

eCertify GotoMarket Strategies

How to make eCertify work wonders
for your chamber's non-dues revenue



eCertify GoToMarket Strategies

Table of Contents

- Introduction..... 3
- Planning 3
- Raising Market Awareness 4
- Increasing Adoption 6
- Increasing Use..... 7
- Marketing Communication Templates..... 8



eCertify GoToMarket Strategies

Introduction

To help your chamber increase non-dues revenue and attract new members, eCertify has prepared this practical guide on the strategies that your chamber can employ to increase uptake and use of the online solution. Many of these strategies are based on initiatives taken by chambers that have successfully promoted their eCertify service and that are now reaping the rewards.

Chambers that have successfully marketed eCertify report that this has been the result of good planning. Their chamber's marketing and membership team has worked closely with their international trade team to plan and execute the following strategies so that eCertify became the cornerstone of their chamber's world-class export documentation and compliance program.

1. Plan and Prepare

The first step for any chamber in delivering these services is to ensure that it makes an appropriate investment in staff resources and training. This investment will yield dividends as exporters/freight forwarders in your region become aware that they can rely on your expertise and ability to help them resolve any issues they encounter.

- Dedicate sufficient staff to these tasks
- Train staff on the International Chamber of Commerce Certificate of Origin guidelines for the proper handling of Certificates of Origin and associated trade documents.
 - To assist chambers, the ACCE offers a four-part online course [Chamber Essentials for Issuing Certificates of Origin](#)

Note: eCertify's in-built International Chamber of Commerce rules will support your team's activities by enabling them to automatically follow the correct process.

“Our knowledge is of real value to our members. It gives them confidence that their goods will clear foreign customs and removes the uncertainty associated with presentation of certificates of origin.”

eCertify GoToMarket Strategies

2. Increase Market Awareness

Create a dedicated eCertify webpage on your chambers website. We recommend that this page has links to informative eCertify resources which support your chamber's eCertification value proposition, such as:

- Case Studies
- Success Stories
- Information about the role that Certificates of Origin perform in international trade

Reach out to exporters and freight forwarders that currently use your chamber's economic development and export services.

“We identified shipping team managers, rather than executives, within exporting organisations and promoted the service to them. They understood the costs and challenges associated with paper-based processing and rapidly grasped the value of eCertification.”

eCertify has created a range of templated electronic direct marketing emails, which can be customised with your branding, for you to send to your chamber members that export. Chambers that have used these marketing communication tools have received a strong positive response.

Alternatively, your chamber can create your own email campaign, such as that created by the [Greater Houston Chamber](#). We recommend that your chamber frequently promote the service in its newsletter.

eCertify GoToMarket Strategies

2. Increase Market Awareness (cont.)

Promote the service at 'point of sale'

“We promote the service to every exporter or freight forwarder that submits a certificate of origin to our chamber by post, by courier or hand delivers it. We enquire if they're aware that they could have submitted their documents over the internet. We then describe the service to them, answer their questions... before encouraging them to register to eCertify.”

Print the eCertify single page brochures prepared by eCertify and display these at your chamber's reception desk.

Identify exporters and freight forwarders in your region (and beyond) that are not currently using your chamber's services and so attract new members.

Your team can identify large volume exporters and freight forwarders in your region through:

- Working with your local branch of the [US Commercial Service](#). You'll also find that they will be keen to help your chamber promote the service to exporters because it helps reduce the cost of exporting.
- Searching for large volume exporters in your state using the [Piers Trade Data database](#).

The good news is there are over 260,000 exporters and thousands of freight forwarders in the US to target.

Your chamber's marketing and membership team can use the marketing resources prepared by eCertify to promote the services to these organizations.

Promote the service at exporter/ freight forwarder events

Publicize the service by gaining editorial coverage within local business journals. For inspiration, please [see](#) this news article. eCertify has also prepared a templated media release for your use.

eCertify GoToMarket Strategies

3. Increase New Registrations

“Far too many exporters are unaware that a Certificate of Origin is an important document and the implications of non-compliance,”

□ Educate your market

Ensure that exporters/freight forwarders understand ***the full range of financial, risk management and compliance benefits*** provided by your chamber’s eCertify service, and how your team can help them rapidly respond to issues that they may encounter with customs authorities in foreign countries.

eCertify has prepared resources to help your chamber facilitate improved understanding among exporters of the benefits delivered by your service. You can create links to these resources from your chamber’s dedicated eCertify webpage. These include:

- [What every exporter needs to know about COO.](#)
- [Case Studies](#)
- [Testimonials from exporters and freight forwarders](#)

We also suggest that you source testimonials from your own chamber’s members, and incorporate these in your marketing communications.

eCertify GoToMarket Strategies

4. Increase use

- **Change past practices**...because old habits are hard to change.

Ensure that you direct new signatory registrations to eCertify Help and the audio-visual tutorials so that they understand how to use the service. Offer guidance where necessary.

“We ensure that those members who have registered to use eCertify take the next step and start using the service. We all know that long established business practices can be hard to change - even with the best intentions.”

eCertify GoToMarket Strategies

Marketing Communication Templates and Materials

To support your chamber's marketing activities, eCertify has prepared the following marketing tools:

- Electronic Direct Mail communications
- One Page brochures – please print in full colour on 180 g.s.m. satin stock
- Media Release
- Case Studies
- Success stories
- Powerpoint presentation
- A internet optimised website that promotes each chamber's eCertify service

eCertify has created a full range of audio visuals to help chamber, exporter and freight forwarder signatories understand how to use the eCertify solution. Below are the direct links to these videos – which are available in eCert Help to **registered** exporters and freight forwarders that are logged in to the system.

1. Watch the video on how to [setup your profile](#) within eCertify
2. Watch the video on how to [process certificates online](#) using eCertify, or
3. Watch the video on how to use eCertify to [send and collect PDF certificates](#) for processing by your chamber