

Ed Marsh To Speak On International Inbound Marketing

Consilium Global Business Advisors announces that Ed Marsh will speak at the NH International Trade Resource Center's International Marketing Seminar Sept. 19th

BOSTON, MA, USA, September 2, 2014 /EINPresswire.com/ -- American manufacturers have an unprecedented growth opportunity. Internet marketing puts rapidly growing, vibrant frontier and emerging markets within reach of SMBs who are eager to develop profitable international sales.

But digital marketing, and [international inbound marketing](#) in particular, require strategic business savvy and specific technical expertise. Unfortunately many companies eager to grow using the array of economical digital marketing tools hamper their effort with awkward execution.

The good news is that a bit of awareness, recognition of pitfalls and an understanding of best practices can position many companies to effectively leverage international inbound marketing. And when Ed Marsh, Founder of Consilium Global Business Advisors joins Wendy Pease of Rapport International to present at the NH International Trade Resource Center's September 19th International Marketing Seminar and Workshop that will be the message.

"I'm pleased to join Wendy in exploring the important topic of internationalizing internet marketing for American manufacturers," says Marsh. He continues "International inbound marketing has nearly eliminated many of the traditional barriers to profitable export sales for SMBs. Today companies can leverage the same B2B marketing approaches that are allowing them to accurately measure domestic marketing ROI, to gradually and safely diversify internationally."

The benefits of [global sales](#) diversification are well understood and include increased revenue & profits, greater business resiliency, increased enterprise valuation and even reduced tax rates on profits from export sales. And by leveraging the power of inbound marketing companies can



[infographic] snap shot of the international inbound marketing process

grow rapidly at home, and use those same effective techniques to expand globally.

Those that are interested in attending the event can learn more and register through NHExportAssistance.com.

About Consilium Global Business Advisors: Consilium assists American manufacturers in applying process excellence to their business development. In other words we help lean, well managed companies with rock solid bottom lines effectively and consistently grow their top lines to match. We work primarily with mid size industrial manufacturing companies, guiding them through a journey of designing and executing business grade B2B inbound marketing and focused, profitable global market expansion.

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