



# B2B•EXPORT

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## LEARNING JOURNEY





## **What was done:**

1. Facebook ads
2. Linked-In ads
3. Letters to MBA schools



## Facebook ads

### 1. Business tours to Russia

**Goal:** to collect leads

**Countries:** Nigeria, Mexico, Peru - 1<sup>st</sup> campaign;  
Kenya, Mozambique, Rwanda, Tanzania, Uganda,  
South Africa, Zimbabwe – 2<sup>nd</sup> campaign.

### 2. Learning Journey

**Goal:** traffic to web-site

**Countries:** India, Cambodia, Sri Lanka, Nigeria, Peru



## Linked-In ads

### 1. Business tours to Russia

**Goal:** to collect leads

**Countries:** Mozambique, Nigeria, Peru, India, Cambodia, Sri Lanka, South Africa - 1<sup>st</sup> campaign;  
India, Indonesia, South Korea, Hong kong– 2<sup>nd</sup> campaign

### 2. Learning Journey

**Goal:** traffic to web-site

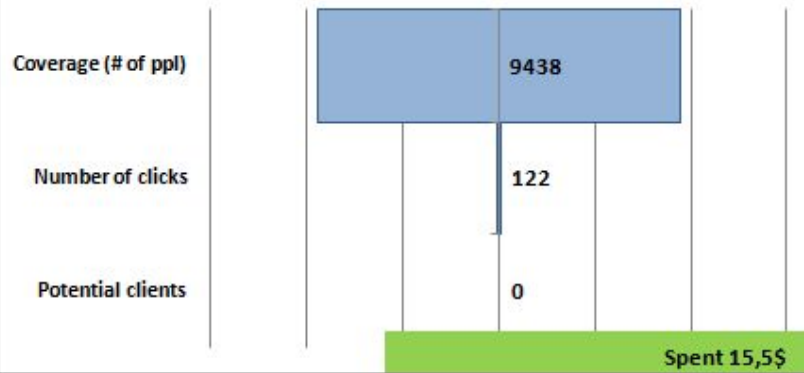
**Countries:** Kenia, South Africa, Kenya, Mozambique, Nigeria, Peru, India, Cambodia, Sri Lanka, South Africa



# Sales funnel

## Facebook

### Traffic to web-site (Learning Journey)



## Linked-In

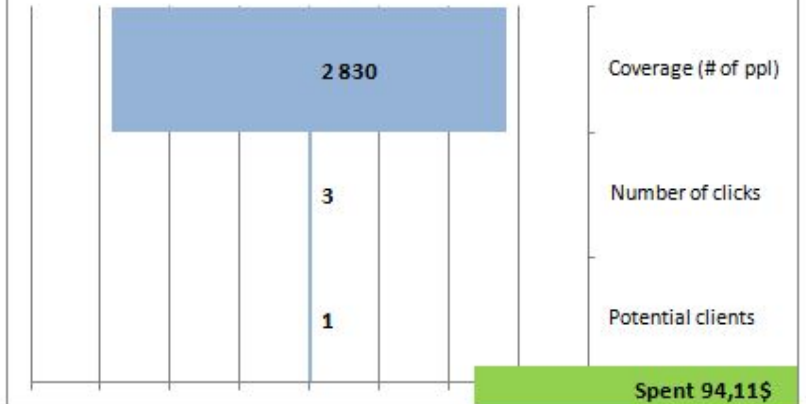
### Traffic to web-site (Learning Journey)



### Leads (Business trips)



### Leads (Business trips)





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## **Letters to MBA schools:**

India, Peru, Sri-Lanka, South Africa, Mexico



## **Next action steps**

1. Keep doing Linked-In Ads for Business trips and Learning Journey
2. Work in partnership with agencies: to pay for each warm lead they give us
3. Find and participate at MBA Fairs to get in contact with them

