







## READYING ADAMFTD FOR LAUNCH SOCIAL MEDIA MARKETING

In the digital age, the power of social media in shaping perceptions, building communities, and driving engagement cannot be overstated. For the International Centre for Trade Transparency (ICTTM), leveraging social media is a strategic imperative to amplify our reach, engage potential users, and foster a vibrant community around the ADAMftd product. Our comprehensive social media marketing plan is designed to harness the potential of digital platforms to achieve organic growth and, when the time is right, complement these efforts with targeted paid marketing strategies.

### Our Social Media Followers

(Accurate as of the 14th March, 2024)

Audience				
ITC	~18,900 Followers	~11,000 Followers	6,895 Followers	~9,150 Followers
ICTTM	2,291 Followers	54 Followers	1,827 Followers	Launching April '24
Supply Chain Report	5,862 Followers	~7,100 Followers	1,377 Followers	Launching April '24
Go Global Awards	5,223 Followers	~3,500 Followers	1,354 Followers	Launching April '24

### Organic Growth

Our organic growth strategy spans several key social media platforms, including LinkedIn, Facebook, Twitter, and YouTube. Our back-office team in the Philippines plays a pivotal role in this effort, actively engaging with people and companies on social media through daily posts that include news, opinion pieces, and video content. The recent introduction of a “daily news wrap-up” video caters to those with limited time, offering quick, digestible updates tailored to the interests of our diverse follower base.

Furthermore, we are leveraging ITC member videos, featuring them as spokespersons not only for the ITC but also targeting ICTTM audiences. This approach encourages cross-engagement, as ITC members often share content that features their companies, broadening our reach and reinforcing our message among potential targets.

Central to our strategy will be the engagement of these followers with targeted information about the ADAMftd product at strategic moments. By tailoring our messaging to the unique audiences of each platform, we aim to maximize the impact of our communications.




### Examples of our Social Media Video Content Marketing:





## Competitors Social Media Accounts

(Accurate as of the 14th March, 2024)

Company Name			
AAYUSH 27 EXIM	0	0	837
Cybex Exim Solutions	422	2,800	2,000
Descartes Datamyne	3,107	3,900	4,000
Exim Trade Data	59	94	123
EximPedia	109	1,300	2,000
Export Genius	957	5,600	17,000
Global Trade Tracker	27	99	284
Import Globals	77	23	57
ImportGenius	2,727	7,600	3,000
ImportKey	38	209	0
Market Inside Limited	31	67	726
Panjiva	1,811	0	0
Seair Exim Solutions	359	17,000	6,000
TISCE	0	38	137
TradeAtlas	499	2,400	3,000
TradeDataPro	9	34	120
Tradelmex	37	5,200	413
Volza	123	1,300	3,000
Xportmine	108	1,800	110
<b>ICTTM / ITC (Collectively)</b>	<b>32,276</b>	<b>21,654</b>	<b>11,453</b>

## Paid Marketing

To complement our organic efforts, we plan to implement a selective paid social media marketing campaign. This campaign will focus on retargeting visitors to our website and strategically targeting specific companies, job titles, and industries. Such targeted efforts will be launched judiciously, ensuring that we maximize the impact of our investment. With Google Analytics integrated into our websites, we are well-equipped to collect visitor information and leverage it for retargeted marketing efforts. This precision targeting will enable us to concentrate our resources on the most promising prospects, enhancing the efficiency and effectiveness of our overall marketing strategy.

The integration of organic and paid strategies in our social media marketing plan is designed to build a strong foundation for the launch and sustained growth of the ADAMftd product. By engaging our audience through compelling content, leveraging the power of video, and utilizing targeted marketing techniques, we are setting the stage for a successful rollout and fostering a community that is informed, engaged, and excited about the potential of ADAMftd to transform the landscape of international trade.