



COMPANIES - SECTION 3

**EXPORT GROWTH IN A VIRTUAL WORLD:
A STEP-BY-STEP GUIDE**

2021 EDITION

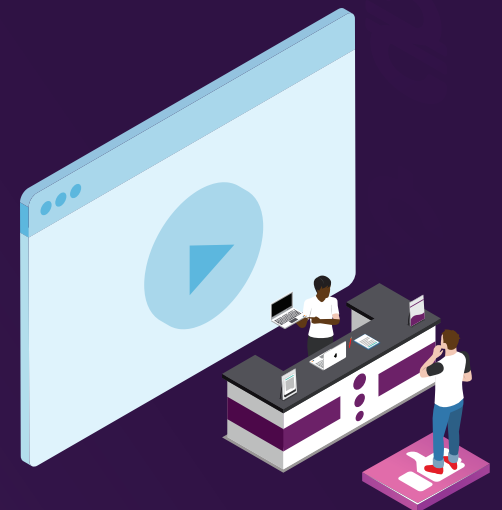


Digital Assets

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Assessing your digital toolkit is critical, including checking all of your technology well in advance. To fully use some features of the VTA's tech platform, you may need to update your operating system or work from a newer computer. Ask yourself the following questions to determine your readiness for virtual engagement.

- **What digital assets do we have?** Check all that apply. Photos, video, infographics, presentations, white papers, testimonials from customers, arms-length product evaluations, certifications, research, newsletters, surveys, quality assurance programs, security audits, industry events page, others.
- **High Quality:** Are our digital assets well-designed and consistently branded with high quality photography?



- **Informative:** Does our company profile clearly state our value proposition and reference our credentials, certifications and Industry memberships?
- **Networked:** Do our digital materials present a consistent face to the audience whether they are accessed through the company website, industry directories, agents, distributors websites, LinkedIn pages, newsletters or any other source? Consistency is important.
- **Accessible:** Can our digital assets be easily accessed through the company website? Are they easily and securely downloadable by others whose bandwidth might not be robust? Images used in print are much higher resolution than web formats so it is a good idea to ensure digital media images are appropriately compressed so they require less bandwidth and load quickly. You never know what the state of a potential customer's technology is, or what bandwidth is available in their community.
- **Call to Action:** Do all of our marketing materials contain a clear call to action? Each digital asset should encourage prospects to seek more information and contact the company with a clear call to action. The process of accessing this digital collateral requires prospects to provide information

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about their company and its needs so we can respond more effectively based on their profile.

- **SEO Optimized:** Do all of our materials support the organic search process? Is there a linking strategy in place with industry partners, customers, and social media featuring our product?
- **Analytics:** Is tracking in place? Custom landing pages help track how prospects first engage with your company and what their journey has been like since that first contact. From these metrics you will be able to test the effectiveness of individual assets and combinations of digital assets accessed to understand more about the prospect's buying process. You can review this information regularly and plan your sales engagement strategy as a follow-up to customer interaction with your company.
- **Protection of Privacy and Intellectual Property:** Are we careful to guard our IP, and think about what we share online? It is essential that software, OS and security programs are kept up to date.

