

# CONNECTBIEN

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# AGENDA

Overview

The New ConnectBien

- Target Users
- Four Key Benefits
- Business Retention

Marketing Efforts

Key Performance Indicators

**BIEN**

# Overview



- 762 users



- 84 users



- 3 users

2012

2014

2015

2016



# What We Did

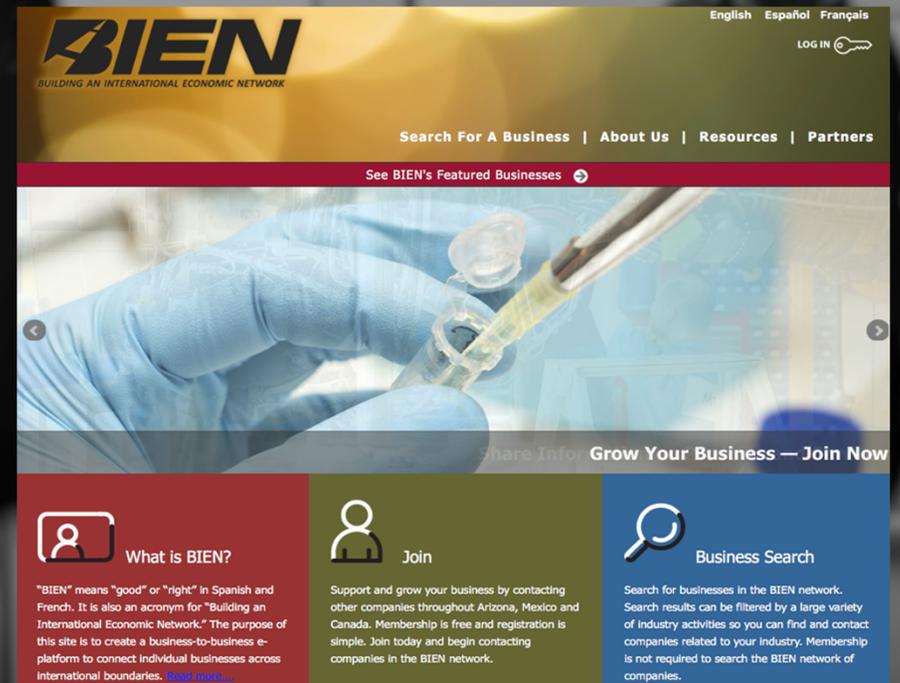
40+ Interviews

Business Trip to Mexico

Focus Group

Benchmarking

Recommendations



The screenshot shows the BIEN website homepage. At the top, the logo "BIEN" is displayed in a stylized font, with the tagline "BUILDING AN INTERNATIONAL ECONOMIC NETWORK" underneath. Navigation links for "English", "Español", and "Français" are in the top right, along with a "LOG IN" button. A main navigation bar includes "Search For A Business", "About Us", "Resources", and "Partners". Below this is a section for "See BIEN's Featured Businesses". The main content area features a large image of a person in a lab coat and gloves using a pipette. Below the image, there are three columns of content: "What is BIEN?" with a brief description and a "Read more..." link; "Join" with a description of the benefits of membership; and "Business Search" with a description of the search functionality.

English Español Français  
LOG IN

Search For A Business | About Us | Resources | Partners

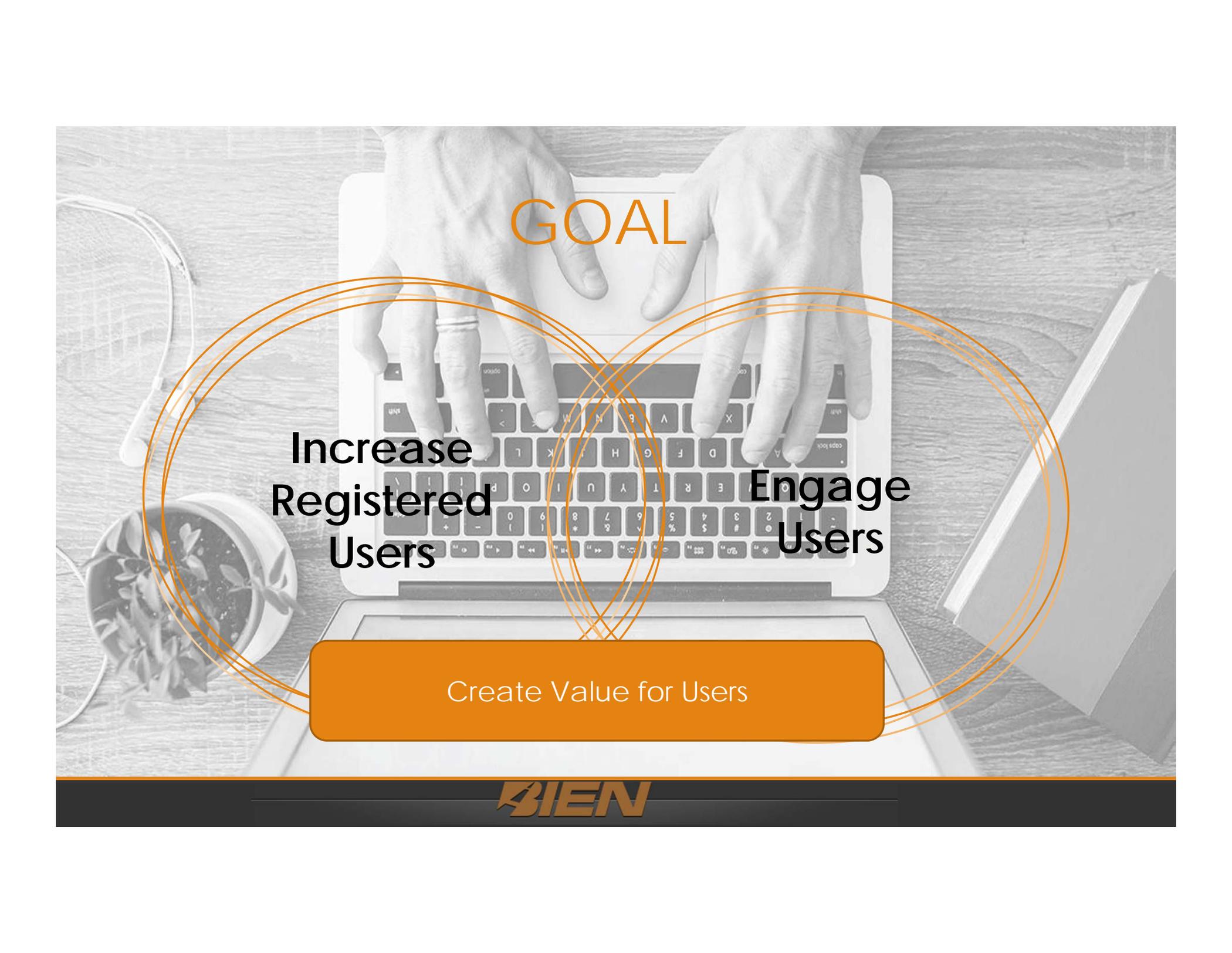
See BIEN's Featured Businesses

Share Info Grow Your Business — Join Now

**What is BIEN?**  
"BIEN" means "good" or "right" in Spanish and French. It is also an acronym for "Building an International Economic Network." The purpose of this site is to create a business-to-business e-platform to connect individual businesses across international boundaries. [Read more...](#)

**Join**  
Support and grow your business by contacting other companies throughout Arizona, Mexico and Canada. Membership is free and registration is simple. Join today and begin contacting companies in the BIEN network.

**Business Search**  
Search for businesses in the BIEN network. Search results can be filtered by a large variety of industry activities so you can find and contact companies related to your industry. Membership is not required to search the BIEN network of companies.



GOAL

Increase  
Registered  
Users

Engage  
Users

Create Value for Users

**BIEN**

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# Target Users

Small and Medium-  
Sized Enterprises  
(SMEs)

Arizona and  
Mexico

Export Ready

# Benefits

Businesses interested in growing through cross-border trade

Seek Help

Join Events

Stay Informed

Engaged via monthly newsletter

Make  
Connections

**BIEN**



Grow your business through cross-border trade.

**Join for Free!**



**Seek Help**

Explore list of business service providers



**Stay Informed**

One stop guide for Arizona International trade



**Make Connections**

Find potential business partners



**Join Events**

Attend business events in your community

# Seek Help



Greater Phoenix  
ECONOMIC COUNCIL



GREATER PHOENIX  
CHAMBER OF COMMERCE  
EST. 1888



ARIZONA  
COMMERCE  
AUTHORITY  
*Advancing Arizona's Economy*

Economic  
Development  
Councils

Chambers of  
Commerce

Service  
Provider  
Agencies  
and  
Programs

Search by Region

Search by  
Purpose

Reorganize &  
Prioritize

Clear  
Direction

Searchability

# Stay Informed

## Top Countries by Employment

- CANADA (22,280)
- UNITED KINGDOM (11,379)
- GERMANY (8,080)
- JAPAN (7,005)
- FRANCE (6,260)
- MEXICO (5,266)
- OTHER (24,945)

*Foreign Direct Investment Information*



# Make Connections

## Before Login

Thunderbird  
Consulting Co.



- **Contact:** Jeeku Saha
- **Company #:** 555-555-5555
- **Services Provided:**
  - Consulting
  - Customer service
  - IT
  - Import/Export

## Invite to Connect

Jeeku Saha is on  
ConnectBien!

To connect with  
Jeeku, sign up for  
ConnectBien today.

Sign Up

Log In

Guidelines for  
Making  
Profile

Personal  
Connection

Business  
Directory

**BIEN**

# Join Events

today April 2016 month week day list

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 1:00 PM 21st Innovation Competition of International Talents	28	29 1:30 PM PMPHX 2016 Arizona CEO Summit 5:00 PM Global Chamber of San Francisco Launch Event	30 8:00 AM PMPHX Trade Mission to Mexicali	31 8:00 AM Virtual: Doing Business in Africa 7:00 PM NYC Meet-and-Greet Tokyo 4:00 PM PMPHX League of Extraordinaries 6:00 PM PMPHX Mayor's Reception for Ambassador Cuisla	1	2
3	4	5 8:00 AM MHMO Discoveries Mining Conference 8:00 AM MHMO Trade Mission to Hermosillo (THCC)	6 8:00 AM GDLC Innovation Match Mexico 8:00 AM NYC Women in the World Summit	7 4:00 PM SMLC Dancing Along the Entrepreneurial Crevasse 8:00 AM DCA Exim Bank's Annual Conference 8:00 AM LAS Mexico's Aerospace Industry 6:00 PM PMPHX Mayor's International Gala	8	9
10	11 6:00 AM MIA Business Development Mission to China and Taiwan 8:00 AM SFO 11th Annual Export Control Forum	12 3:00 PM Virtual: Adapt to a Global Economic Slowdown, with	13 1:00 PM PMPHX Export Roundtable 6:00 PM BWI Volunteer Open House	14 8:00 AM AngelSummit Americas 2016 4:00 PM DFW Leaders in Global Technology	15 6:00 PM Canton China Spring Fair 2016 4:00 PM MIA International Trade Expo for Rum	16

Google Calendar

Trade Events in AZ & Mexico

Event Details

# Business Engagement

## Monthly Newsletter

Success  
Stories

Statistics and  
Infographics

Partner  
Spotlight

Industry  
News

Featured  
Stories

Educational  
Articles

Surveys,  
Polls,  
Feedback

Event  
Calendar

**BIEN**

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# Targeted Events



Export / Import Educational Events



"Get to Know Your Neighbor"  
Mexico-Arizona Networking Events

# Champion Partners



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**BIEN**

# Key Performance Indicators

## Marketing Effort (AZ/MX)



- Activities
- Reach
- Impression
- Feedback

## Attraction Effort



- Bounce
- Page View
- Time on Site
- Registration

## Engagement Effort



- Open
- Click
- Feedback
- Recurring User

# Recommendations Summary

## Short Term

- Target Arizona and Mexico businesses
- Highlight four benefits on front page
- Identify and engage champion partners
- Conduct training session in Mexico
- Engage users through monthly newsletter
- Track progress of new initiatives

# Recommendations Summary Long Term

Expand marketing efforts to Canadian businesses

Organize networking and educational events

Continue improving resources based on feedback

Highlight ConnectBien success stories

THANK YOU!

**BIEN**  
BUILDING AN INTERNATIONAL ECONOMIC NETWORK

# APPENDIX

# Appendix Table of Contents

- 1) Research Methodology
- 2) Findings
- 3) Seek Help
- 4) Stay Informed
- 5) Make Connections
- 6) Join Events
- 7) Business Engagement
- 8) Marketing Efforts
- 9) Activities in Next 6 Months
- 10) Key Performance Indicators

# 1) Research Methodology

**Interviews:** Evaluate Current Impact of ConnectBien and Identify Areas for Improvement

- 16 **ConnectBien user** interviews: 13 Americans, 2 Mexicans, 1 Canadian
- 4 **Mexican business** interviews
- 4 **Mexican partner** and potential partner interviews
- 20 **ConnectBien partner** interviews

**Focus Group:** Test Our Recommendations for New ConnectBien with Arizona Businesses

- 5 businesses provided feedback on new layout for ConnectBien homepage

## 2) Findings: Goal of Increased Users

"Needs more companies. More relevant companies on CB would be the only thing that would bring me back to the website."

"If ConnectBien had more companies, it would be better."

**30% partners and 25% users said ConnectBien would be better with more companies**  
**Most users tried to search for a business and didn't find what they were looking for**

\*Findings collected from open-ended questions

## 2) Findings: Goal of Increased Engagement

"I forgot about ConnectBien until you guys [the consulting team] contacted me."

"Send emails every month reminding users that the website is there. Let them know: We have 20 new members!"

100% of users we spoke to never went back to ConnectBien after initially signing up  
Most of the users had not received an email from ConnectBien since signing up

## 2) Findings: Target User

"People are sometimes intimidated by everything CB has to offer. People might face this: Logging onto the site and not knowing what to do with it."

"First, companies have to stabilize. Then they can export."

**All SME Consultants we spoke to and 30% of partners said not all small businesses are ready to export. Implication: Don't target all small businesses, target small businesses with the bandwidth to begin exporting.**

## 2) Findings: Benefits

- **Seek Help:** 50% partners and 25% businesses said they needed more education on how to export or import.
- **Stay Informed:** 35% partners and 10% businesses said they would like more information on the business environment in Arizona / Mexico.
- **Make Connections:** Almost all users joined ConnectBien to try to find connections. 25% users would like to showcase what they're buying or selling on the website.
- **Join Events:** 40% businesses view attending events as the most important way they make connections

## 2) Findings: Business Engagement

"If you don't feed your network, people forget and never come back."

"Promote businesses that already have international trade. These can be the ambassadors of Bien."

Most of the businesses we spoke to had not revisited ConnectBien after registering  
35% businesses said more emails would bring them back to the site  
30% partners said ConnectBien would benefit from highlighting success stories from businesses already trading with Mexico

## 2) Findings: Marketing Efforts

"More awareness is required. People don't know about the website."

"You have to go door to door, knock on all the doors of the companies."

80% of users signed up due to direct marketing from MAG or partners

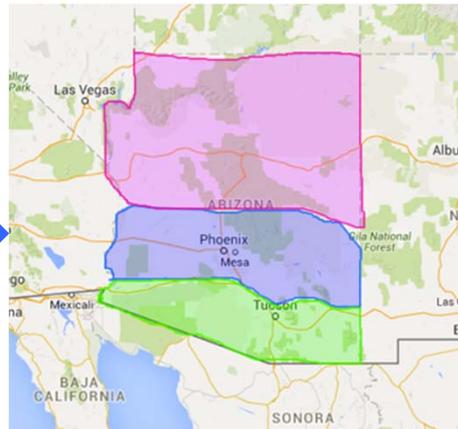
### 3) Seek Help: Search by Region

Find a Chamber of Commerce/Economic Development Agency

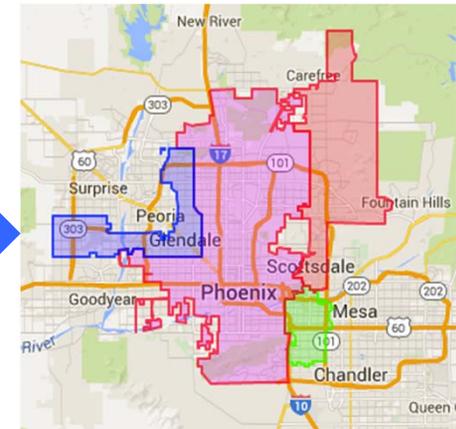
Choose Country



Choose Region

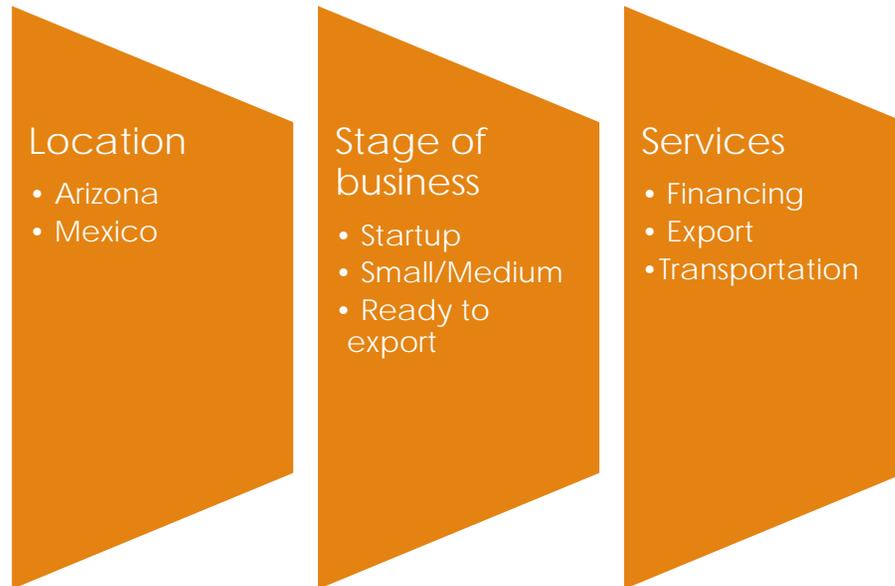


Choose City



# 3) Seek Help: Search by Purpose

More intuitive and more directed



How can MAG do it?

A screenshot of a web form titled "Narrow Your Search" in a yellow header. The form is set against a light gray background and contains several filter sections, each with a dropdown menu:

- Distance**: A dropdown menu with "Show All" selected.
- Zip Code or City, State**: A text input field.
- Industry**: A dropdown menu.
- Area of Assistance**: A dropdown menu.
- Specific Need**: A dropdown menu.
- Business Stage**: A dropdown menu.

## 3) Seek Help: Search by Purpose

### Example:

Medium-sized business from  
Arizona exporting for the first time

- *Small Business Administration — A Small Business Guide to Exporting*
- *U.S. Commercial Service — Information and Counseling*
- *U.S. Commercial Service — Begin Exporting*
- *U.S. Commercial Services — A Basic Guide to Exporting*

Provide description of services

### Small Business Administration

#### Services Offered

##### Business Planning

- Identification/Research of Foreign Markets
- Market Plan Development
- Market Research

##### Import and Export Assistance

- Identification/Research of Foreign Markets
- Locating Foreign Distributors
- Networking
- Trade Education and Training

##### Internship Programs and Student Services

- Internship Program

##### Management Issues

- Leadership/Professional Development

## 3) Seek Help: Which Agency is Right for You?

### Our Recommendation:

Reorganize the resource directory so that users have the ability to filter out the service providers/chambers of commerce by region and by need

### Examples:

- **5-10 Question Quiz** to determine which links are relevant to the user
  - **See your results** button at the bottom
  - Still have the option to view all resources by category/list
- Show all partners, resources, programs, etc. and give the users the ability to filter them/search bar
  - Create a “profile page” for each resource link to explain what the user will find when they click on this link

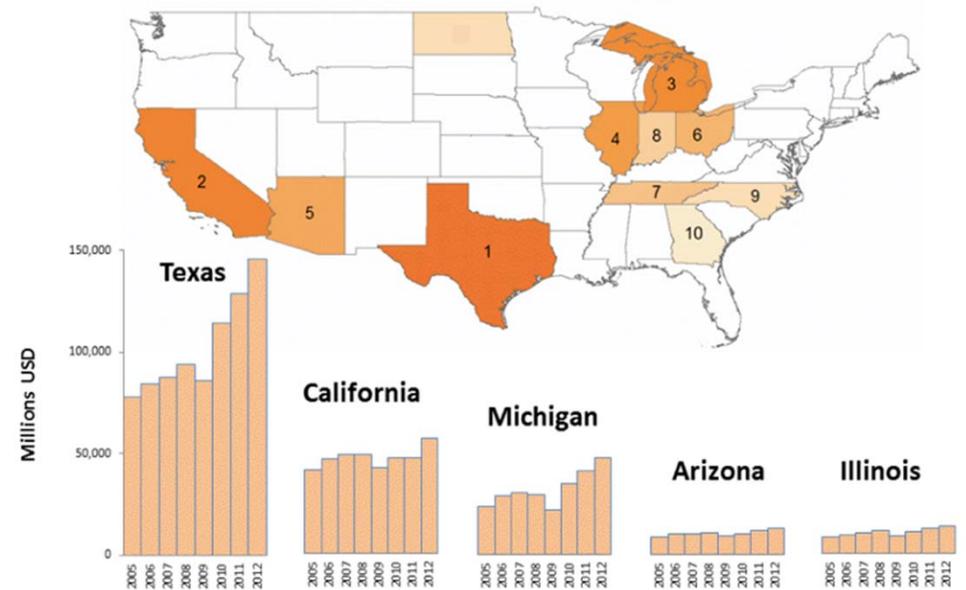
# 4) Stay Informed

One-stop guide for all you need to know about Arizona international trade.

- Quick facts, charts, testimonials with links to full researches and publications
  - International businesses investing in AZ
  - Increasing cross-border trade volumes
  - Safe business environment in Mexico
  - Increasing demand and supply in Mexico
  - Support of cross border trade from municipal entities
- Highlight the access to interactive map of Foreign Direct Investment data

## Surface Trade of US States with Mexico

States Ranked Based on Value of Traded Goods (2005-2012)



<https://tti.tamu.edu/enhanced-project/tracking-freight-traffic-trends-at-the-u-s-mexico-border/>

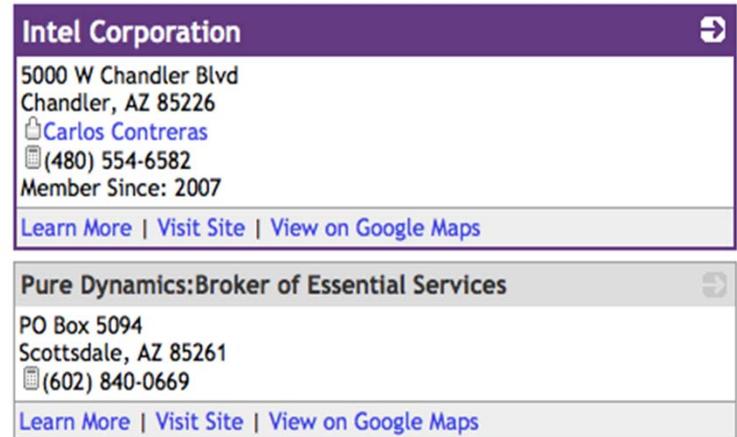
# 5) Make Connections

Recommendations:

- Include guidelines on how to write business descriptions (I am buying/selling...)
- Show business owner's name on contact information
- Allow viewing company profile without signing in (restrict connection feature to members only)

Optional:

- Add business owner's picture/LinkedIn profile
- Auto-populate businesses from data-base
- Verify businesses: Chamber of Commerce's database, business license



The screenshot displays two business profile cards. The first card, for Intel Corporation, has a purple header and lists the address 5000 W Chandler Blvd, Chandler, AZ 85226, contact person Carlos Contreras, phone (480) 554-6582, and membership since 2007. The second card, for Pure Dynamics: Broker of Essential Services, has a grey header and lists the address PO Box 5094, Scottsdale, AZ 85261, and phone (602) 840-0669. Both cards include links for 'Learn More', 'Visit Site', and 'View on Google Maps'.

<b>Intel Corporation</b>
5000 W Chandler Blvd Chandler, AZ 85226 Carlos Contreras (480) 554-6582 Member Since: 2007
<a href="#">Learn More</a>   <a href="#">Visit Site</a>   <a href="#">View on Google Maps</a>
<b>Pure Dynamics: Broker of Essential Services</b>
PO Box 5094 Scottsdale, AZ 85261 (602) 840-0669
<a href="#">Learn More</a>   <a href="#">Visit Site</a>   <a href="#">View on Google Maps</a>

<http://www.azhcc.com/>

# 6) Join Events

- Use Google Calendar (color coded by industry)
- One person sources the events monthly (Recheck partner event pages to get event info)
- Description about the event & button to register on the "event page"
- Ask partners to share their relevant event details
- Allow syncing of this calendar with the users' Google Calendar
- Priority focus:
  - Export events, trade missions between AZ & Mexico
  - Events in AZ & Sonora
  - No need to log in to view events

Long term goal: Suggest travel guide to Mexico for the Mexican events – Partner with tourism association, share your "approved hotels," travel tips for Americans, etc.



# 7) Business Engagement

Send separate monthly newsletters to AZ and Mexican ConnectBien users

- Featured stories and updates: interesting facts, findings, publication of the month, reports from events
- Upcoming events
- Invite users to share success stories
- Allow users to change preference on update frequency

## 7) Business Engagement: Success Story

Reach out directly to these ConnectBien users to share their success stories of growing their business through international trade:

- **Tami Miller, IDM Worldwide:** Arizona company successfully buying and selling in Mexico
- **Amparo Fontanot, Piedras y Espacios:** Mexican company successfully exporting to Arizona and importing from other countries
- **Francisco Yepis, Trento Aero-Manufacturing Services:** Mexican company helping US manufacturing expand operations to Mexico

Success Stories could be shared as short video (e.g. [SBA Export Success Story Videos](#)) OR as short pamphlet (e.g. [Export.gov](#)) on ConnectBien website

## 8) Marketing Efforts: Targeted Events

### Gaps MAG could fill:

- Networking events between AZ businesses and Mexican-owned businesses in AZ (use FDI data to reach out directly to these businesses)
- Educational events about doing trade with Mexico (MAG can be key speaker)
- Educational events in Mexico: How to do business in Arizona (in partnership with Canacintra)

## 8) Marketing Efforts: Champion Partners

- Focus only on 1 or 2 champion partners
  - Shared vision with MAG about trade with Mexico
  - Common objectives of promoting international trade
  - Currently organizing events to promote trade
  - Provide services to facilitate international trade
- Clear expectations from champion partners
- Communicate expectations clearly
- Leverage already existing partnerships and build on those
- Review partnerships regularly and check on expectations

## 8) Marketing Efforts: Marketing Materials

- “*Did you know that?*” campaign (cool facts that communicate what you will find on ConnectBien). Then a “Want to learn more? Visit [ConnectBien.com](http://ConnectBien.com) to grow your business internationally” campaign.
- Fact Sheets to show how to use the data – Focus on public areas/distribution of material at events that partners go to.
- Key content:
  - Promote 4 benefits of ConnectBien
  - Infographics on the benefits of global trade
- Discontinue business cards, not enough space to communicate value

## 8) Marketing Efforts: Elevator Pitch Ideas

**Purpose: Communicate the value of ConnectBien in less than 30 seconds.**

“ConnectBien connects you with the resources you need to grow your business through cross-border trade. ConnectBien provides you with up-to-date international trade info, a directory of service providers that help small and medium-sized businesses looking to expand, as well as trade and networking events happening near you.

Once you register for free you can connect directly with the decision-makers of other businesses in your industry, both in Arizona and Mexico, to explore business opportunities: It's like a B2B LinkedIn.

ConnectBien is truly your one-stop shop for cross-border trade.”

**Question to engage the potential user in further conversation:**

“What experience does your company already have with cross-border trade?”



# 9) Activities in Next 6 Months



# 10) Key Performance Indicators

## Marketing effort:

- Activities: 4 events in Arizona and Mexico, 2 email blasts
- Reach: Reach out to 40,000 businesses (AZ : MX => 1:1)
- Impression: Impress 10,000 businesses (25%)
- Feedback: Receive feedback from 2,500 contacts (25%)

## Attraction effort:

- Bounce: 50% bounce after homepage
- Page View: 1,250 visits, 3 pages/visit, 3,750 page views
  - Contribution of 4 benefits => 1:1:1:1
- Time on site: Average time on site reaches 2 minutes
- Registration: 1,000 new users (80%) from all sources

# 10) Key Performance Indicators

## Engagement Effort:

- 4 monthly newsletters to Arizonan and Mexican users
- Open: 50% of newsletter receivers open the email
- Click: 80% of those who open click on at least one link
- Feedback: 10% response to request in the newsletter (update profile/share stories)
- Recurring User: Increase 5% every month, reaching 30% at the end of 6 months