has signed their Online Global Marketing Program contract and paid their participation fee to the Nova Scotia Association of Community Business Development Corporations and, if required, provide proof of payment to IBT Online, and continue for a period of 4 months.

