

L'INTERNAZIONALIZZAZIONE DIGITALE:

VIRTUAL EXPORT MANAGEMENT E ACQUISIZIONE DI NUOVI CLIENTI

27 novembre 2020

Michele Mannucci - International Business Developer & **Digital Marketing Expert**





















2020 This Is What Happens In An Internet Minute



Esubero di informazione, intrattanimento e... distrazione







INTERCONNESSIONE GLOBALE MA...

- Ogni mercato ha le sue regole e parla la sua lingua (o lingue);
- Piattaforme e strategie di vendita (in primis product placement) cambiano drasticamente da Paese a Paese;
- Non tutti a questo mondo usano Google, Amazon e Facebook (es. Yandex e Vkontakte in Russia, Baidu e 360 Qihoo in Cina, Naver in Corea, etc.)

NB. prospect cinesi, russi e corani che vivono in Occidente usano i LORO motori di ricerca e i loro Social molto più di Google, Facebook e Instagram!



Cross-platform + Multi-device











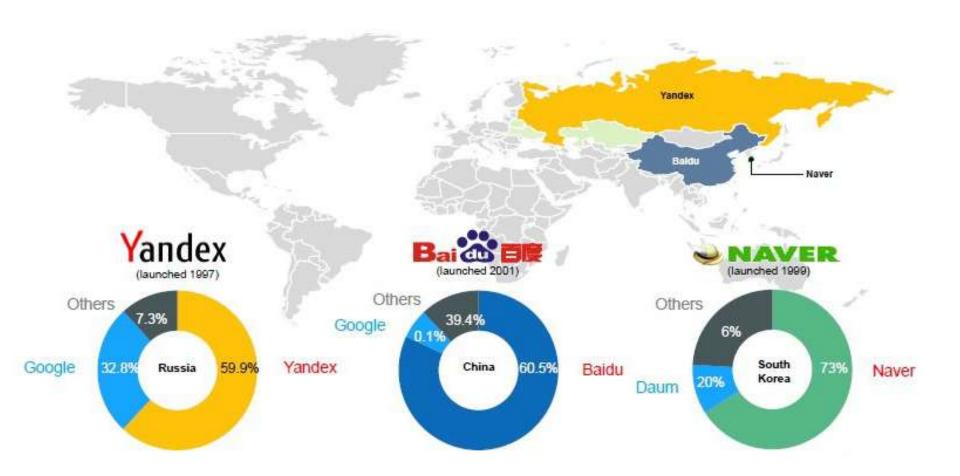






Mancanza di tempo (sempre e comunque)

















900million registered accounts

Over
820million
registered accounts

Over
340million
registered accounts

Over
214million
registered accounts

Over
5.2million
registered accounts







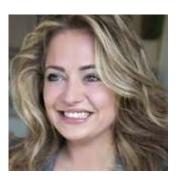




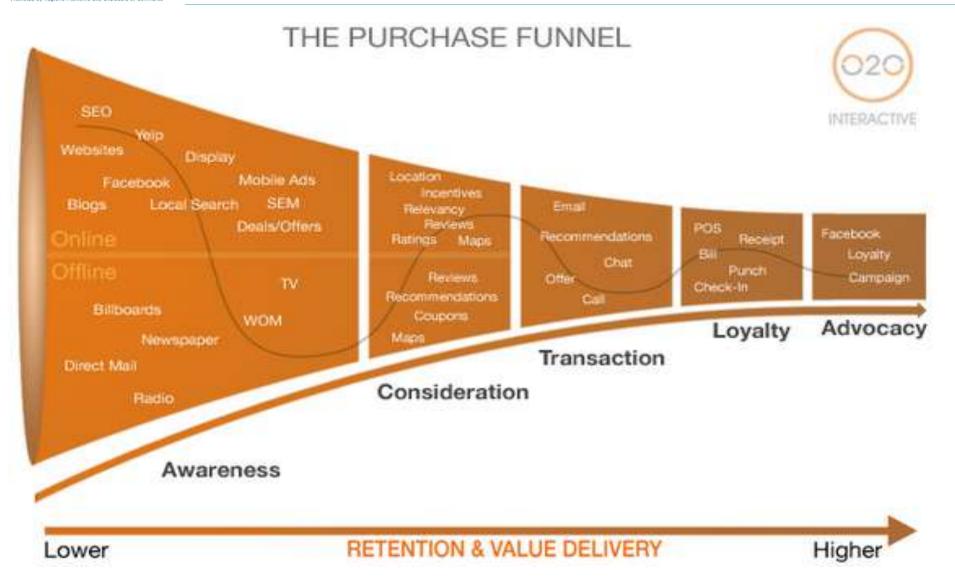


"A volte non sentiamo minimamente il bisogno di un qualcosa, salvo quando ne veniamo a conoscenza e ne viene stimolato il bisogno (pensa a quella strepitosa vacanza nel luogo X che ti è capitato di vedere online per caso a metà prezzo), a volte abbiamo un bisogno preciso, ma non lo possiamo soddisfare nell'immediato (pensa all'acquisto di una macchina), non senza aver fatto prima un'accurata ricerca e confrontato modelli, prezzi, condizioni, modalità di pagamento."

http://www.veronicagentili.com/come-acquistiamo-su-internet/





































IL CUSTOMER JOURNEY

Può durare da **pochi minuti** a settimane o **mesi** (dipende dalla spesa, ma anche dagli impegni e dalle distrazioni);

Varia in base al contesto;

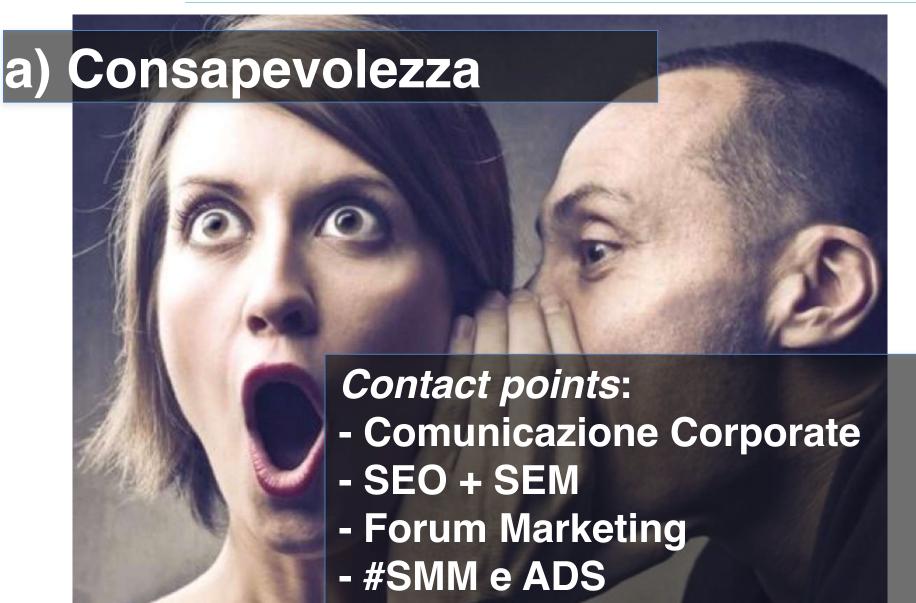
Dipende dall'**urgenza** e dal **bisogno** avvertiti dal potenziale cliente; Risulta più efficace quando:

- la nostra offerta è riconosciuta da tutti come la **migliore in assoluto** tra le possibili alternative;
- si creano più occasioni di "incontro" con quest'ultima;
- il prospect è "punto sul vivo" **al momento giusto** nel processo di acquisto;













- Answers sites

- Forum Marketing





Retargeting / Remarking











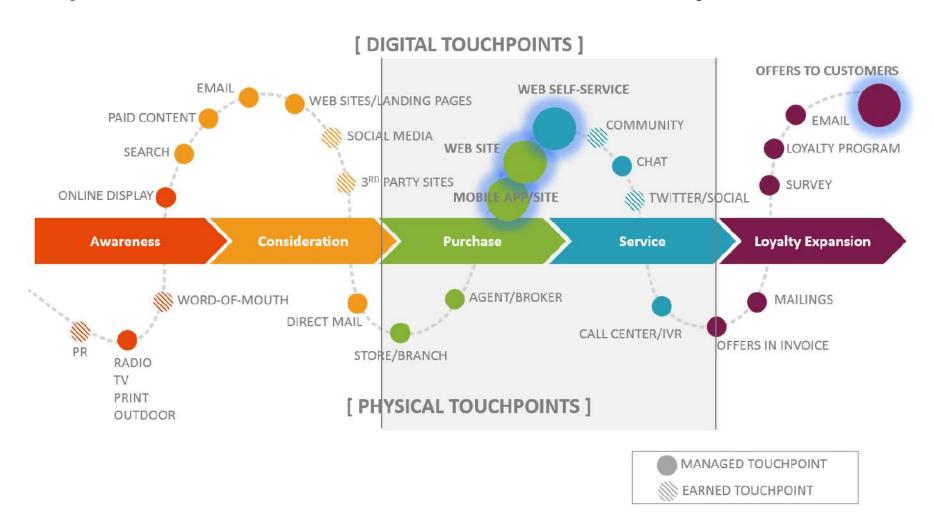


concessionaria

Forum e Social Media Marketing, Mobile App Marketing, etc.)



A prescindere dai Paesi target, serve una strategia integrata per presidiare in modo efficace il Customer Journey internazionale





Dettaglio investimenti e attività digital per Export Sales Generation





Versione semplificata ;-)



CEIPIEMONTE S.C.P.A. PIEMONTE AGENCY



NNATHENNATICAL PROOF OF THE EXISTENCE OF DONUTS

$$D = \frac{1}{c} \frac{1}{\ell} \frac{d\ell}{dt} = \frac{1}{c} \frac{1}{P} \frac{dP}{dt}$$

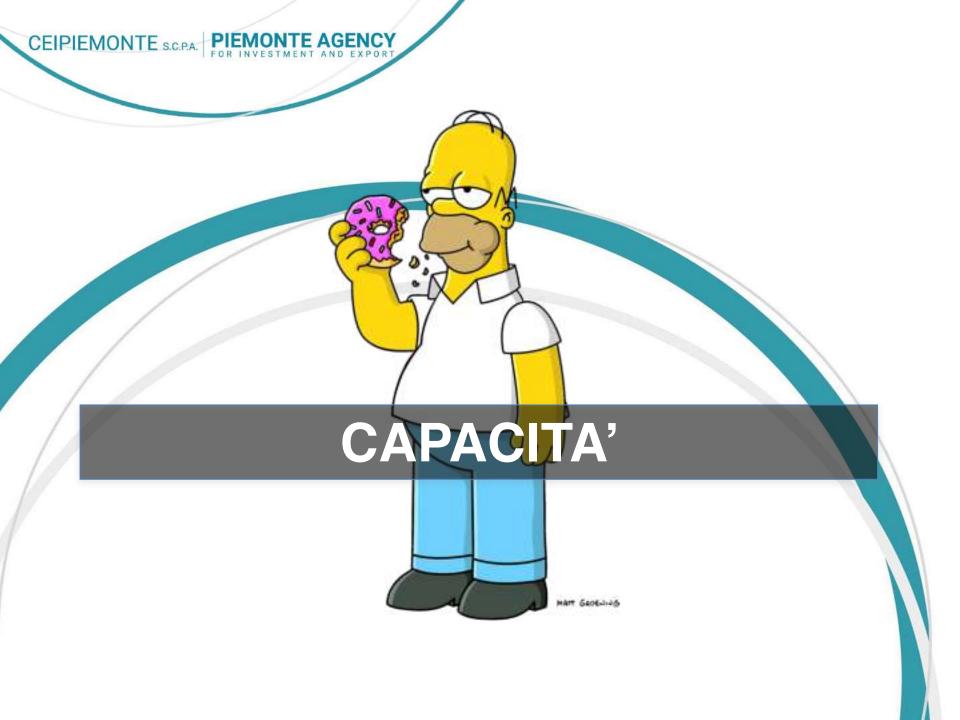
$$D^{2} = \frac{1}{P^{2}} \frac{P_{0} - P}{P} \sim \frac{1}{P^{2}} \qquad (1a)$$

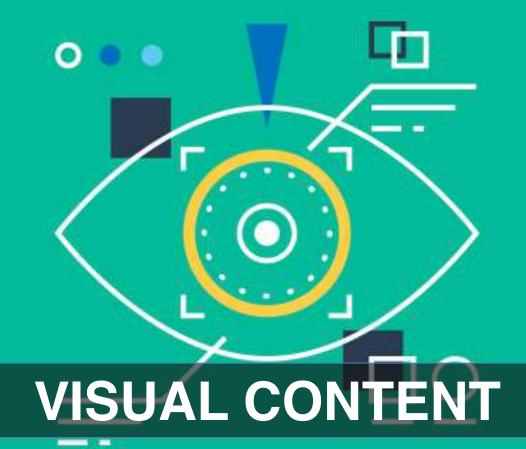
$$\frac{1}{2} \frac{1}{R^{2}} \frac{P_{0} - P}{R^{2}} \sim \frac{1}{R^{2}} \left(\frac{2a}{A}\right)$$

$$D^{2} \sim 10^{-53}$$

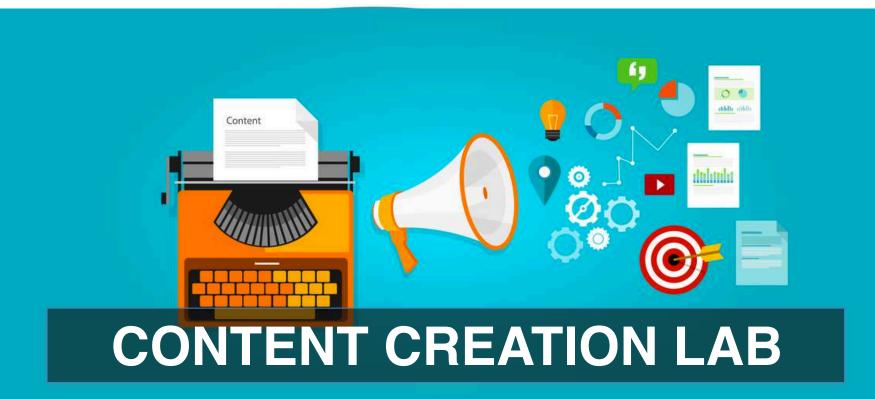
$$D^{2} \sim 10^{-26}$$

AUTOREVOLEZZA











- Trust;
- Autorevolezza;
- Capacità (strategica, tecnica, operativa, economica, logistica, vantaggio competitivo, etc.)

Come li comunicano competitor, prospect e potenziali partner? Come le valutiamo secondo voi?



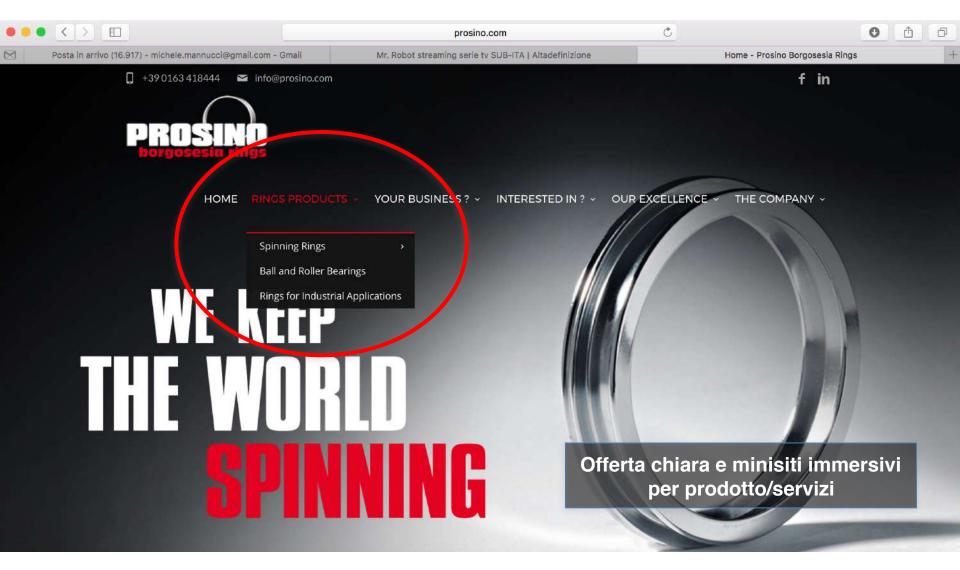


I PILASTRI DELLA DIGITAL BUSINESS PROMOTION

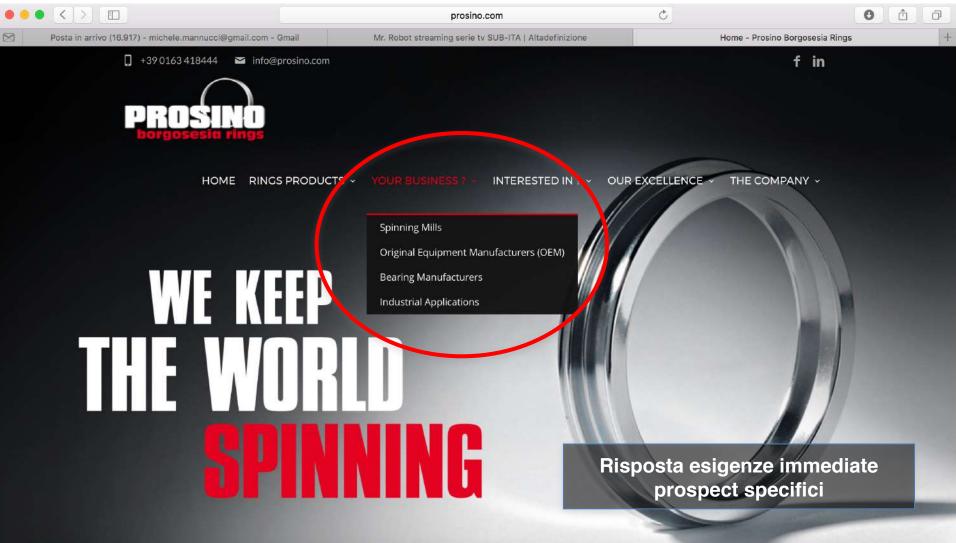
- Presidio di mercato fisico (GDO, MDO, retail, partnership) e digitale (eCommerce, Marketplace, etc.);
- Digital PR e Web Reputation azienda/manager;
- Portale Web, Digital Biz Promotion, offerta B2B/B2C, pricing, etc.;
- Testimonianze, Recensioni, Interviste, Commenti;
- Voce autorevole, coinvolgimento e aggiornamento Blog, Magazine, VLog, Press Release, etc.;
- Visibilità, promotion, pricing, vendite e feedback su Marketplace internazionali (Amazon, eBay, AliBaba, AliExpress, Ualmart)
- Social Media con grosso seguito e molte interazioni per post orientate a risultati chiari e concreti;
- Visibilità e posizionamento tra i primi risultati dei motori di ricerca per parole chiave commerciali importanti (SEO);
- Web & Mobile Advertising (campagne Google AdWords, Facebook Ads, Instagram Ads, etc. professionali e frequenti)



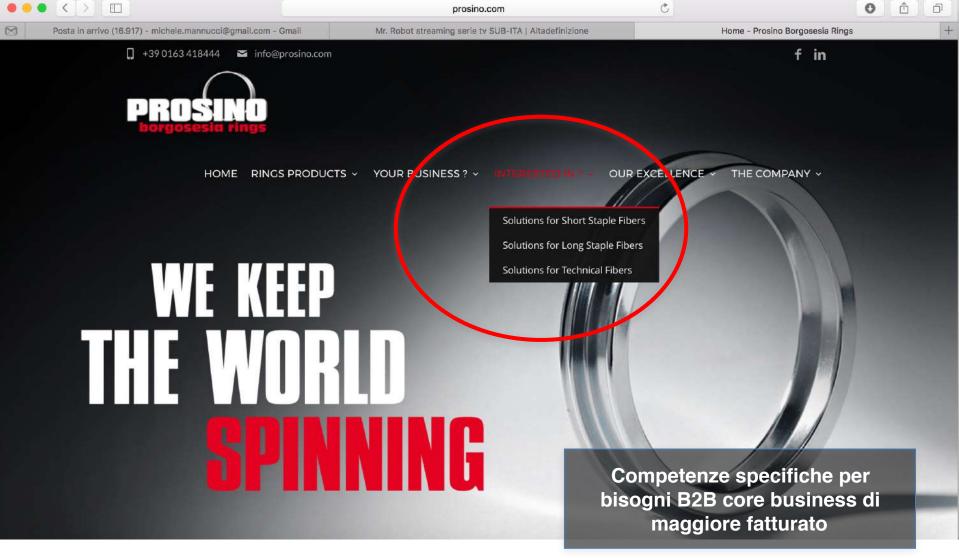




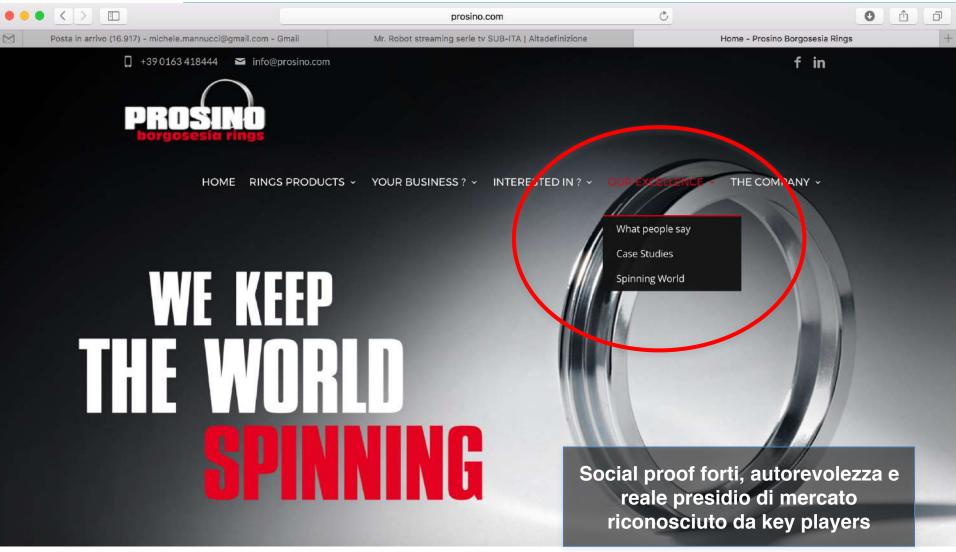




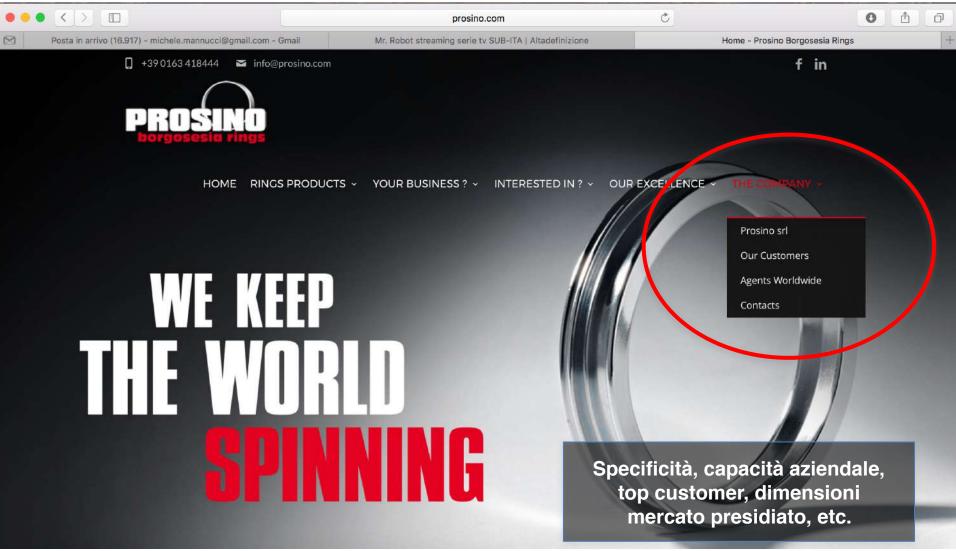
















RINGS PRODUCTS YOUR BUSINESS? YOUR EXCELLENCE YOUR EXCELLENCE THE COMPANY YOUR

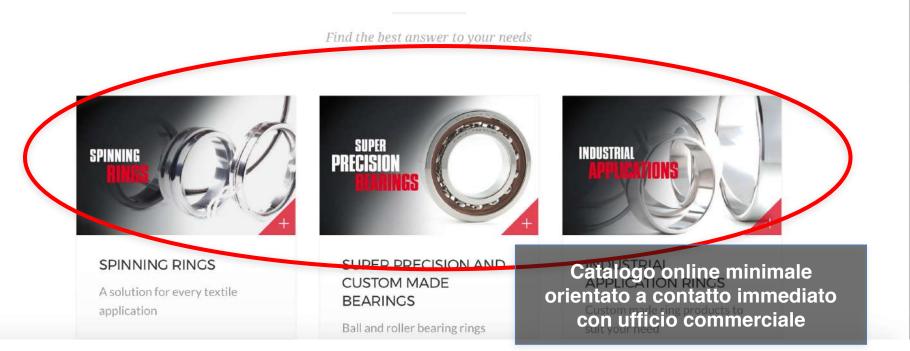
FIRST CLASS MANUFACTURING, TOP **QUALITY**

Spiring and twisting rings manufactured by an international producer of high quality components for the industrial world: that's PROSINO. In the 60's the company started to export their products from Italian domestic market all over the most important textile markets worldwide. Today is the most important producer of spinning and twisting rings and an appreciated supplier of other ring components in the industrial field, mostly high precision bearings. These achievements are the result of the endeavours of three generations of the PROSINO family, to use of the best raw material, an relentless R&D activity and an intact passion for the business since 1714 year of the company foundation.





WHAT RING PRODUCT ARE YOU LOOKING FOR?







WHAT'S YOUR BUSINESS?



SOLUTIONS FOR SPINNING MILLS

We are specialized in spinning rings manufacturing and marketing for any frames operating in the market. Custom made products, technical coatings, engineering solutions.

SOLUTIONS FOR SPINNING MACHINERY O.E.M.

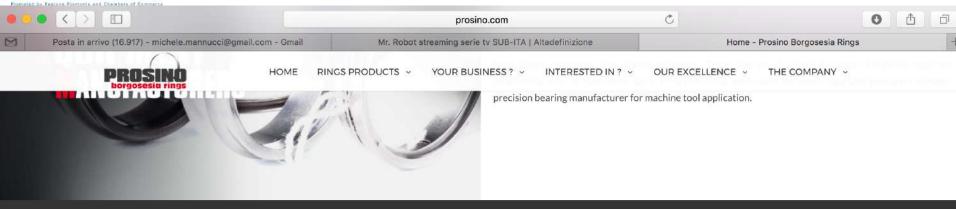
From the experience done on the spinning field the partnership with the most demanding Original Equipment Machinery in the textile field is the natural next step.

SOLUTIONS FOR BEARING MANUFACTURERS

High quality, flexibility, just-in-time deliveries. These are the 3 pillars on which PROSINO base his relationship with its customers. Since 1990 PROSINO works with the most important producers of super precision bearing manufacturer for machine tool application. ("ma quanto siamo bravi?") ma

risponde subito al motivo per cui il prospect sta navigando il sito ("fate al caso nostro?")





PROUDLY WORKING FOR THE BEST BRANDS

WE MAKE THE DIFFERENCE

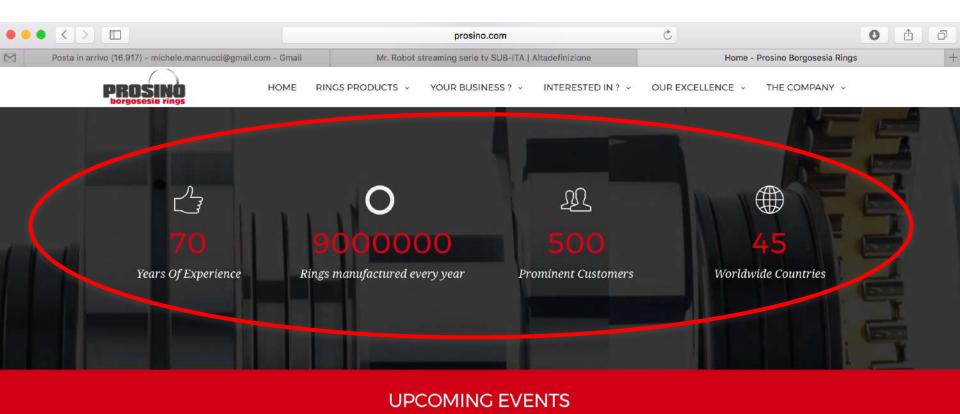
When it comes to spinning and twisting rings, Prosino srl is the market leader with an yearly manufacturing of more than 9.000.000 rings and world market presence since 1946. Everywhere in the world the best spinners works with Prosino since they know that they can get customized products, top quality and fair prices directly from the manufacturer. The same care and dedication is put in the relationship with the most important bearing

Presidio di mercato globale e competenza "top" grazie ai big brand

PARTNER & CLIENTS THAT USE OUR RINGS







Counter box con numeri di un leader di mercato globale





HOME: RINGS PRODUCTS > YOUR BUSINESS? > INTERESTED IN? > OUR EXCELLENCE > THE COMPANY >

UPCOMING EVENTS



YOU WILL FIND US AT:

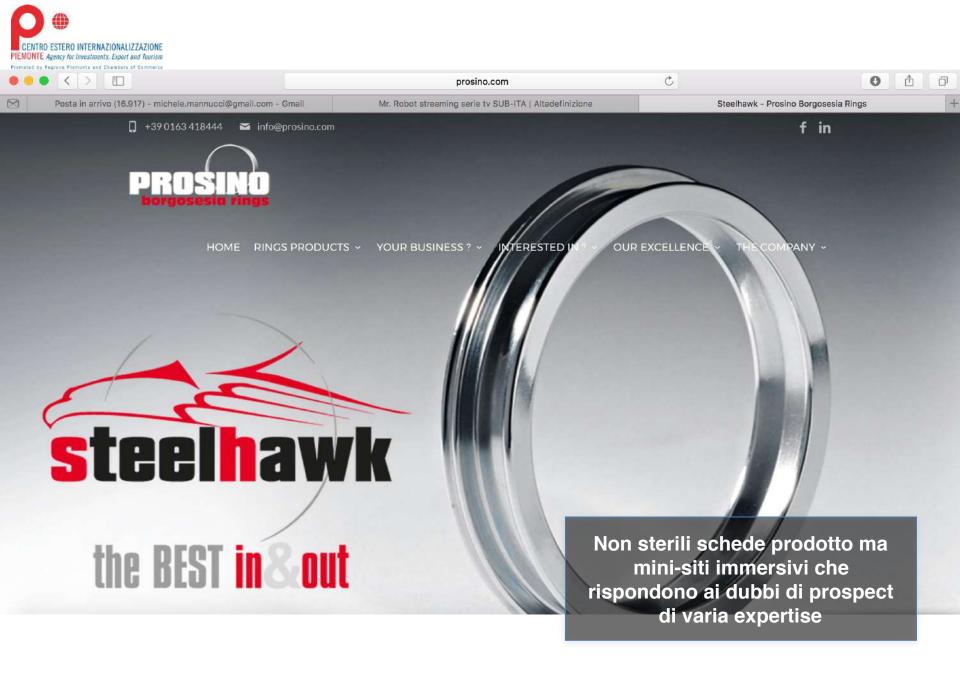
DTG 2017, DHAKA, BD - 23-26 FEB 2017 (HALL 2 - SMND 223)

SAIGONTEX, HO CHI MINH CITY, VN - 5-8 APRIL 2017 (HALLX) - STAND 1C-10)

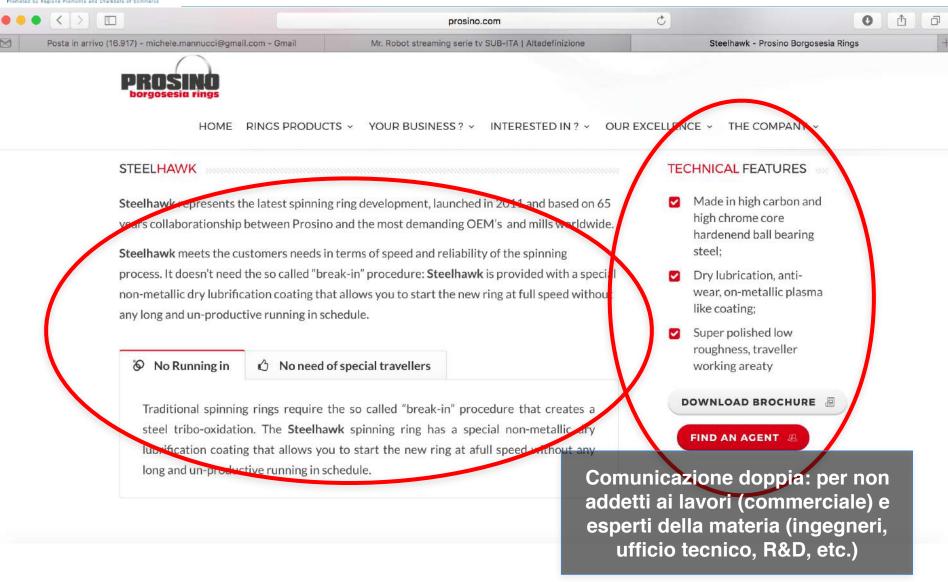
SHANGHAITEX, SHANGHAI, CN - 27-30 NOVEMBER 2017

NDUSTRIEMESSE 2017 , HANNOVER, D - 24-28 APRIL 2017 (HALL 22 - STAND D33)

BEARING SONFERENCE & EXPO, DORTMUND, GERMANY, 10-12
OCTOBER 2017









prosino.com C

Posta in arrivo (16.917) - michele.mannucci@gmail.com - Gmail

Mr. Robot streaming serie tv SUB-ITA | Altadefinizione

Steelhawk - Prosino Borgosesia Rings

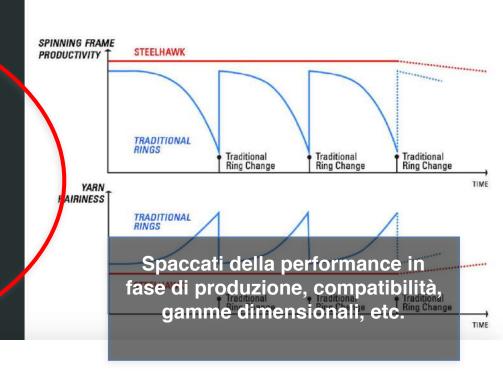


HOME RINGS PRODUCTS VOUR BUSINESS ? VOUR BUSINESS ? VOUR EXCELLENCE VOUR EXCEL

STEELHAWK - The Best In&Out

EXCELLENT PAYBACK

- > No waste of time and productivity (consequently money saving) thanks to the no running in procedure, It's possible to start at full speed with the normal traveller number;
- No deterioration of ring surface thanks to its plasma-like coating that doesn't allow micro-welding between ring and traveller;
- > The amount of yarn breaks are controlled in a better way thanks to the more stable yarn tension, allowing a better frame productivity;
- it guarantees the no deterioration of ring surface thanks to its special plasma-like coating, that doesn't allow micro-welding between ring and traveler even in the most harsh working environment (compact cotton spinning, dyed synthetics, 100% rayon)





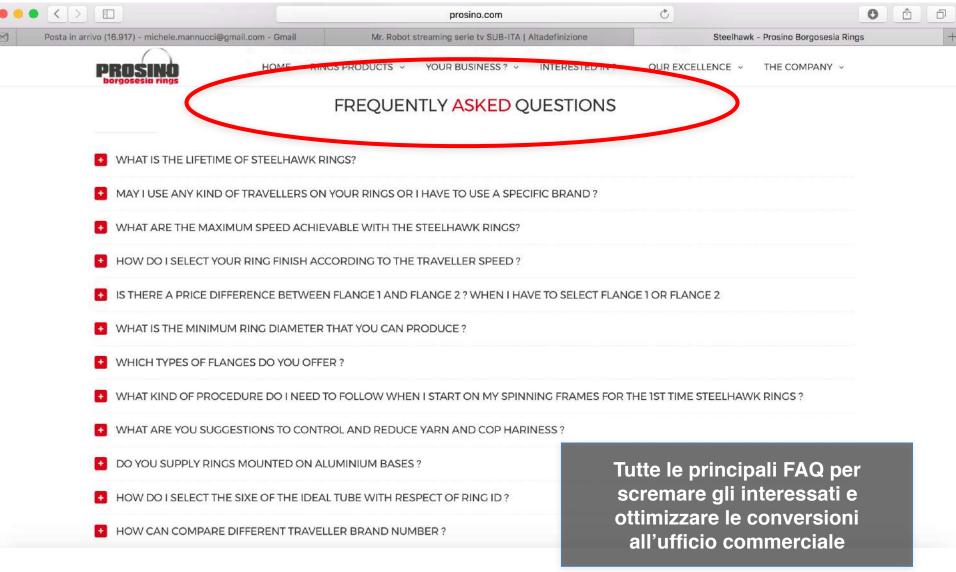


SPINNING PERFORMANCES EXAMPLES

Ring ID	Fiber	Twist	Count (Ne)	R.p.m.	m/s	Traveller ISO weight	L = Specific Pressure on Ring in Nm
36	100 [™] Cotton	Weaving	40	21.000	39,58	31,5	2742
36	100% Cotton	Weaving	60	22.700	42,79	22,4	2278
36	100% Cotton	Weaving	80	22.700	42,79	18	1821
38	100% Viscose	Weaving	30	17.000	33,82	56,0	3372
38	100% Cotton	Weaving	80	22.700	45,17	18,0	1933
38	100% Cotton	Weaving	40	20.300	40,39	23,6	2026
38	100% Cotton	Weaving	50	21.000	41,78	16	1470
40	100% Cotton	Weaving	24	17.500	36,65	50,0	3358
47	100% Cotton	Weaving	40	19.800	41,47	22,4	1926
40	Poly/Cotton	Weaving	30	18.500	38,75	56	4274
40	Poly/Cotton	Weaving	32	18.500	38,75	56	4204
41	100 % Cotton	Weaving	20	16.500	35,42	71,0	4345
41	100% Polyestar	Weaving	20	16.500	35,42	63.0	3856
45	100% Polyester	Weaving	8	9.000	21 21	200	3997
51	100% Polyester	Weaving	14	7.800	20,83	Compati	bilità con i più diversi
0.79(7)			177/50	A10.7.27.2		sistemi p	produttivi della nicchia

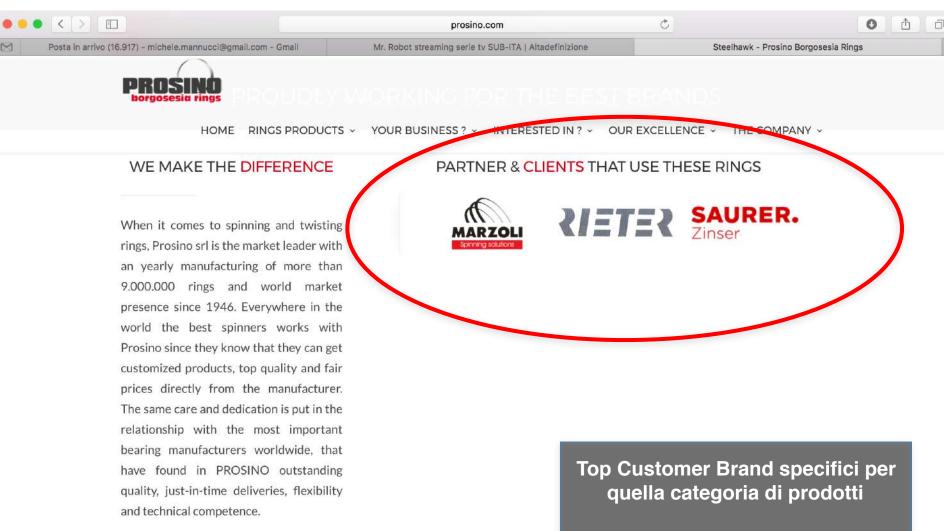
FREQUENTLY ASKED QUESTIONS



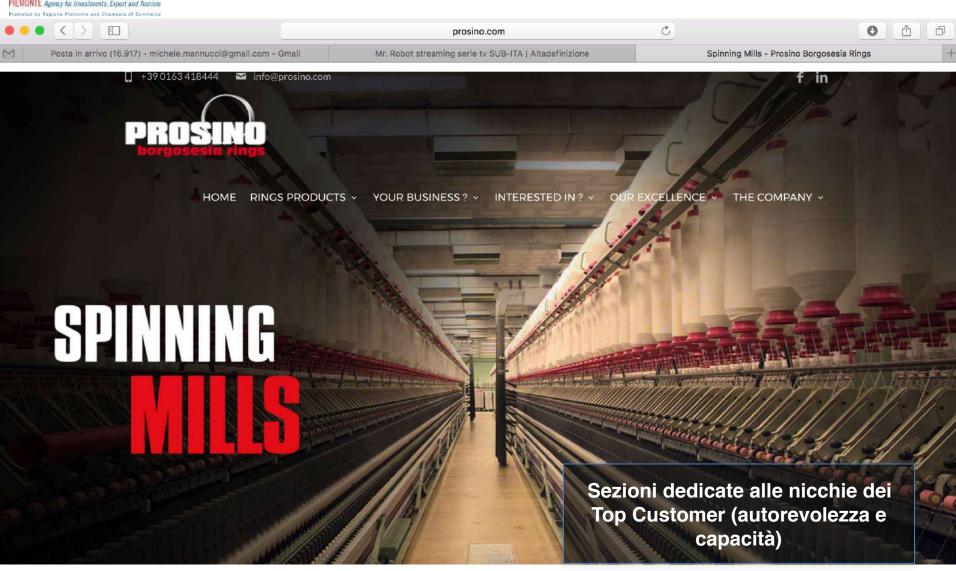




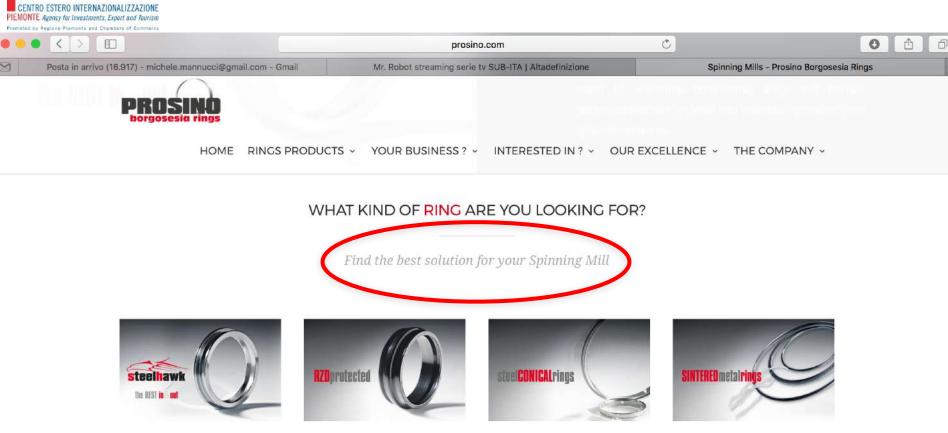
Steelhawk: more than 1.000.000 sold











STEELHAWK

RZD PROTECTED

STEEL CONICAL RINGS

SINTERED METAL RINGS

Short Staple Rings

Short Staple Rings

Long St

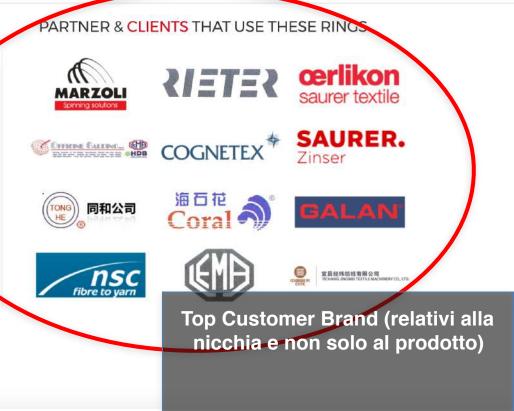
Stesso discorso non orientato al PROUDLY WORKING FOR THE BEST BRANDS





WE MAKE THE DIFFERENCE

When it comes to spinning and twisting rings, Prosino srl is the market leader with an yearly manufacturing of more than 9.000.000 rings and world market presence since 1946. Everywhere if the world the best spinners works with Prosino since they know that they canget customized products, top quality and fair prices directly from the manufacturer. The same care and dedication is put in the relationship with the most important bearing manufacturers worldwide, that have found in PROSINO outstanding quality, just-in-time deliveries, flexibility and technical competence.









RINGS PRODUCTS ~ YOUR BUSINESS? V INTERESTED IN? V OUR EXCELLENCE V THE COMPANY V

SHORT STAPLE FIBERS

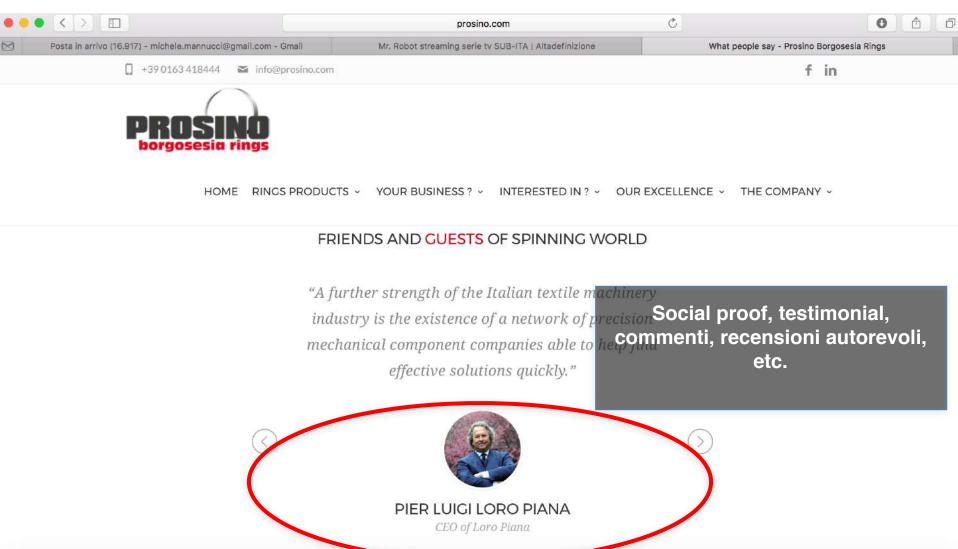
If you work in the spinning of short staple fibers (cotton, polyester, viscose, blends etc) we can help to keep your manufacturing process stable and performing by the adoption of our spinning rings on your frames. The main advantages that our customers are recognizing in our products are:

- Sensible reduction in maintenance costs;
- Great control of spindle to spindle yarn tension;
- High consistency in yarn quality parameters (Hariness, Uster Value, Total imperfection)
- Longer traveller life;
- High customization degree (any ring size for any spinning frame brand);
- Wide variety of accessories available (traveller cleaners, plate holders, aluminium

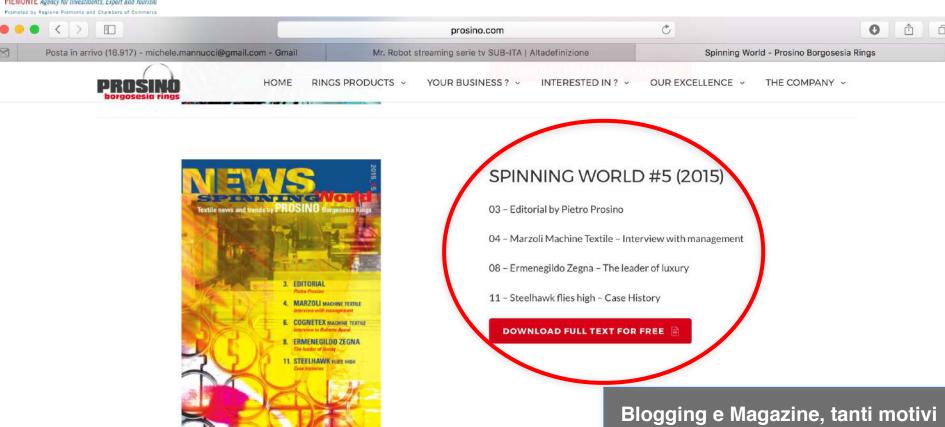


Idem, ma relativo al segmento di core-business che si vuole





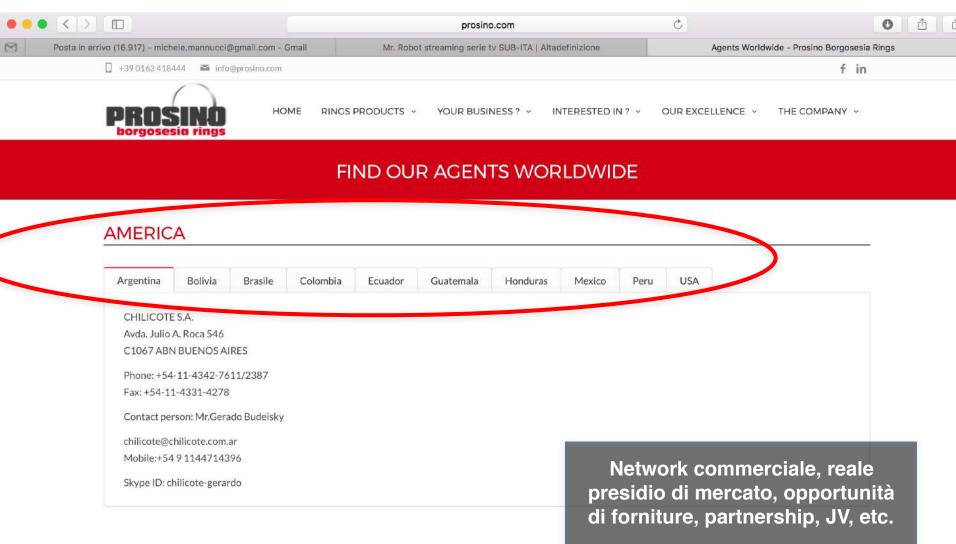




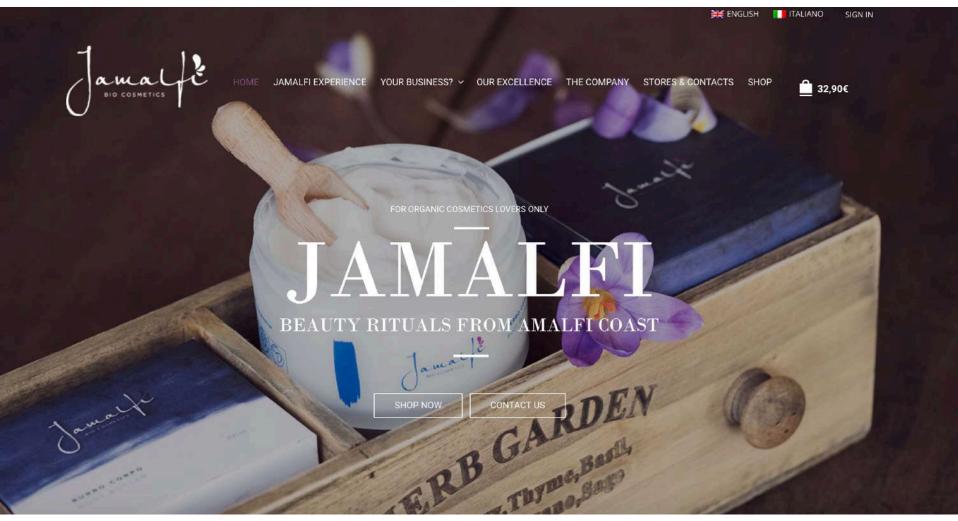
Are you looking for more informations? Find our agents in your country!

per portare i prospect sul portale web fornendo loro informazioni esclusive che fanno percepire l'azienda come la voce (e la soluzione) più autorevole nella nicchia











HOME JAMALFI EXPERIENCE

YOUR BUSINESS?

OUR EXCELLENCE

THE COMPANY

STORES & CONTACTS

SHOP



FROM AMALFI'S EDEN, THE LAST PARADISE FOR SENSES

THE ORGANIC WAY FOR LUXURY SKINCARE

Jamalfi is the one and only **organic cosmetic brand** from Amalfi coast! We select the finest local raw materials to moisturize, nourishing and protect your skin: join us on this emotional path down to flower perfume and sea breeze! We provide **Natural and Organic beauty concentrates**, condensed in **premium skincare** prickly pear & olive oil based. Our quality is ensured by meticulously **clinical tests** and certified **NICKEL TESTED**, **VEGAN** and **ECO-BIO COSMESI** by **ICEA** and **AIAB**.



OUR SECRET

Jamalfi is constantly **looking for excellence** through technological innovation; our liposomal complex (obtained from Amalfi's IGP lemons) goes deep into the skin **to convey natural active ingredients down to cellular level**.

This technology allow us to give skin a **complete hydration**, using a powerful mix of vitamins, antioxidants and minerals that helps to deliver **an immediate plumper looking appearance**.

READ MORE

SHOP NOW



FIND YOUR OWN TASTE









FACE SKINCARE ANTI-AGING FACE CREAM

44,90€

ADD TO CART

BODY SKINCARE BODY OIL

37,90€

ADD TO CART

FACE SKINCARE FACE SERUM

39,90€

ADD TO CART

FACE SKINCARE
MOISTURIZING FACE CREAM

32,90€

ADD TO CART

CLICK HERE TO ACCESS THE FULL CATALOGUE



OUR EXCELLENCE



SAFETY & CERTIFICATION

All formulations are strictly **controlled and certified** in accordance with the highest standards of **organic & vegan guarantee**. Our honesty and ethical commitment gave us the opportunity to reach the prominent **AIAB** accreditation, which **excludes** the use of specific ingredients such as synthetic and allergenic raw materials, non-organic farming products and Eco-unfriendly pack materials.



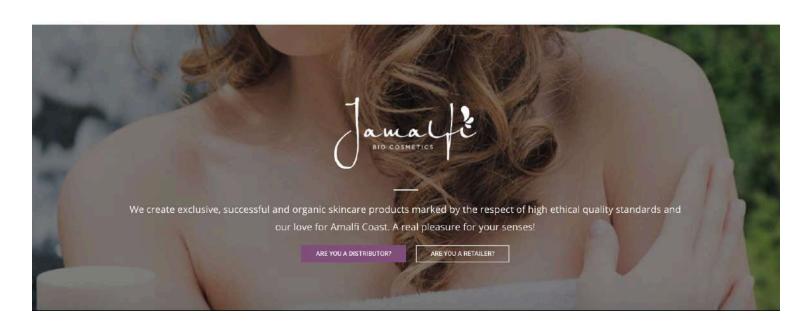
QUALITY & EXCELLENCE MADE IN ITALY

We offer a 100% Italian product realized in cooperation with best local partners, real experts in the pursuit of excellence in organic and natural cosmetic art for professional and personal uses. We use raw materials from the best native Organic farming of Amalfi, committed in using only sustainable and traditional agricultural techniques.



THE LUXURY BEAUTY

Best results and exclusive formulations are Jamalfi's signature marks, along with the lavish handmade design of our packaging, realised by MPT design in collaboration with the famous ceramic laboratory: "Solimene ort". A perfect gift for you and your loved ones!









JAMALFI EXPERIENCE YOUR BUSINESS? OUR EXCELLENCE THE COMPANY STORES & CONTACTS SHOP

WE ARE LOOKING FOR NEW PARTNERSHIPS!

FOR ORGANIC COSMETICS BUYERS

We are constantly looking for excellence by improving every aspect of production and we want to share with you our expertise and outstanding results, to pursuing business development in the best interests of both of us. The passion we put in what we do and the love for "made in Italy" mix and match with the rising need of natural lifestyle, give us the abilities to respond to all latest markets' trends from biocosmetic world.



WE WANT YOU!

Honesty, precision and flexibility are our signature marks, both in customer care and commercial partnership. Your growth is ours! We are the perfect partners and we want to find the best way to respond your needs through customizable sales plans, we also repay your trust in lamalfi with growing discount bonuses even on little orders of natural skincare products.

Our face & body beauty products are 100% natural & organic, made by selected moisturizing, nourishing and antioxidant ingredients such as fig oil (nourishing), Amalfi's IGP lemon juice (toning), Kigelia and Quillaja extract (lifting).

The result is a complete skincare line with lightweight texture easy to absorbs, that helps to stimulate skin's healing process. We strongly invest in our product's certification (ICEA & AIAB) to maintain a high quality and ethical level and promote Jamalfi's best testimonial: Amalfi Coast! We sustain our commercial partners with strong strategic communication skills by offering adaptable marketing and promotional support, specific for beauty cosmetic sales. If you are looking for the best organic skincare brand, with reliable certifications and excellent performances: we are the right company for you!

CLICK HERE TO CONTACT OUR SALES DEPARTMENT!



CLICK HERE TO ACCESS THE FULL CATALOGUE

WHY CHOOSE JAMALFI

EXCLUSIVE SELLING RIGHT

The trust of our partners is priceless, for this reason we guarantee the exclusive selling right in your area for the launching period.

SMALL ORDERS BIG CONVENIENCE

We propose flexible and remunerative economic terms even on very small orders, to benefit the affiliates and advantage their penetration in the organic cosmetics market, reducing their financial risks.

THE MAXIMUM OF CUSTOMIZATION

We want our partners to know they can rely on us for anything, we respond to any market demands or customization proposals on packaging, formulation and logistic with the same quality!

READ MORE

SHOP NOW











JAMALFI EXPERIENCE

YOUR BUSINESS? ~

OUR EXCELLENCE THE COMPANY

STORES & CONTACTS



FROM AMALFI'S EDEN. THE LAST PARADISE FOR SENSES

WHAT PEOPLE SAY

What I like most about this oil, in addition to its sublime scent is the fact that it is absorbed very quickly without leaving greasy skin. It is the ideal product for those who, like me, have a perennially dry and dehydrated skin, I have been using it for over a month and my skin is literally reborn!!!!



Valentina Dipa

http://www.valentinadipa.it/jamalfi-body-oil/

And here it comes to you Jamalfil Opening the cap of my shower gel, it seems to take a trip directly on the Amalfi Coast !!!!.



La Gatta Rosa Blog

http://www.lagattarosablog.it/2017/01/jamalfi-iprofumi-della-costiera.html

Jamalfi decided to invest in its beautiful territory by creating cosmetics that use the properties of some of the most interesting local raw materials but decided to also focus on the biodiversity of its land in fact in its cosmetics is the Sfusato amalfitano lemon. I really appreciate this choice because in this way the territory is valued through a typical product and little "exploited" also in this case it is also an ecological choice given that it is ingredients 0 km.



Make Up Bio Addicted

http://makeupbioaddicted.altervista.org/burrocorpo-jamalfi/M

This oil believe me ... becomes a moment of pleasure and pampering absolute for the senses and for our skin. The presence of very important functional actives including the DOP Organic Olive Oil, known for its protective and moisturizing properties and Prickly Pear Oil, with exceptional antioxidant properties, make this product a real prized treatment for the beauty of our body .. After almost a month and a half of use, my skin is definitely silky, soft, bright and above all NOT GREASY.

"...already from the packaging I received, all the attention to detail and the love that is within this company are evident." "... Beyond the quality of the product, the fragrance, the love and the great philosophy behind the company, even the packaging of the product is enchanting, a glass bottle with a wooden dropping cap, truly unique and special. What about ... totally in love !! ".



Pavone Cosmetics

http://www.pavonecosmetics.it/jamalfi-olio-corporeview/

You immediately feel its nourishing power given by shea butter and argan oil, the skin of the first applications is soft, nourished, smooth and compact. He knew how to satisfy my need for hydration really a good product that I fee! to promote with full marks and to warmly advise you.



Sinceramente Bio

http://sinceramente.altervista.org/jamalfi-biocosmetics-review-burro-corpo/



http://www.biovale85.com/2017/05/26/jamalfiamalfi-coast-bio-cosmetics-olio-corpo/



4 REASONS TO CHOOSE US

WHAT DO WE CARE ABOUT?

Your skin wellness! We use only the best organic ingredients to keep your skin moisturized, nourished and protected; to reach the goal we use lightweight textures easy to absorb and rich in Jojoba, Argan and prickly pear oil, Karite butter and hyaluronic acid.

WHERE DO WE CAME FROM?

We came from Amalfi Coast, **Unesco heritage site** and paradise for organic farming.

CAN YOU RELY ON US?

Yes, but not only because of our beautiful words! Jamalfi's organic skincare products are certified: eco bio cosmetics & vegan in accordance with ICEA's and AIAB's strict standards. They are also nickel tested and 100% petrolatum, parabens and silicones free.

WHERE DO YOU CAN FIND US?

Jamalfi's organic skincare products can be found everywhere in **Italian finest biocosmetic shops** and world-wide on our **online shop**.

ARE YOU A DISTRIBUTORS?

ARE YOU A RETAILER?







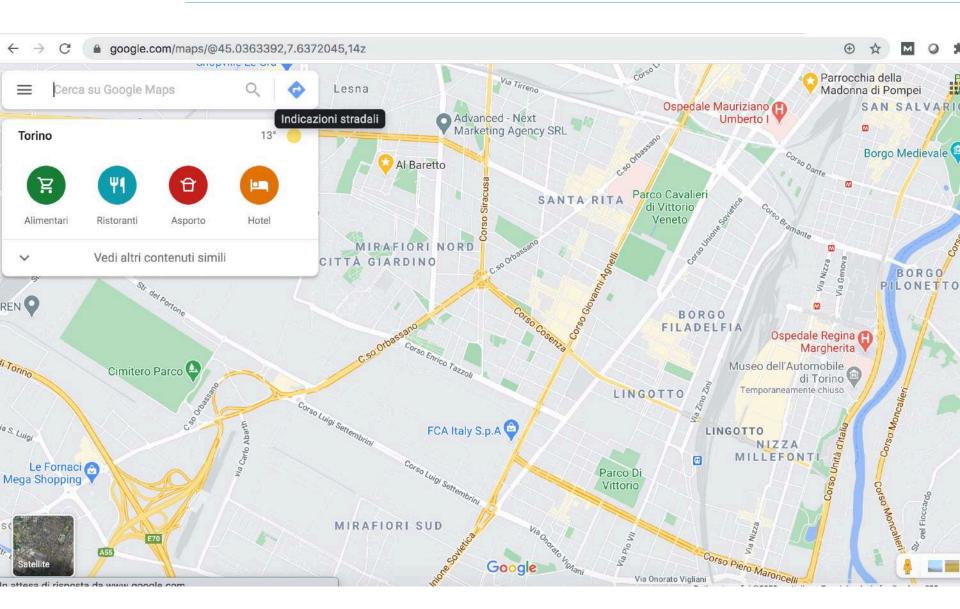


Chi siamo Google Store

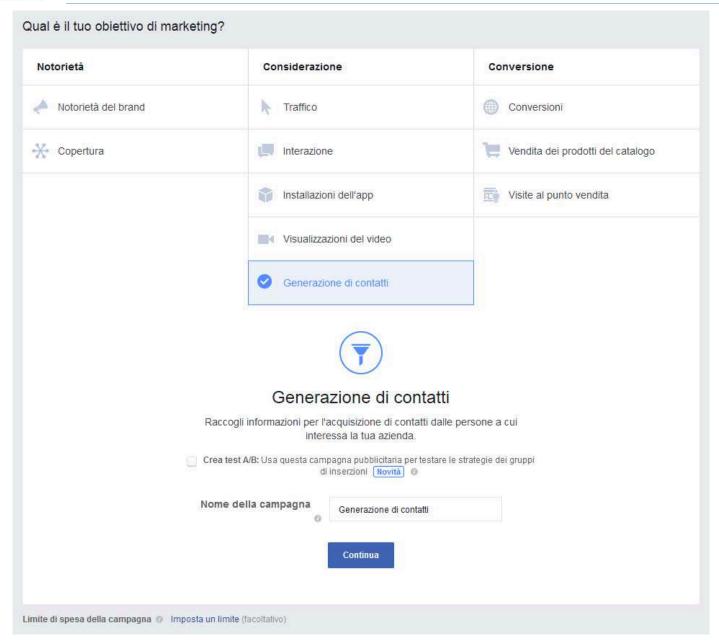
Gmail Immagini



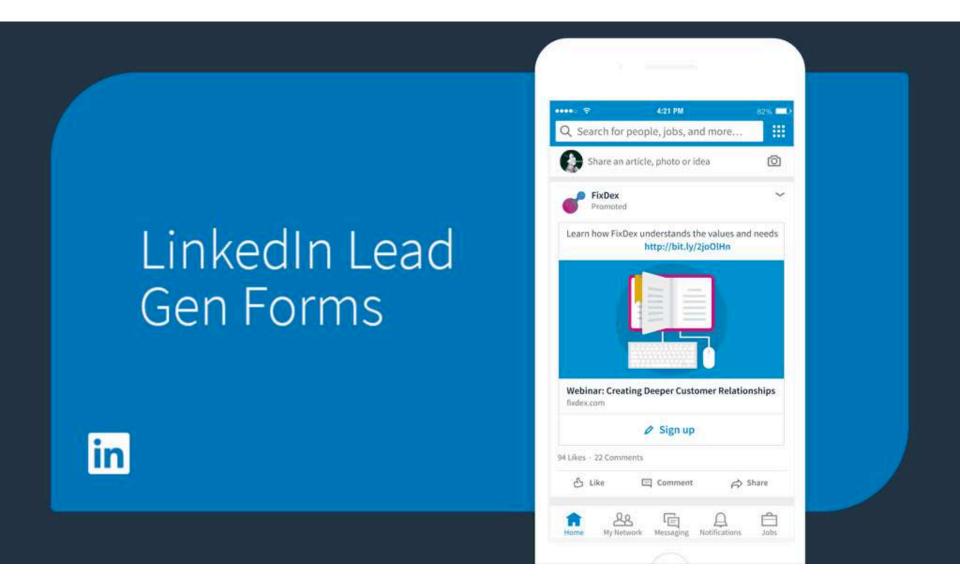












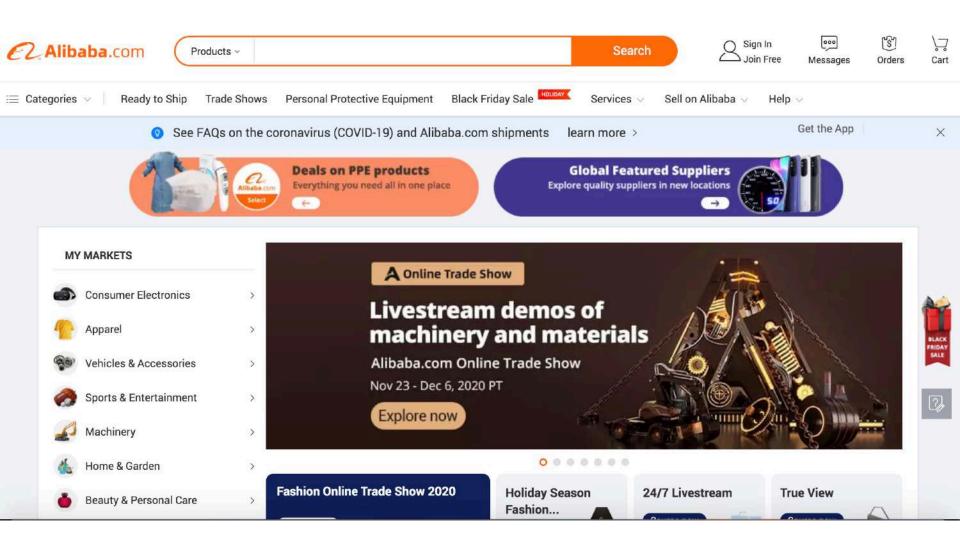




Dai un'occhiata ai nostri fornitori B2B selezionati









PERFORMANCEDAYS

PRESS CONTACT EXHIBITOR ACCOUNT LOGIN

Q VISITOR LOGIN

KICKOFF WINTER 2022/23 UPDATE SUMMER 2022 December **09-10 2020** // Munich

TAVORITES

