

# Advanced Tactics to Generate Foreign Sales Online

written by Lauri Moon | January 11, 2021

It is quite likely that trade shows, conferences, and foreign travel will continue to be disrupted for at least the next several months. So companies are looking to their digital marketing departments to drive the bulk of their lead generation and sales efforts.

Our colleagues at the Southwestern Pennsylvania Commission along with DOM is organizing a webinar perfect for exporters who are already attracting interest from overseas and who want to build a successful digital marketing strategy.

This is a great opportunity to tap into the Global Access Program (GAP) to assist in reimbursing 75% of costs associated with website internationalization, e-commerce, digital marketing media, etc.

## **Speaker:**

### **Justin Seibert, DOM President**



19-year digital marketing veteran Justin Seibert will help you understand whether your business is eligible to take advantage of GAP grants. He started in the field in 2001 as a one-man digital marketing department for an LA-based financial firm; in 2006 he founded DOM and has grown it into a top 200 Premier Google Partner.

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