



Department for
International Trade

Selling Online Overseas Accelerator Programme

Available throughout 2020

Delivered via Zoom

Free to attend

This six week programme is ideal for businesses in Yorkshire wanting to accelerate their international growth through online channels. Businesses will be able to choose from nine virtual workshops delivered by industry experts on website and marketplace optimisation, social selling, product pricing, packaging and delivery and more.

Registration page:

bit.ly/DITsellingonlineprogramme

Programme Overview

Nine workshops to choose from*

Step 1 | Set up Online

Optimising Shopify

Optimising Wordpress and WooCommerce

Step 2 | Utilise e-Marketplaces

Listing on Amazon

Listing on eBay

Listing on marketplaces beyond Amazon and eBay

Step 3 | Sell Internationally

Developing your website

Marketing on social media

Step 4 | Service Global Customers

Pricing your product

Packaging and delivering your product

*Minimum attendance to three workshop applies

Graphics and banners

Download images and graphics to help improve engagement on your email and social media content



[Download here](#)



Twitter

Fast track your international business growth with DIT's new 6 week programme for eligible businesses in Yorkshire wanting to effectively set up and sell online. Apply at bit.ly/DITYHsellingonlineprogramme

Tag us so that we can support
your Twitter activity!

[@tradegovuk_YH](https://twitter.com/tradegovuk_YH)
[@NPHinfo](https://twitter.com/NPHinfo)

Include our associated
hashtags

[#NorthernPowerhouse](https://twitter.com/hashtag/NorthernPowerhouse)



LinkedIn

To help you accelerate your international business growth, the Department for International Trade is offering a brand new, free, six week programme for eligible businesses in Yorkshire who are looking to take advantage of the huge potential that selling online presents.

Effectively setting up your business and marketing your offer on some of the platforms available can propel your brand, expand your reach and tap into new markets.

Boasting nine workshops delivered by the very best industry experts, this programme will assist you in platform management, localisation and branding whilst covering specific topics such as social selling and pricing psychology.

Ultimately you will be shown step-by-step how to effectively set up, sell and deliver ongoing sales to overseas customers online.

Find out more and apply at: bit.ly/DITYHsellingonlineprog



Email Copy

The Department for International Trade (DIT) has an exciting opportunity for you to join the newly launched Selling Online Overseas Accelerator Programme. This is a brand new, six-week programme available to businesses in Yorkshire, free of charge*.

If you are wanting to fast track your international business growth with online platforms such as Shopify, Amazon, LinkedIn and more then this is the programme for you. Boasting nine workshops delivered by the very best industry experts, this programme will assist you in platform management, localisation and branding whilst covering specific topics such as social selling and pricing psychology. Ultimately you will be shown step-by-step how to effectively set up, sell and deliver ongoing sales to overseas customers online.

Need more reasons to join?

- Gain years' worth of training in just six weeks
- Benefit from some of the very best industry expertise
- Receive real-time answers to your questions
- Access to a free digital trade review
- Continuous one-to-one support from a DIT International e-Commerce Adviser
- Propel your brand, expand your reach and enter new markets
- Get ahead of the curve with knowledge of the very latest techniques and innovations
- Fast track your business growth
- Networking opportunities throughout the programme

To take advantage of this fantastic opportunity, apply now at bit.ly/DITsellingonlineprogramme

*Please note places are limited, minimum attendance and eligibility criteria applies. Registered business address must be in Yorkshire.

Thank you for supporting the Selling Online Overseas Accelerator Programme

Get in touch:

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In partnership with:



European Union
European Regional
Development Fund

Enterprise Growth Solutions, in partnership with the Department for International Trade, is delivering the contract for the European Regional Development Fund (ERDF), which provides £6.3 million of support for first time, but also experienced exporters as part of the Exporting for Growth Programme.



Department for
International Trade

great.gov.uk

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

Disclaimer

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