

# Grow with Google

Think Global



Angelos Galanakis / November 4, 2019

# What we will discuss today

Proprietary + Confidential

Who we are

Why export

Consumer  
today

How

# What we will discuss today

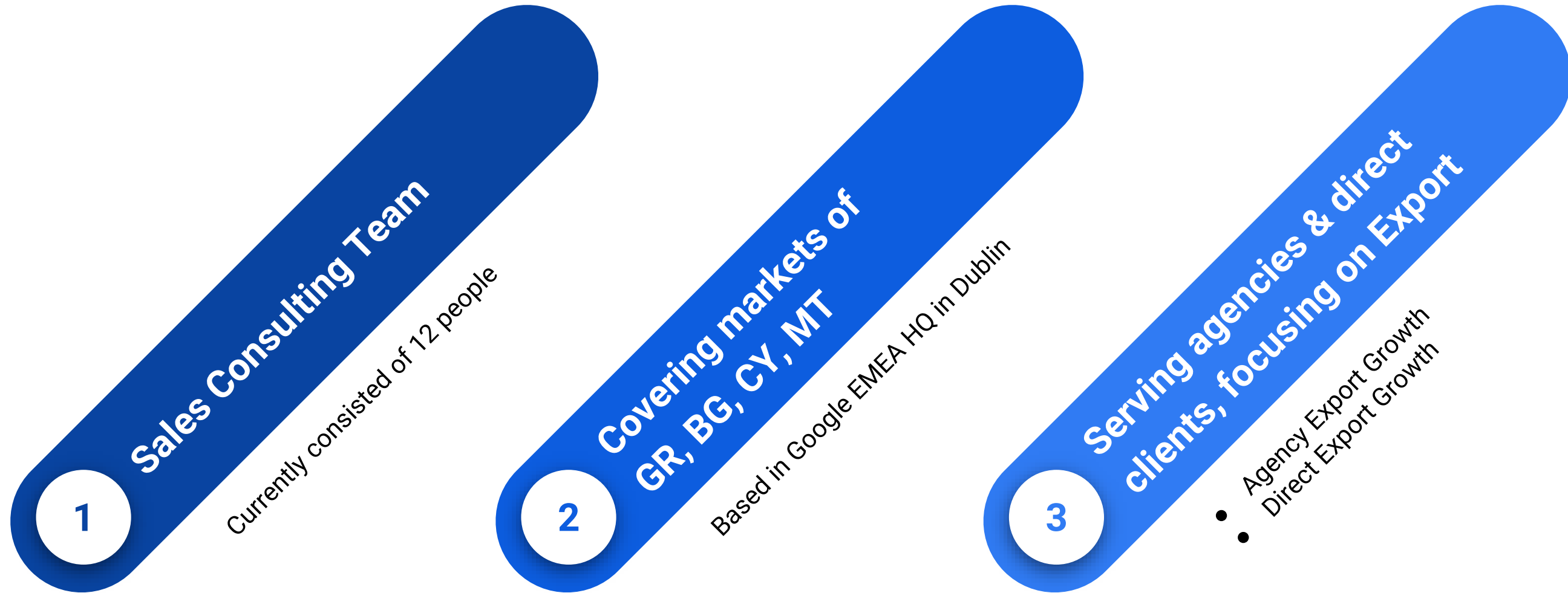
Proprietary + Confidential

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# What we will discuss today

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A wide-angle view of Earth from space, showing the horizon and a large, bright, orange-yellow cloud formation over the ocean. The text "Think big. Think global." is overlaid in white.

Think big.  
Think global.

# Greek crisis weakened the domestic opportunity

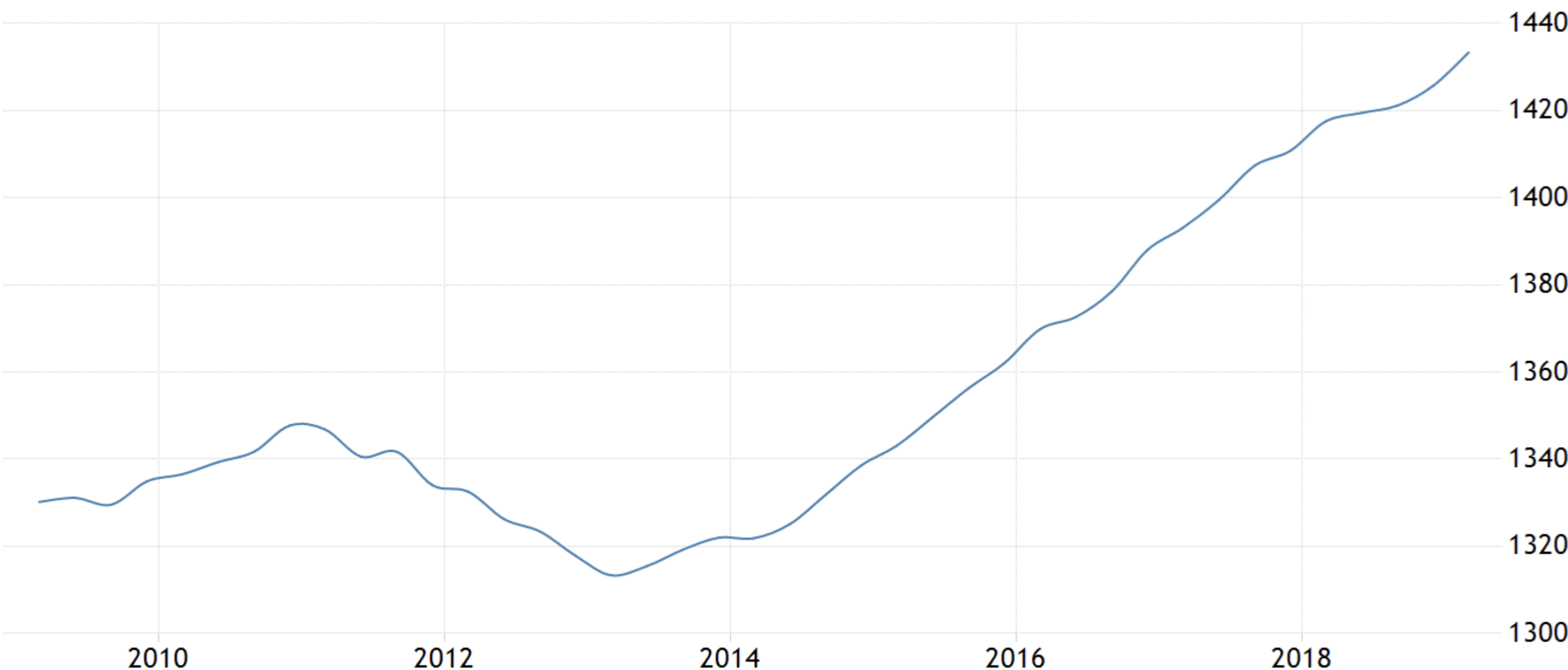


SOURCE: TRADINGECONOMICS.COM | NATIONAL STATISTICAL SERVICE OF GREECE



# The EU consumer spending keeps growing

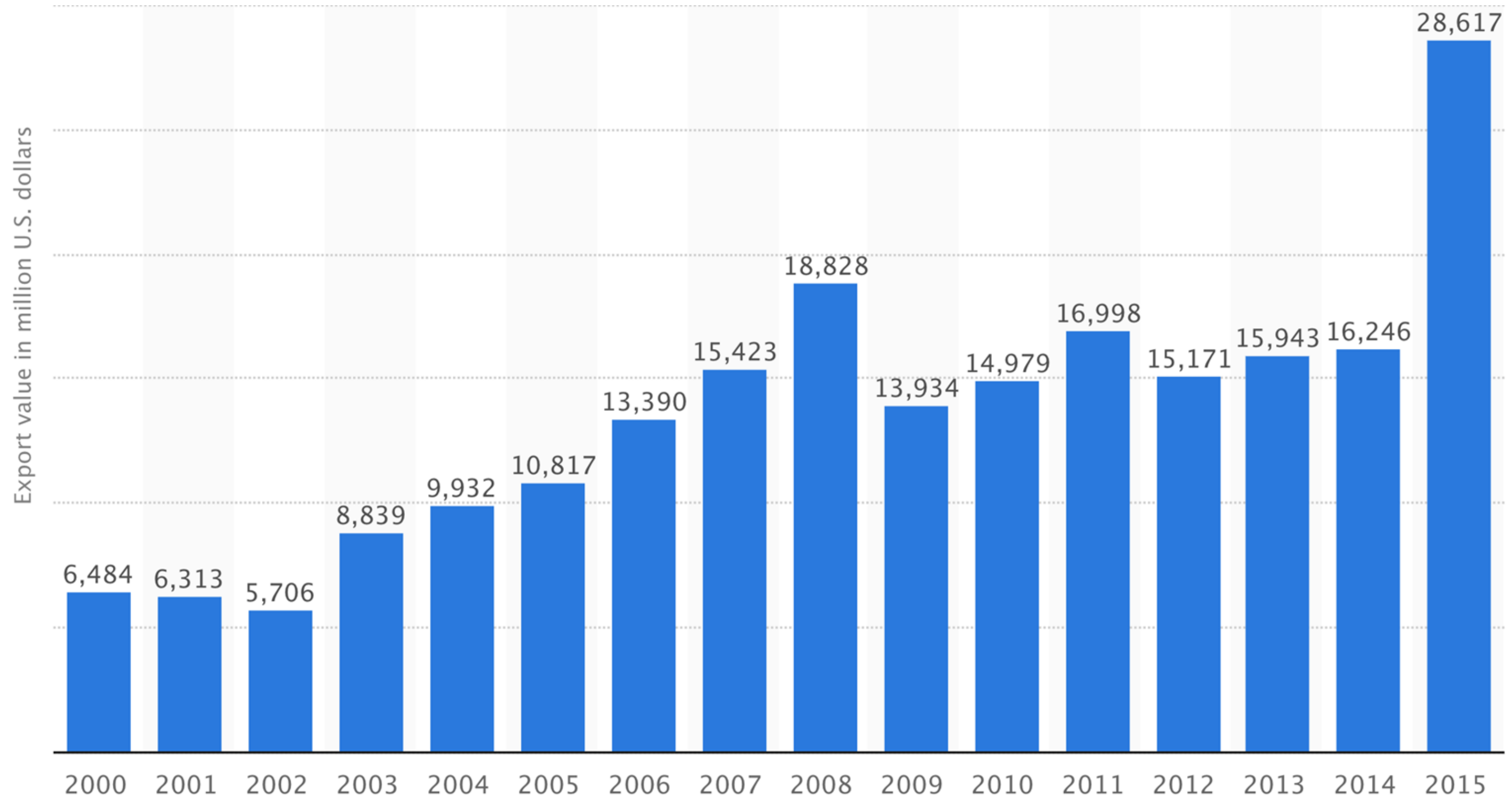
European Union Consumer Spending



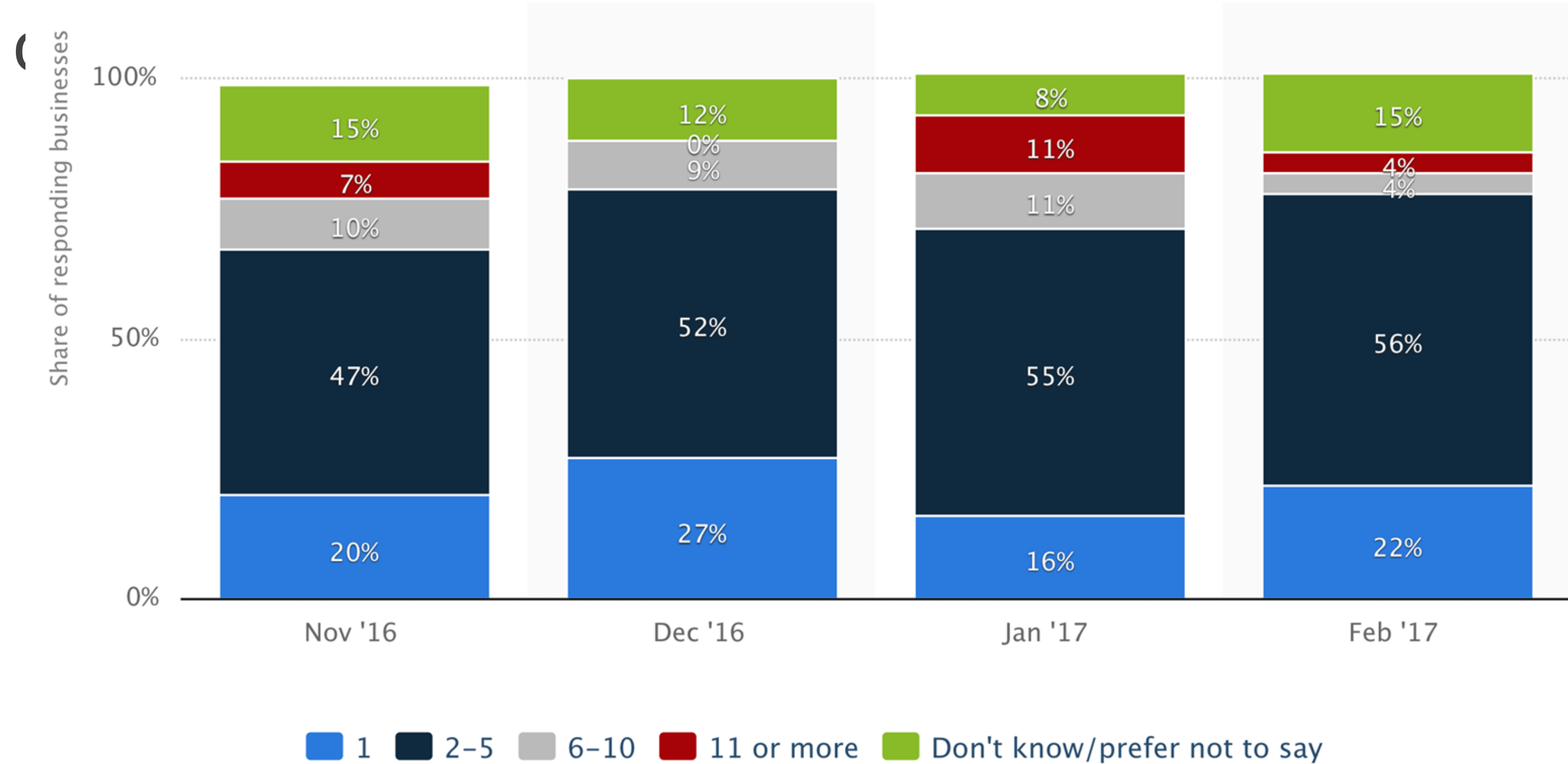
SOURCE: TRADINGECONOMICS.COM | EUROSTAT



# Greek companies identified the export opportunity



# Greek exporters are active in increasingly more



# USA market: consistently in top 2 destinations of export activity in Google

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🔍 USA export



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**How powerful is powerful?**





## Did you know?

The thing in your pocket that you play Candy Crush on **is more powerful than all of NASA's combined computing in 1969**

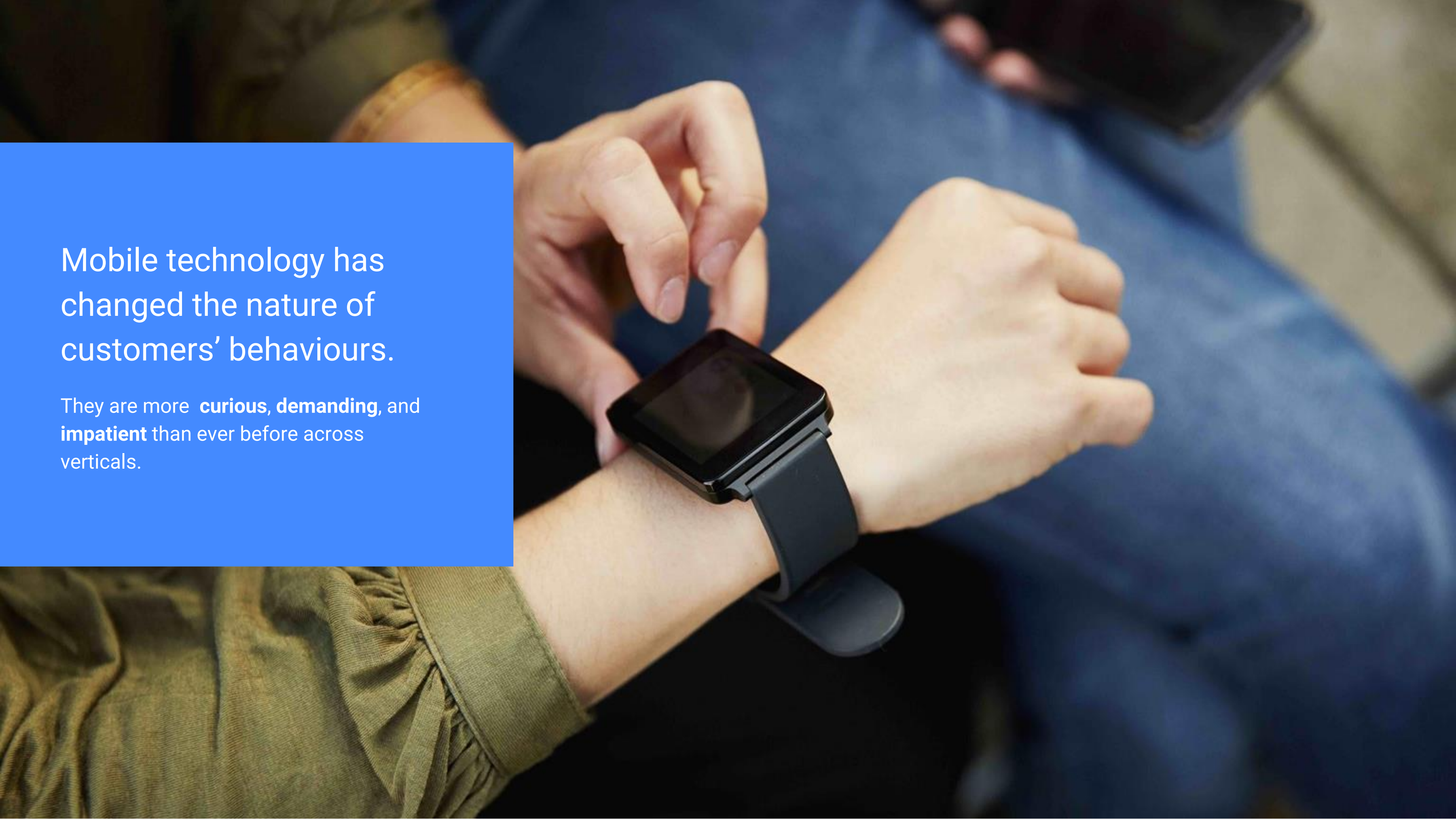
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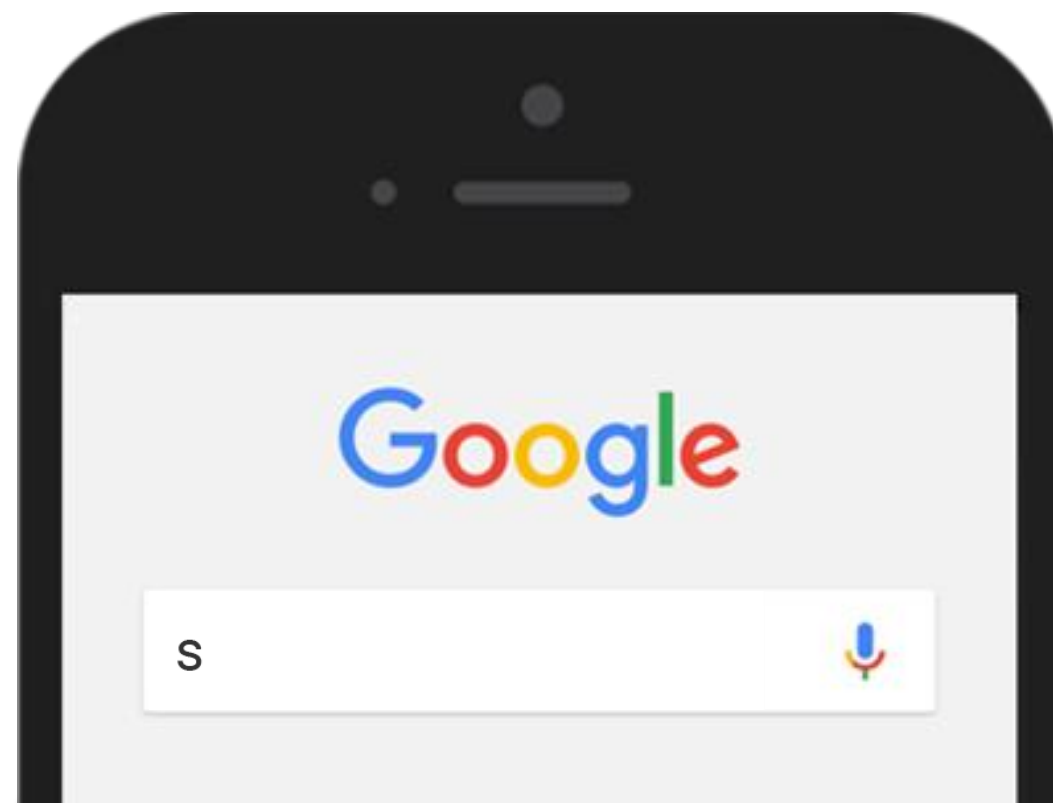




Mobile technology has  
changed the nature of  
customers' behaviours.

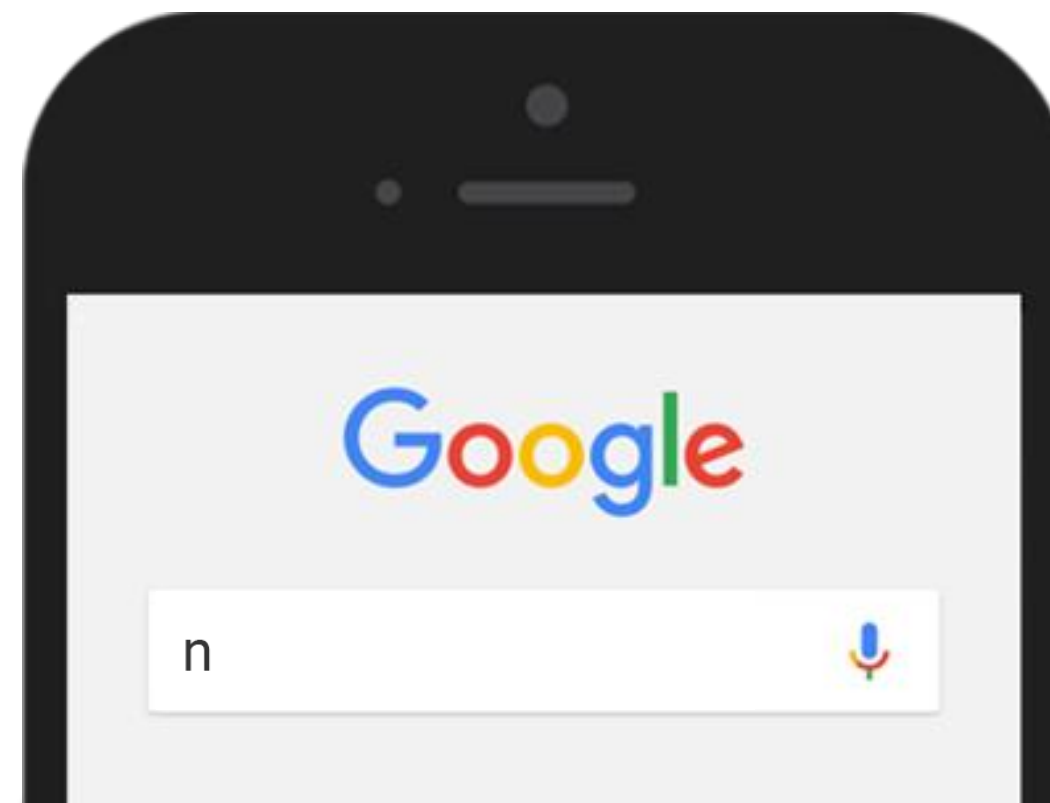
They are more **curious**, **demanding**, and  
**impatient** than ever before across  
verticals.





## Curious

Expecting to get useful advice and answers about the big stuff and the small stuff.



## Demanding

Expecting personal relevance, even with less effort on our part.



## Impatient

Expecting the ability to act right now, and get right now.



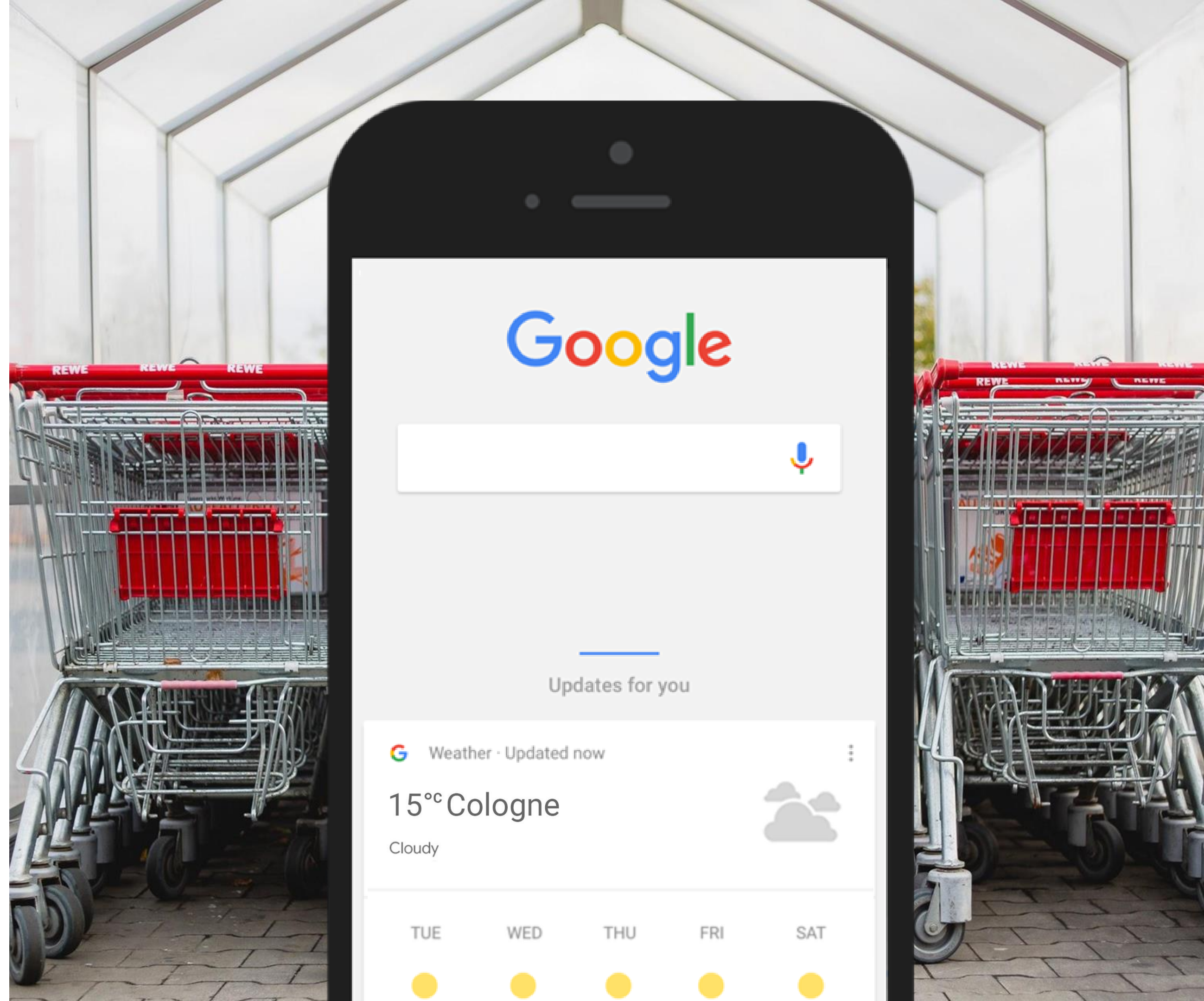
Consumers expect to get exactly what they want, instantly and effortlessly

## Curious

Expecting to get useful advice and answers about the big stuff and the small stuff.

+180%

Source: Google Data, EMEA, Jan - Dec 2015 vs Jan-Dec 2017





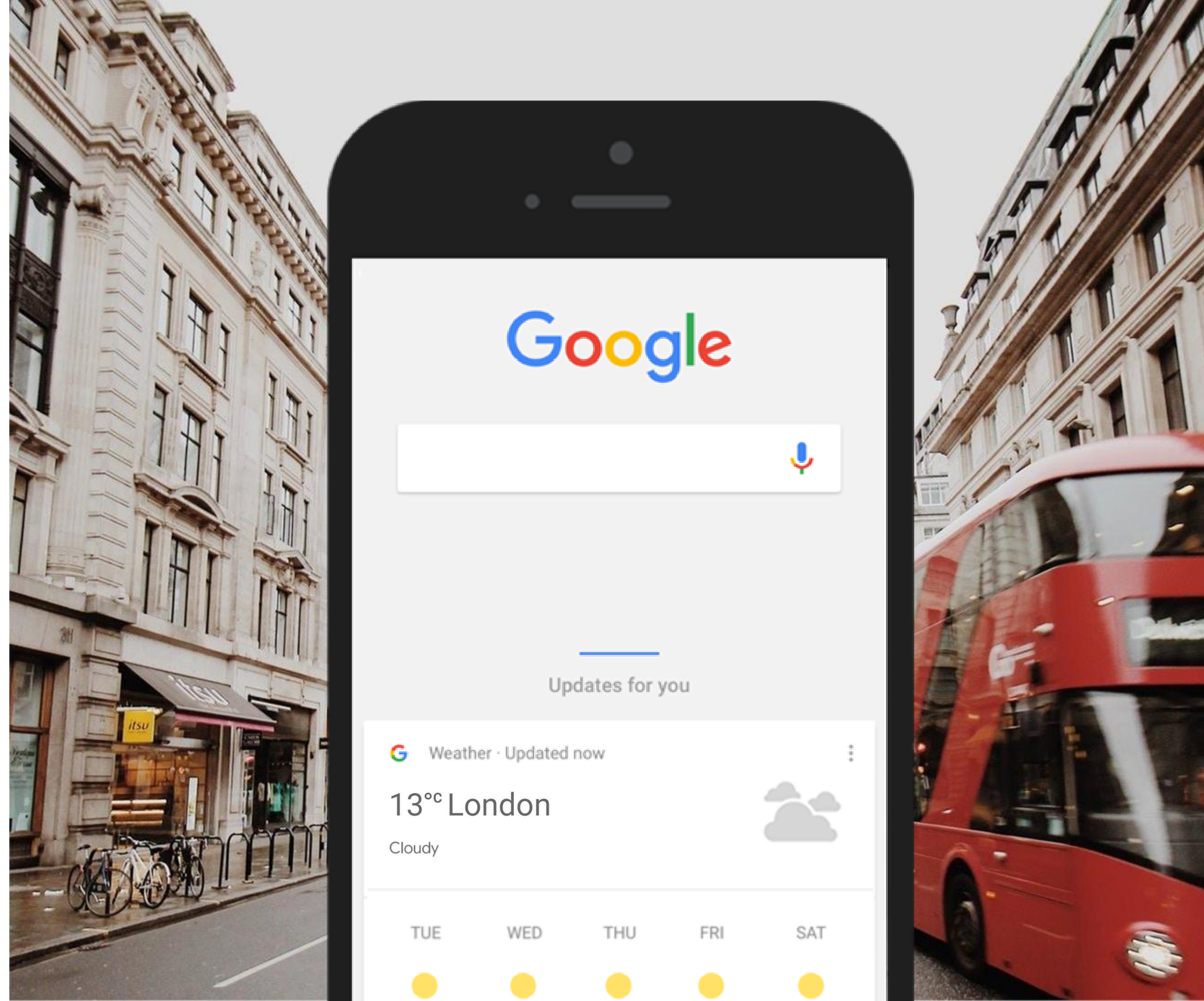
Consumers expect to get exactly what they want, instantly and effortlessly

## Demanding

Expecting personal relevance, even with less effort on our part.

+250%

Source: Google Data, EMEA, Jan - Dec 2015 vs Jan-Dec 2017





Consumers expect to get exactly what they want, instantly and effortlessly

## Impatient

Expecting the ability to act right now, and get right now.

+200%

Source: Google Data, EMEA, Jan - Dec 2015 vs Jan-Dec 2017





Consumers are ready to forget  
country borders.

## International

When they're looking to buy,  
geography is not limiting

+115%

Source: Google Data, EMEA, Jan - Dec 2015 vs Jan-Dec 2017





# 67%

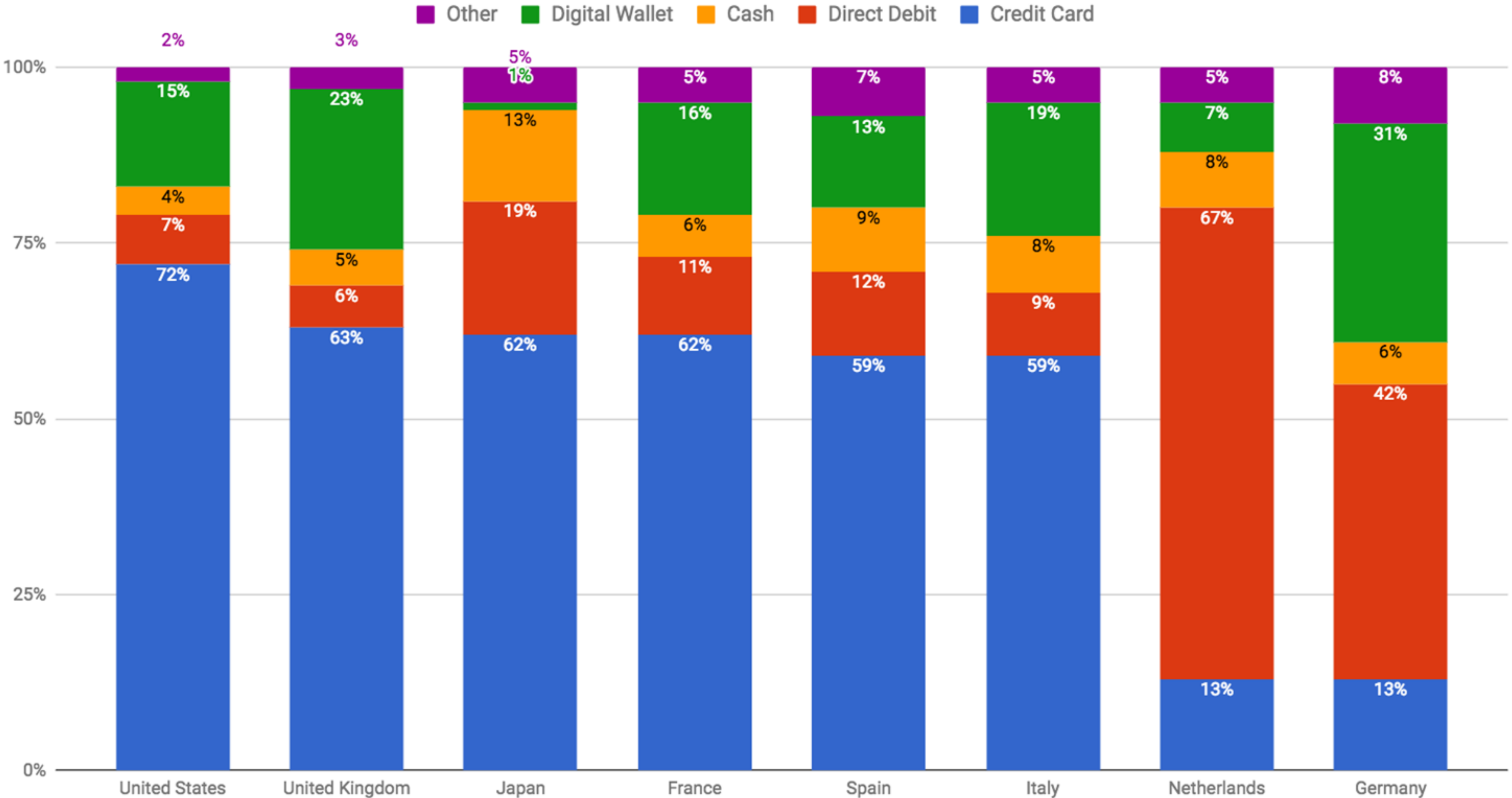
of online shoppers  
abandon carts because  
a site does not support  
local payment methods.





# Market Insights: Differences in preferred payment methods

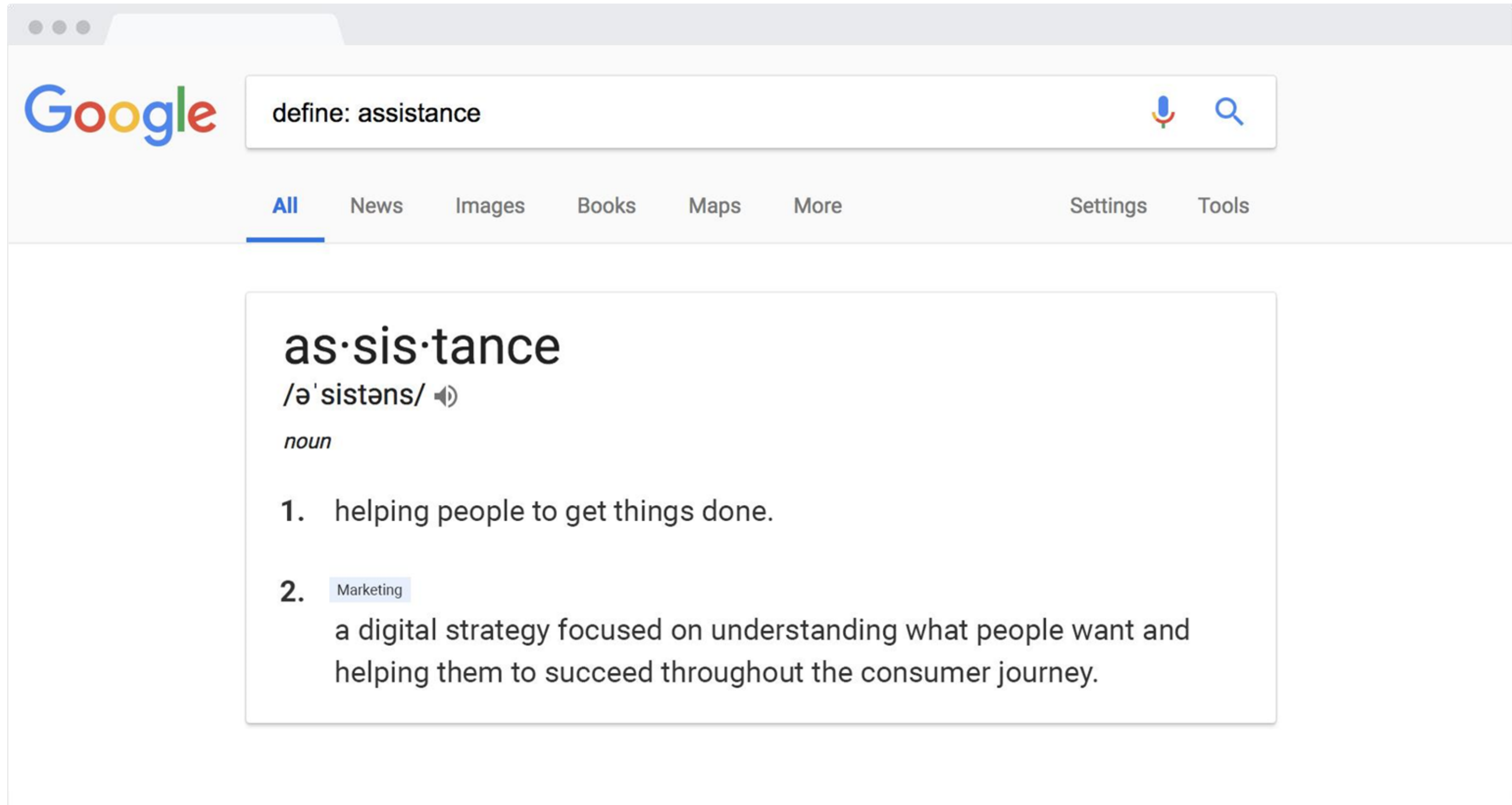
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I want it all and I  
want it now.

Freddie Mercury




A screenshot of a Google search interface. The search bar contains the text "define: assistance". Below the search bar, the "All" tab is selected. The search results display the word "as·sis·tance" in a large font, followed by its phonetic transcription "/ə'sistəns/" and a speaker icon. Below this, the word is identified as a "noun". Two definitions are listed: 1. "helping people to get things done." and 2. "Marketing a digital strategy focused on understanding what people want and helping them to succeed throughout the consumer journey."

Google

define: assistance

All News Images Books Maps More Settings Tools

**as·sis·tance**  
/ə'sistəns/   
*noun*

1. helping people to get things done.
2. **Marketing**  
a digital strategy focused on understanding what people want and helping them to succeed throughout the consumer journey.



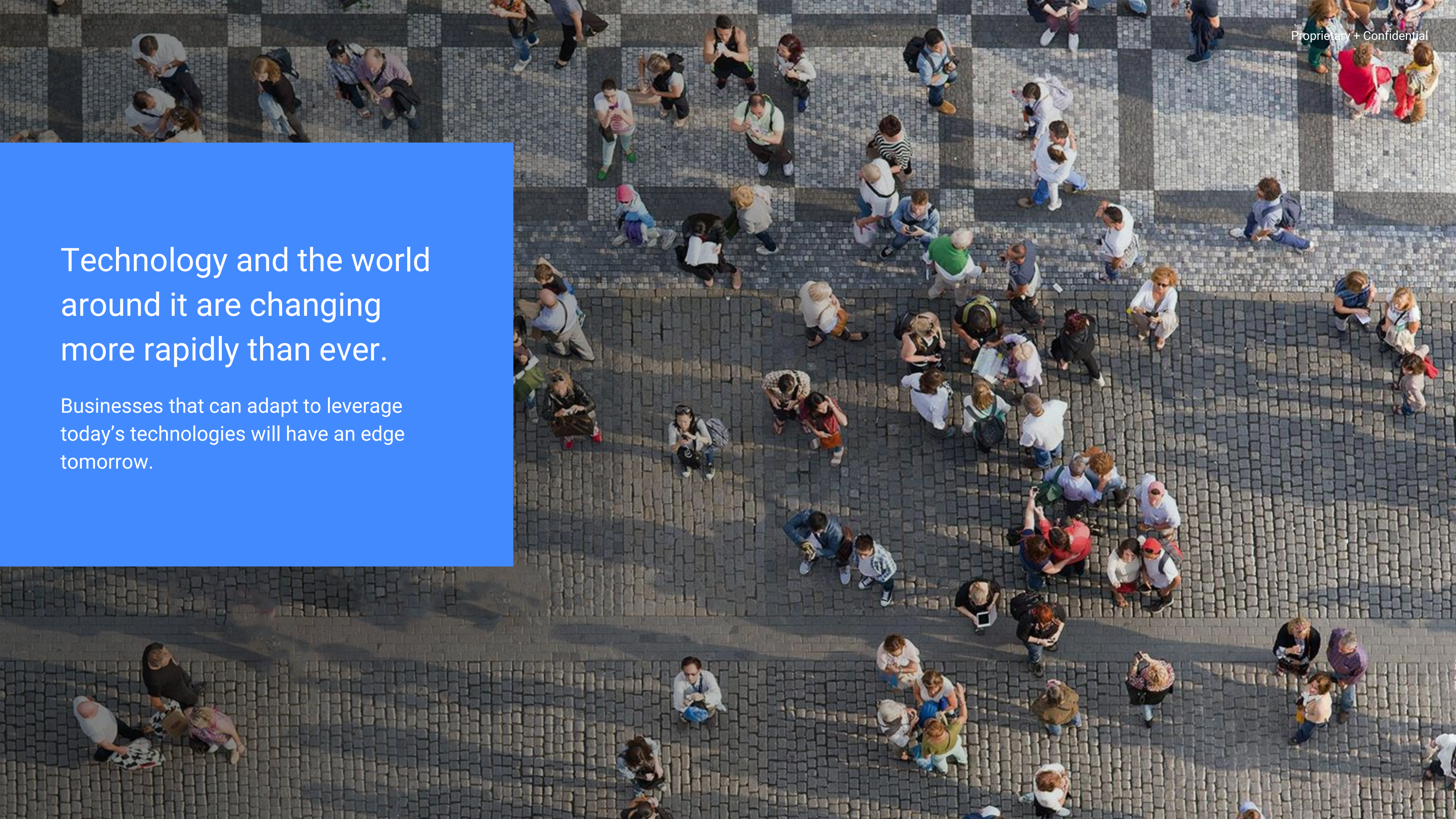
Only  
**1/3**  
of all brand experiences  
are really helpful.





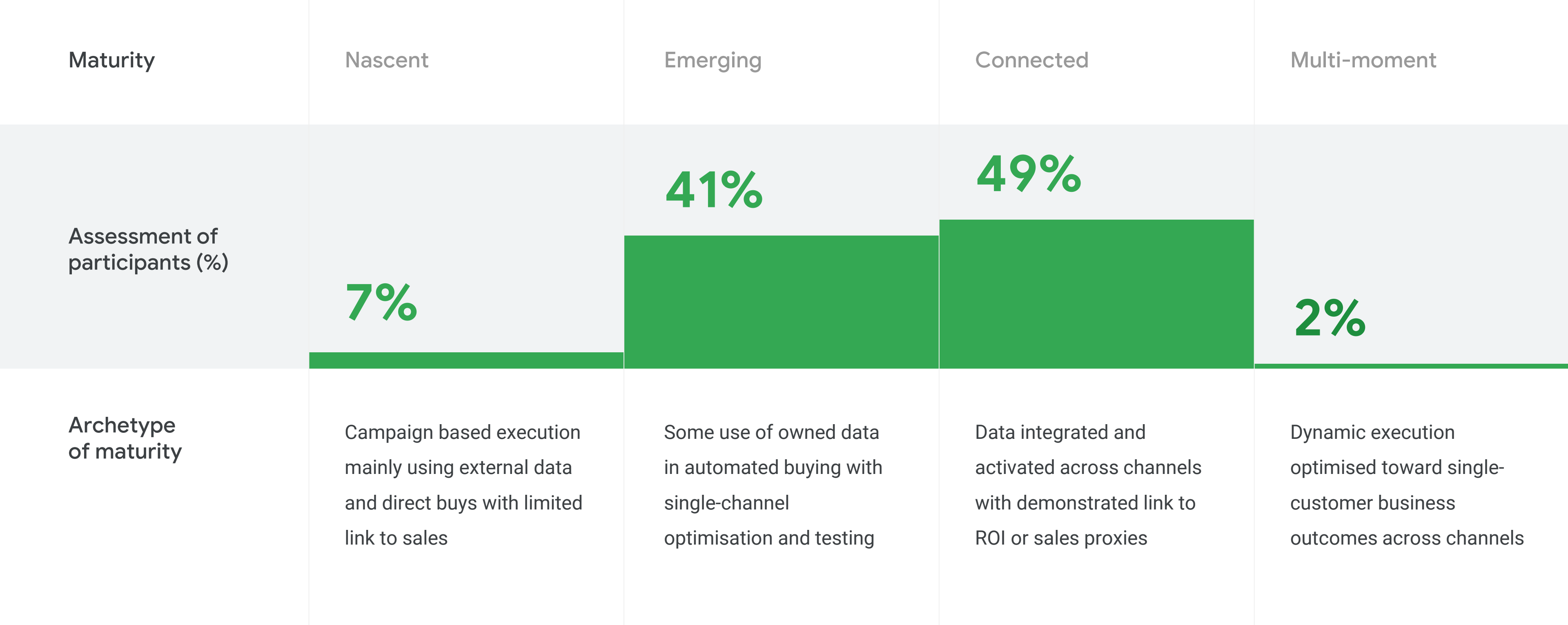
Technology and the world  
around it are changing  
more rapidly than ever.

Businesses that can adapt to leverage  
today's technologies will have an edge  
tomorrow.

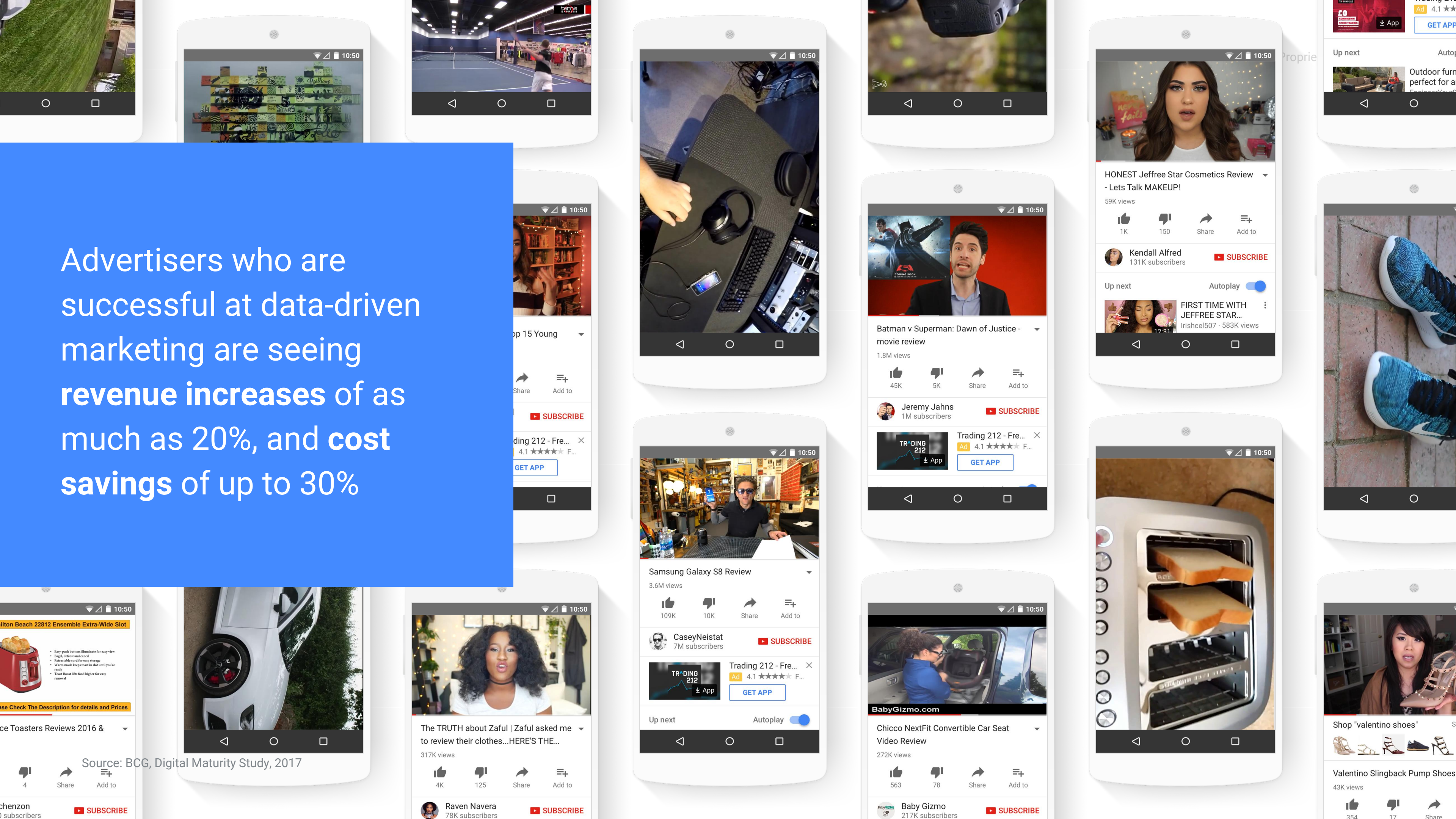




Only 2% of brands are realising the full potential of data-driven marketing strategies







Advertisers who are successful at data-driven marketing are seeing revenue increases of as much as 20%, and cost savings of up to 30%

Source: BCG, Digital Maturity Study, 2017



## Be there

Find and reach the right people across all channels and geographies

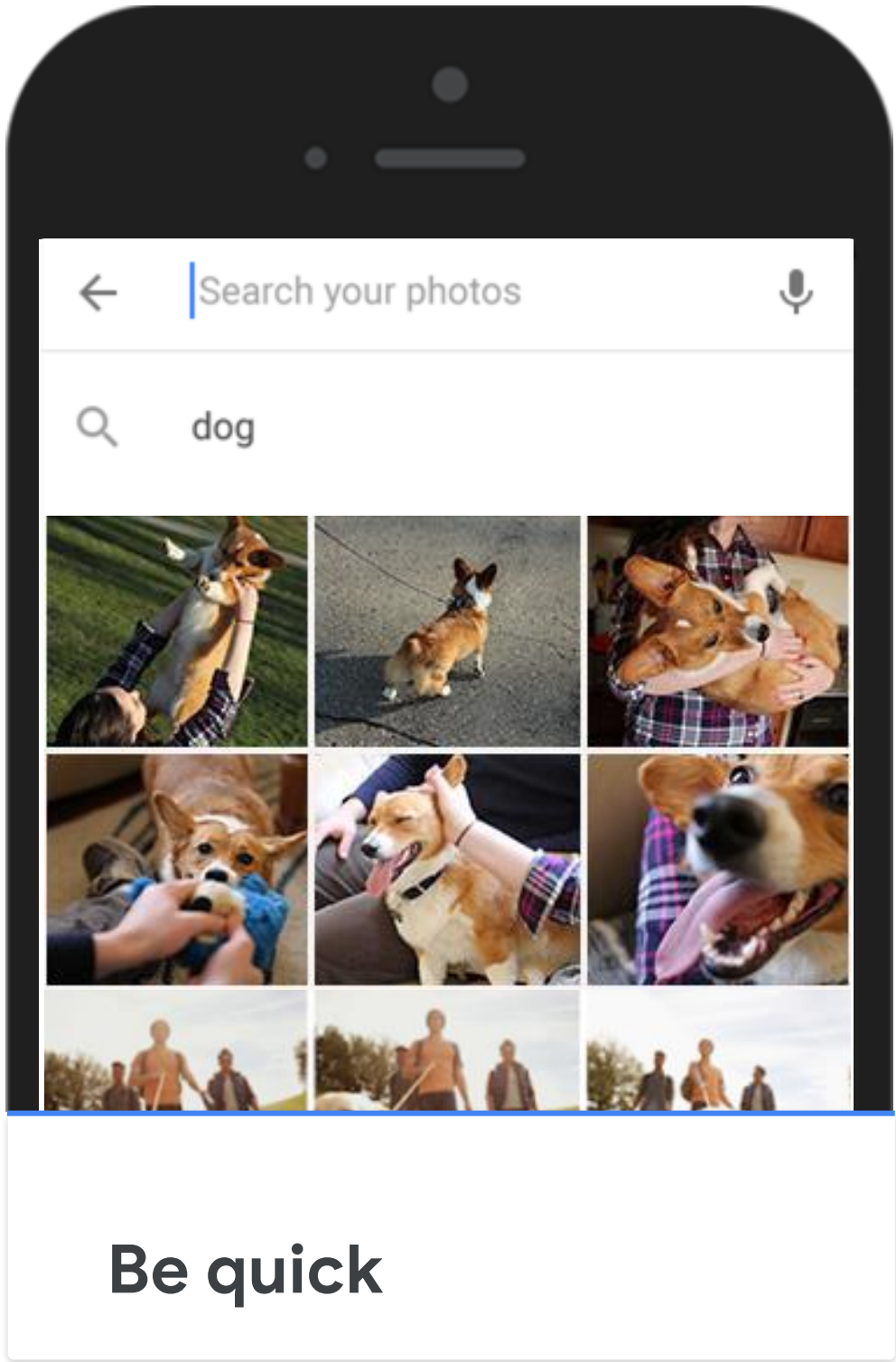
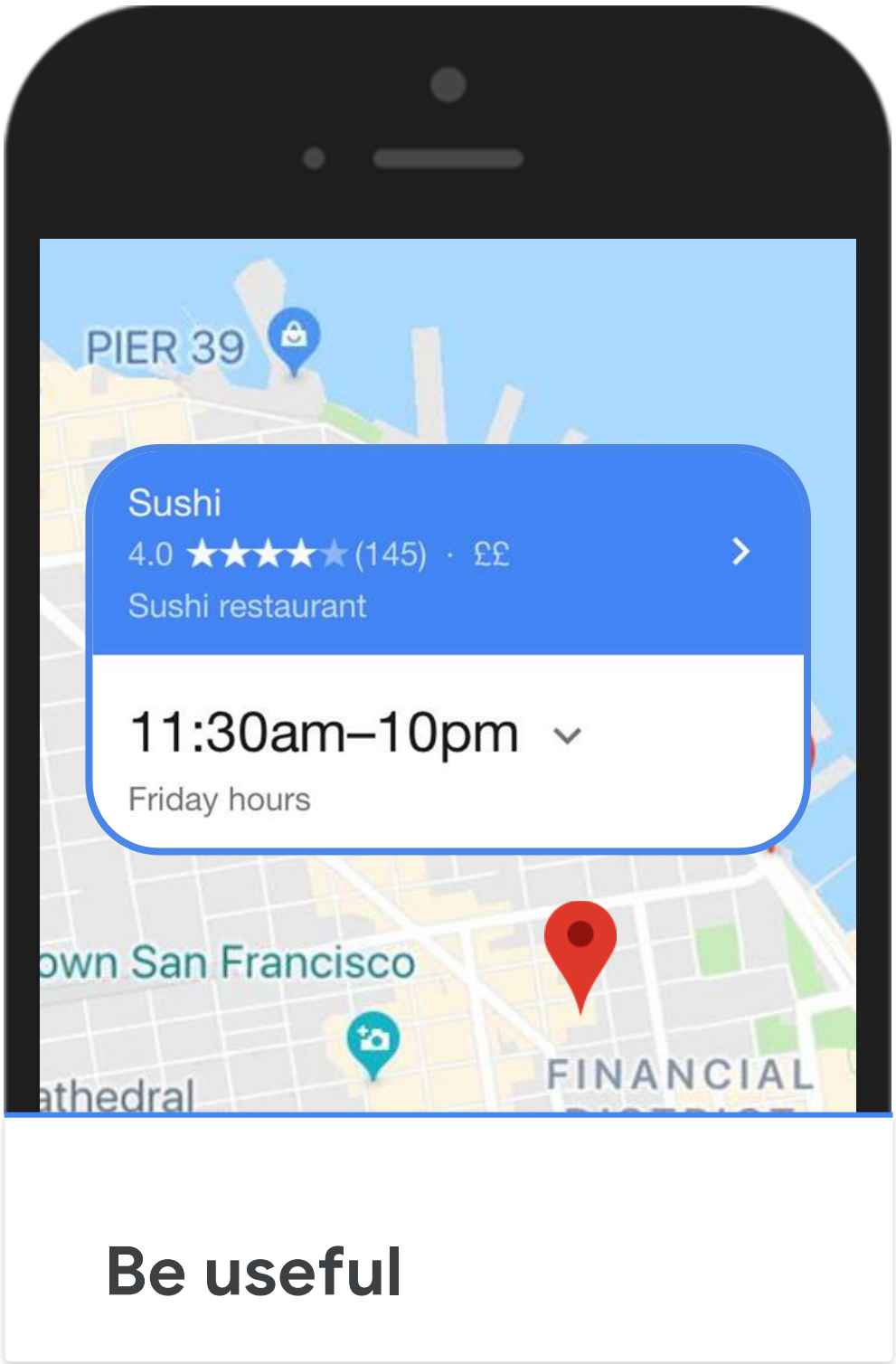
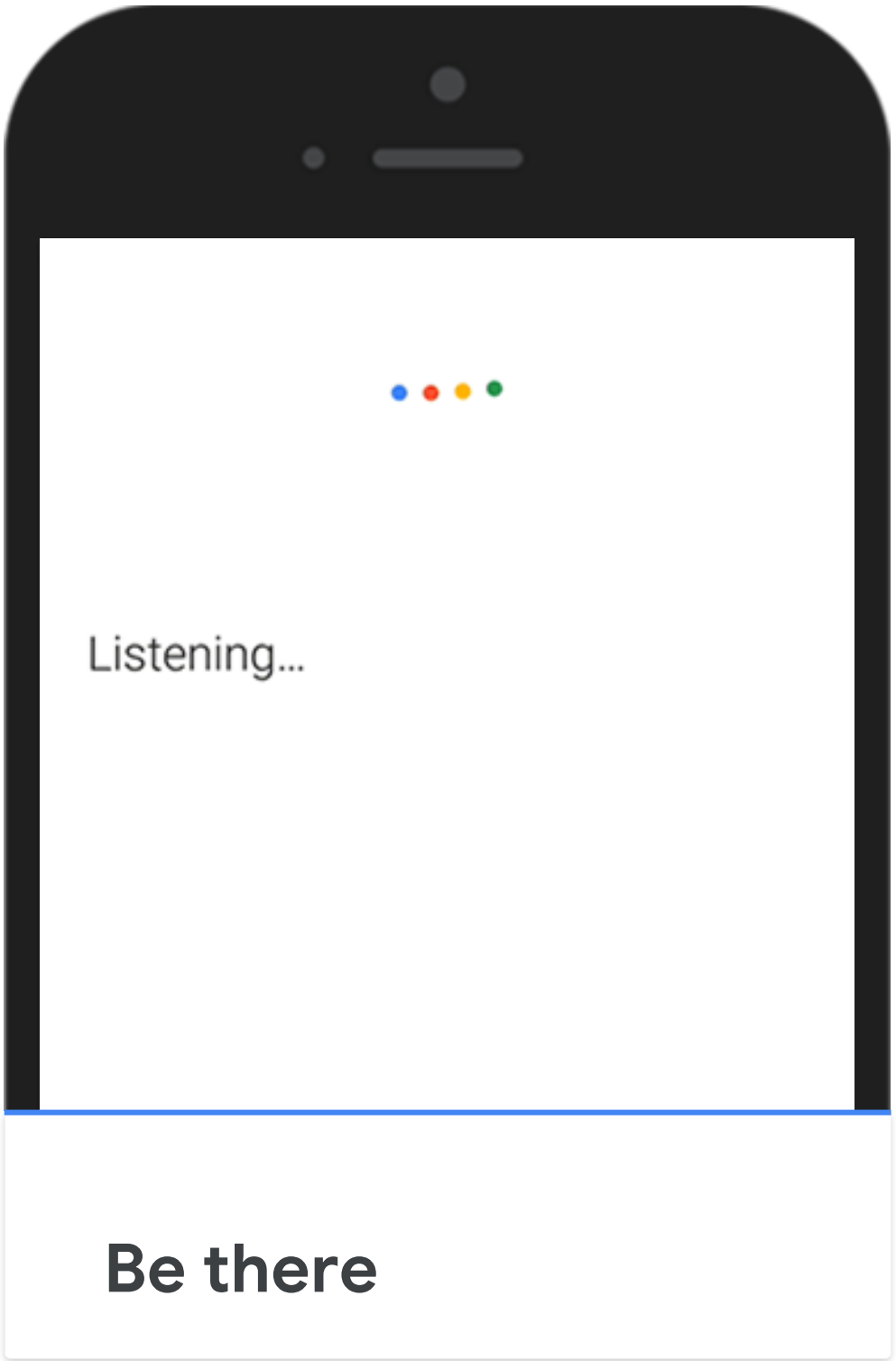
## Be useful

Serve the right message to the right people at scale

## Be quick

Ensure seamless experiences for customers at each stage of the journey





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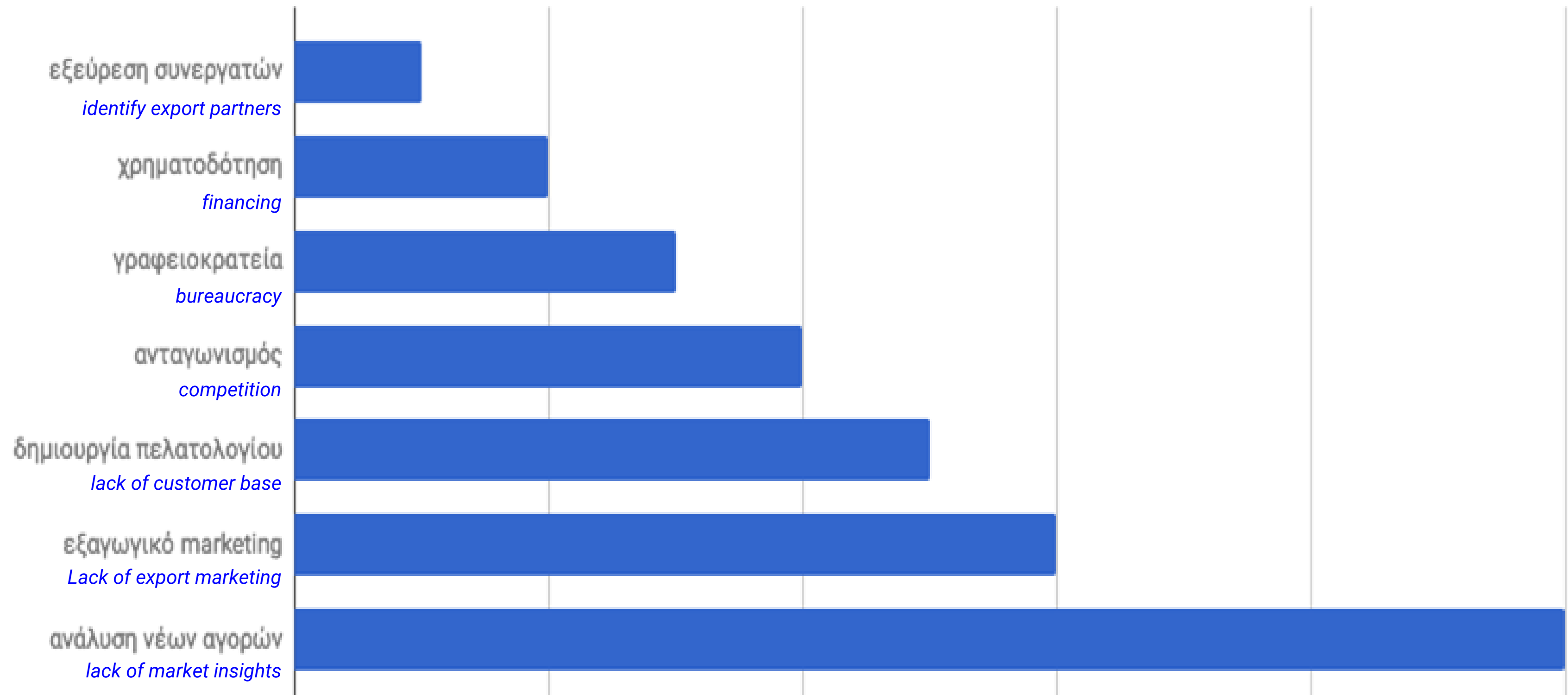
How



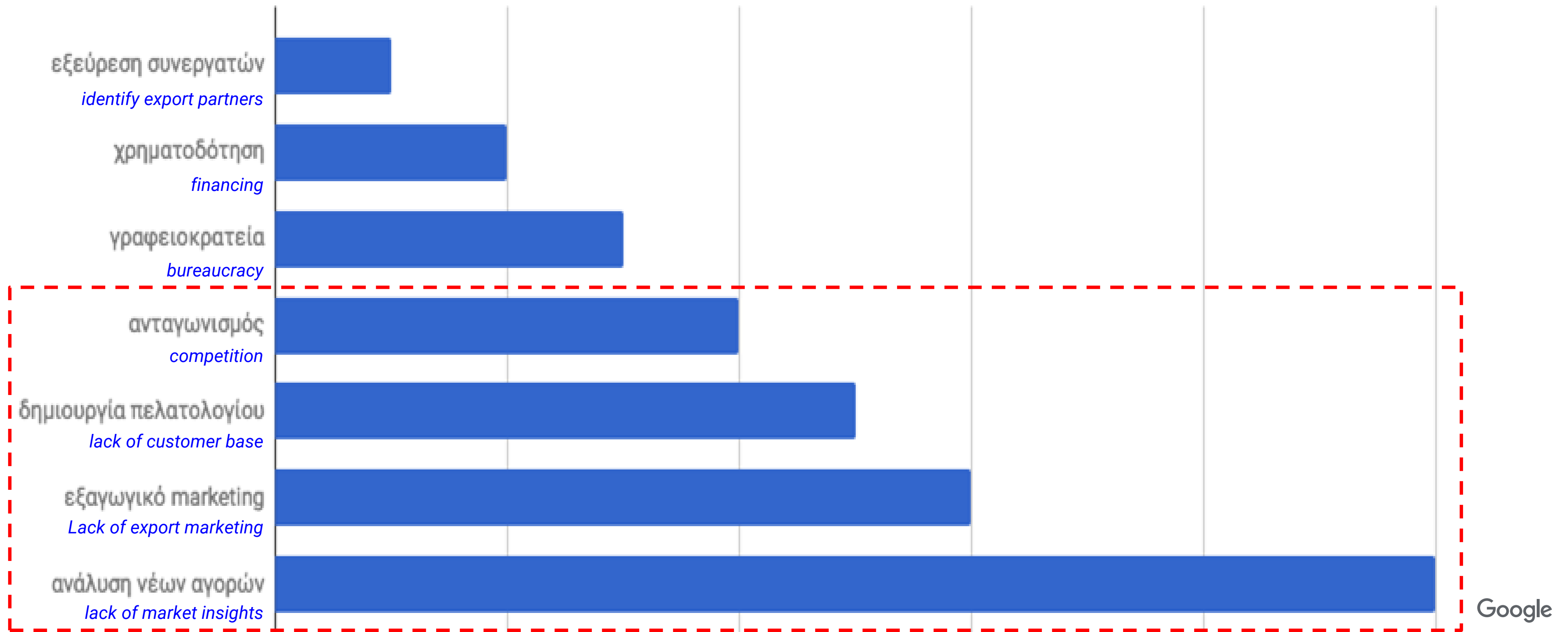


# Which are the difficulties that you face when trying to plan or implement your export strategy?

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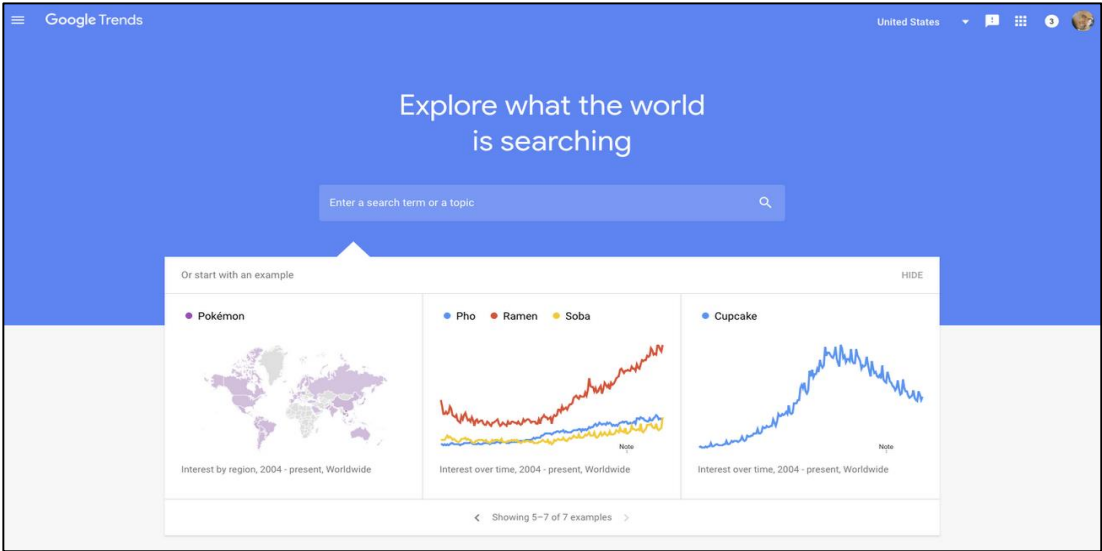


# Identify your market & audience habits

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# Google offers planning tools for free





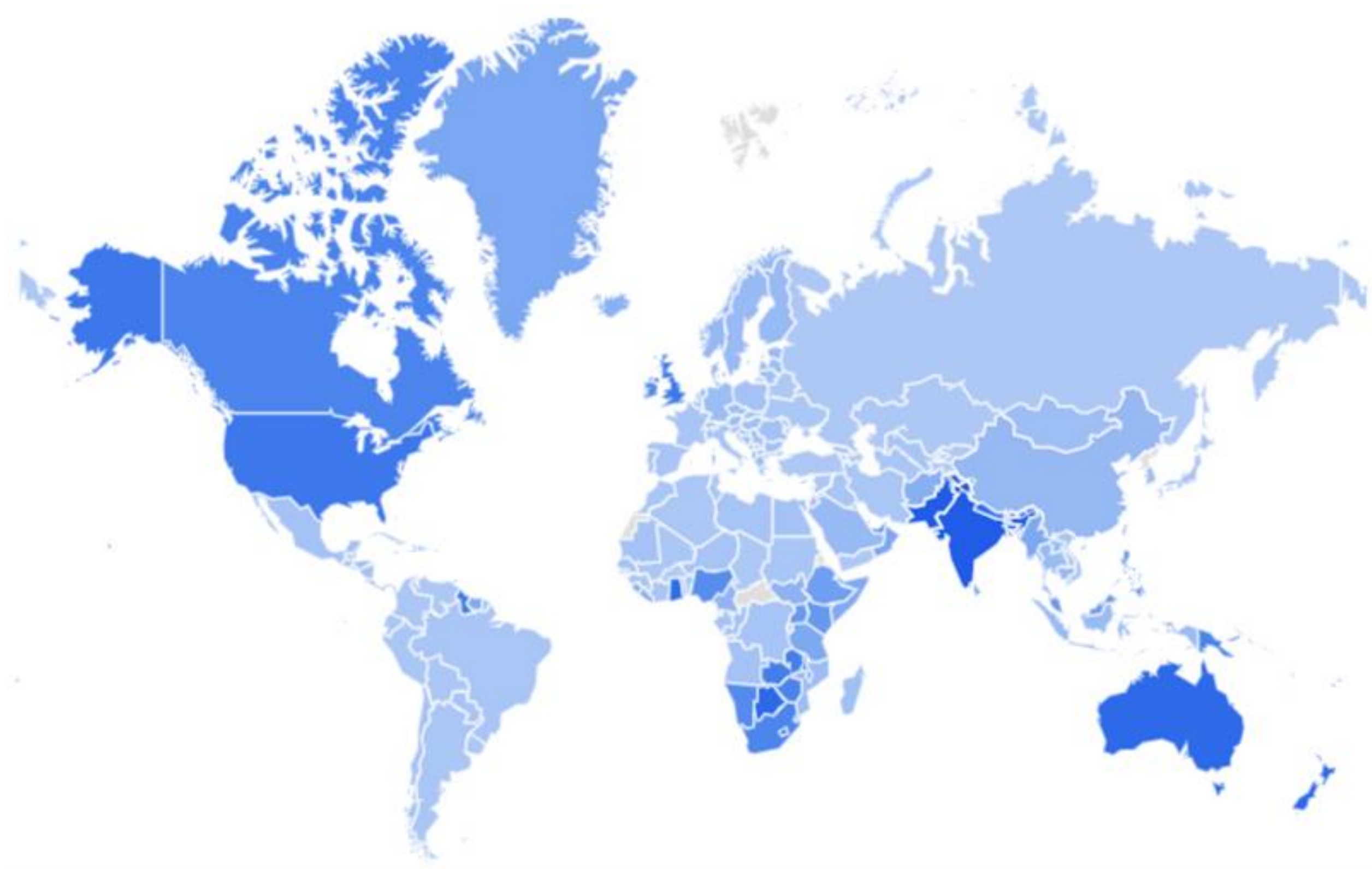
What is the current search interest for  
*your product / brand* worldwide?

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# What is the current search interest for *honey* worldwide?

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Google Trends

Google

# What is the current search interest for *greek honey* worldwide?

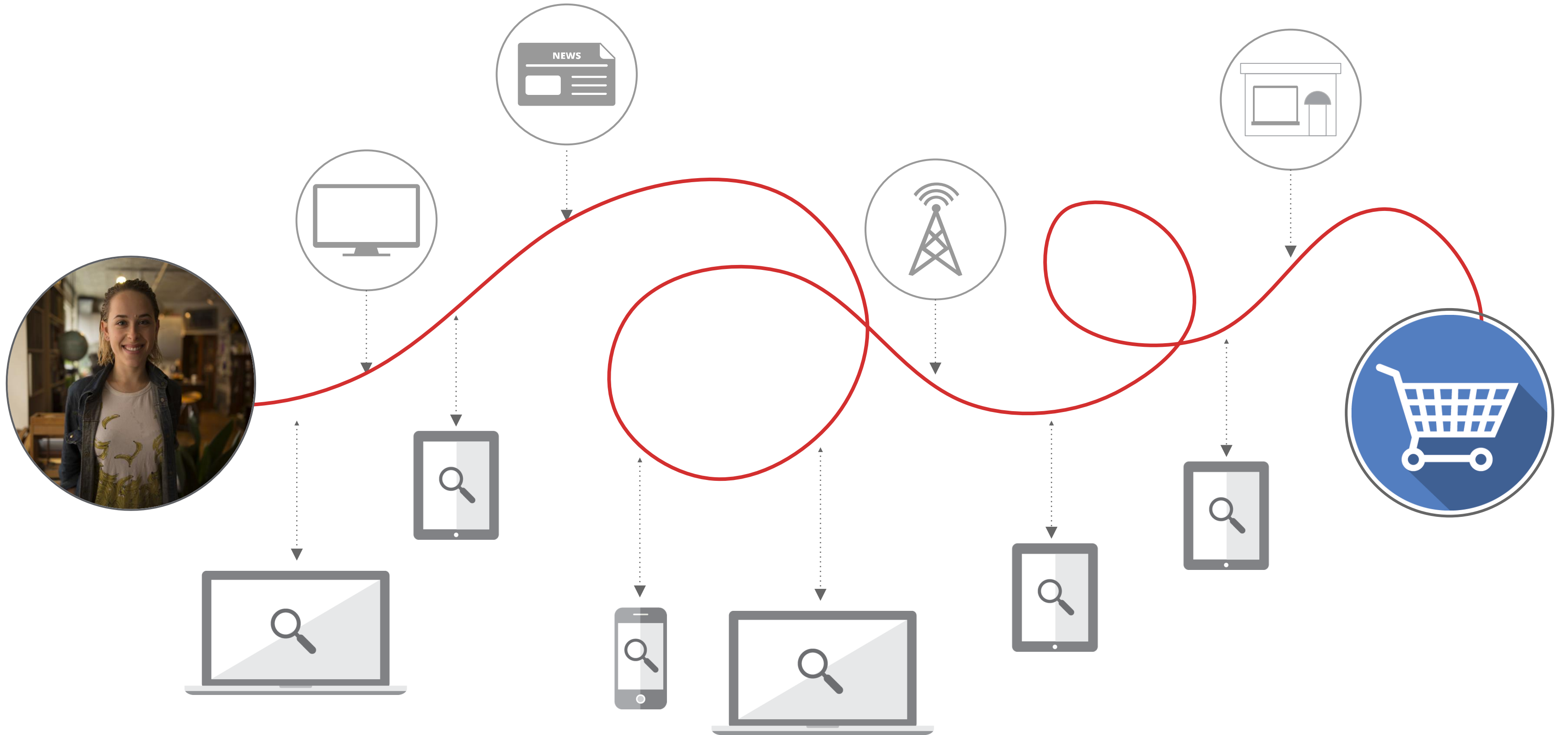
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Google Trends



# Path to purchase is more complicated than ever





# 7 Properties

with 1B+ users each

# Google audience targeting

Strong audience signals, to reach effectively the right person at the right time

## PAST



### Demo

- Male
- 35-44

## PRESENT



### Demo

- Male
- 35-44
- Parent

### Interests

- Family focused
- Auto enthusiast
- Football lover
- Coffee aficionado
- ...

### Purchase intent

- Looking to buy new car
- Looking to buy baby diapers
- Looking to buy baby food
- ...

### Life stage

- About to move house
- Just started his business
- Got new pet

### History with brand

- Has visited brand's website
- Has watched latest ad video

# A high level overview of the customer journey

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See

Largest addressable qualified audience

Think

+ have some commercial intent

Do

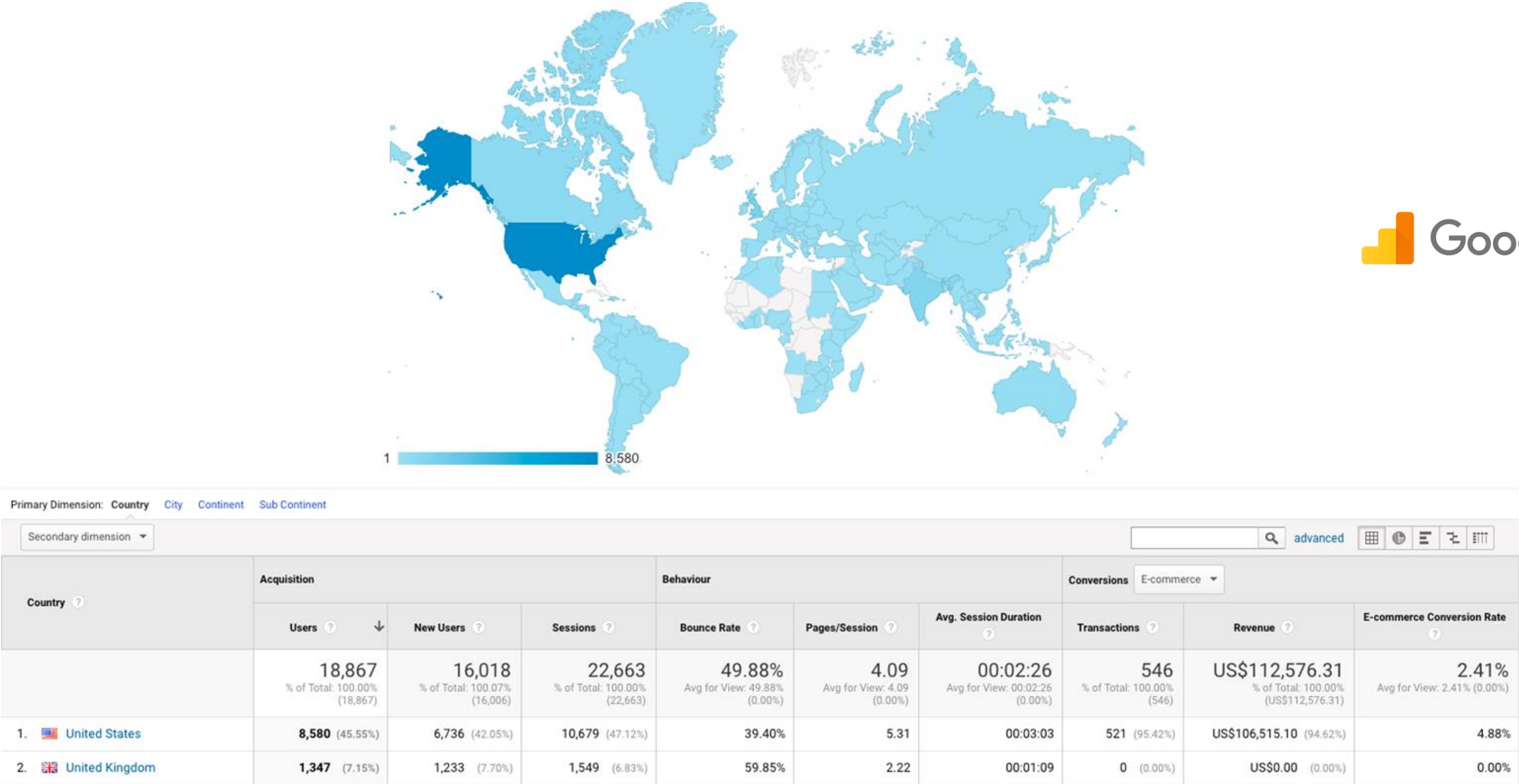
+ have loads of commercial intent

Care

+ are current, loyal customers

# What is the performance of your *global* presence?

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# Market Finder

Think with Google





