



# Getting to Global

## Sell more online, overseas



### Interview Series Overview

The U.S. Department of Commerce's eCommerce Innovation Lab (EIL), working in partnership with the Global Retail Insights Network (**The Grin Labs**), has launched the *Getting to Global* video and podcast interview series.

Hosted by the Director of the eCommerce Innovation Lab, Mr. Joshua Halpern, each interview profiles best practices in selling online, overseas from U.S. exporters and service providers.

### Audience

The target audience is small- and medium-sized U.S. companies selling products and services whose overseas sales through ecommerce will generate jobs in the U.S..

Our viewership ranges from start-up companies with intentions to launch online to those companies already selling products online in multiple overseas markets but have yet to fully-optimized their ecommerce export strategy. Viewers generate annual revenue ranging from a few million USD to over a 100 million USD and employ a couple people to 500 employees.

### Distribution Channels

Content is distributed through a combination of media channels including export.gov/eCommerce, ITA's Facebook, Instagram, Youtube, Linkedin and Twitter feeds, DOC EIL's "eCommerce Insider" national newsletter, and industry association and partner newsletters, blogs and websites.

Additionally, content will form part of DOC's internal training resources for export trade specialists serving across the U.S. in **Export Assistance Centers and at Embassies and Consulates** across the globe. Current viewership numbers aggregated across USG and industry partners is estimated at 40,000 U.S.-based SME exporters with ecommerce appropriate products.



Series Trailer



Full Interview Sample



Short Interview Sample

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