



**Transforming Complex Processes  
Into Basic Confidence**

## Agenda

1. Introduction – Corporate Overview
2. Social Media: Defined
3. Evolution of International Business Marketing & Sales
4. Past, Present and Future Trends and Challenges
5. Capitalizing on Exports with Social Media
6. Summary of Benefits
7. Contact Us

**International Business Development**  
Export Market Sales  
for U.S. Companies

**Social  
Media  
Overview**  
Zeons Global, Inc.

**TALENTED. CREDIBLE. CONNECTED.**

# Introduction

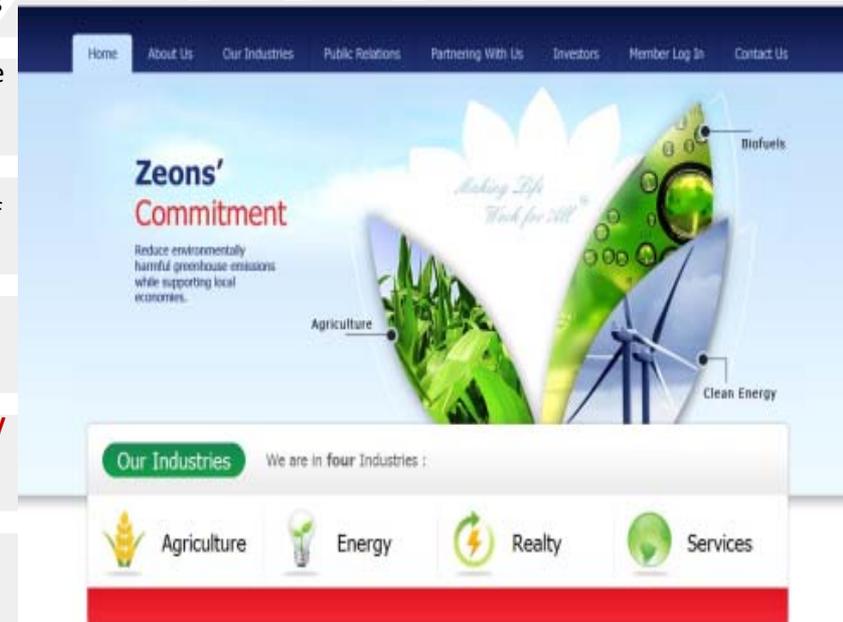


## Corporate Overview

### Who is ZEONS Global?

[www.zeonsglobal.com](http://www.zeonsglobal.com)

- ZEONS Global Incorporated (ZGI) is a **multinational company** which assists and facilitates the export of US manufactured goods into emerging international markets in Latin America & Caribbean, Africa and the Middle East.
- **ZGI is an integrated company** characterized by **substantial inter-group** and **inter-sector cooperation** in research, manufacturing and marketing of products incorporating similar component materials manufactured at common internal sources.
- ZGI is a U.S. conglomerate with businesses categorized into Agriculture, Asset Acquisitions, Consumer Goods, Export Management & Trading, Media, Consulting, Power and Fuel in which **ZGI is renowned both globally and locally.**
- ZGI has a **physical footprint in 27 countries** servicing more than 455,000 customers serviced by its 8 business groups
- ZGI has been evolving to become the United States largest, most diversified public company. Our decades of success and strong reputation derive from our **proven** ability to provide high-level **professional solutions** and consumer products coupled with outstanding customer service that deliver real results.
- For more than a century, ZGI has built its foundation on the export of Made in the USA goods and services.



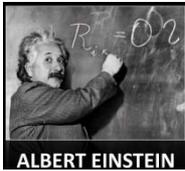
# Social Media

## What is it? Who is it for? Why care?

*“Open conversations using technology that encourage participation, insights, experiences, perspectives, and connect people”*

The old communication model was a **monologue**.

The new communication model is a **dialogue**.



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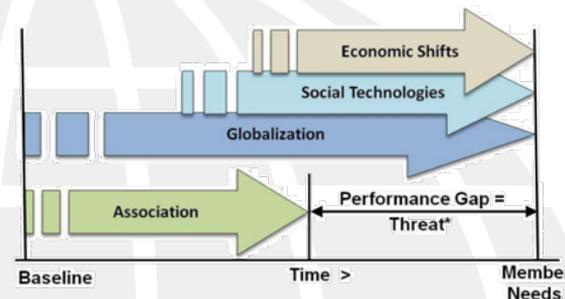
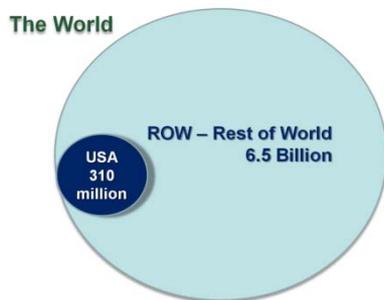
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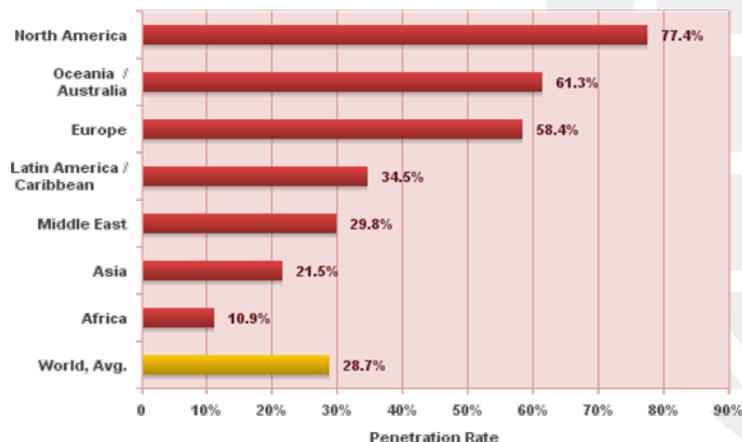
# Evolution of Business *Internationally*

## The Big Picture

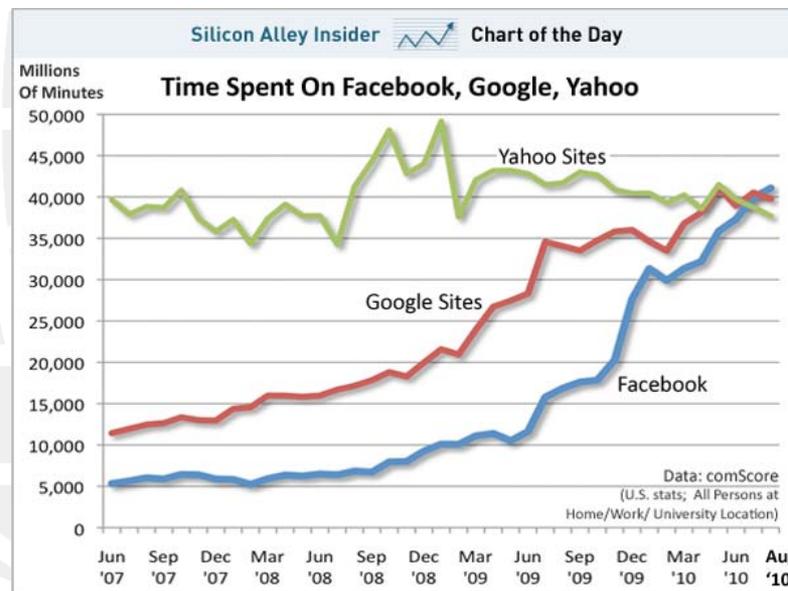
- Why do you want to go international?



**World Internet Penetration Rates by Geographic Regions - 2010**



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 Penetration Rates are based on a world population of 6,845,609,960 and 1,966,514,816 estimated Internet users on June 30, 2010.  
 Copyright © 2010, Miniwatts Marketing Group



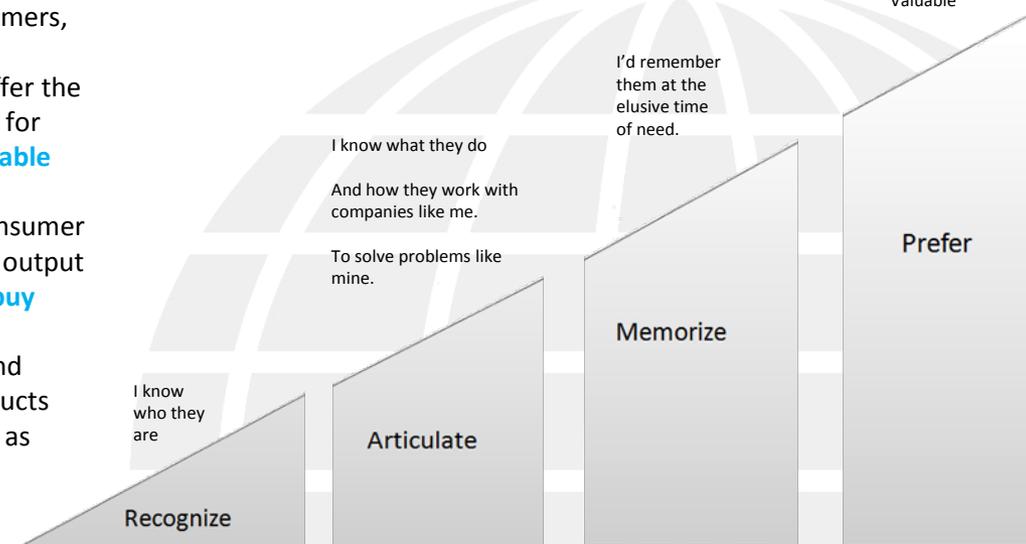
# Past, Present and Future Trends

## Value of a Social Media Strategy to your International business

### • Harvesting international customers

- Business is **open** to its consumers, partners, stakeholders.
- Social media technologies offer the ability to **connect** with them for collaborative action in a **scalable** and **cost-efficient** manner.
- By collaborating with the consumer you **co-create** your business output with them. An **output they buy into**.
- This often means **cheaper** and more **effective** service, products and communications as well as **deeper** consumer loyalty.

They're the leader....Dying to work with them...Very Valuable



- ✓ **500 billion** – the number of minutes spent on Facebook last year.
- ✓ **25 billion** – the amount of content (web links, blogs, photos, news stories, etc.) that was shared on Facebook last year.
- ✓ **27 million** – the average number of “tweets” posted on Twitter every day last year.
- ✓ **95%** – the percentage of companies that are using LinkedIn to find new employees.

Globally Connected

Blogger

facebook

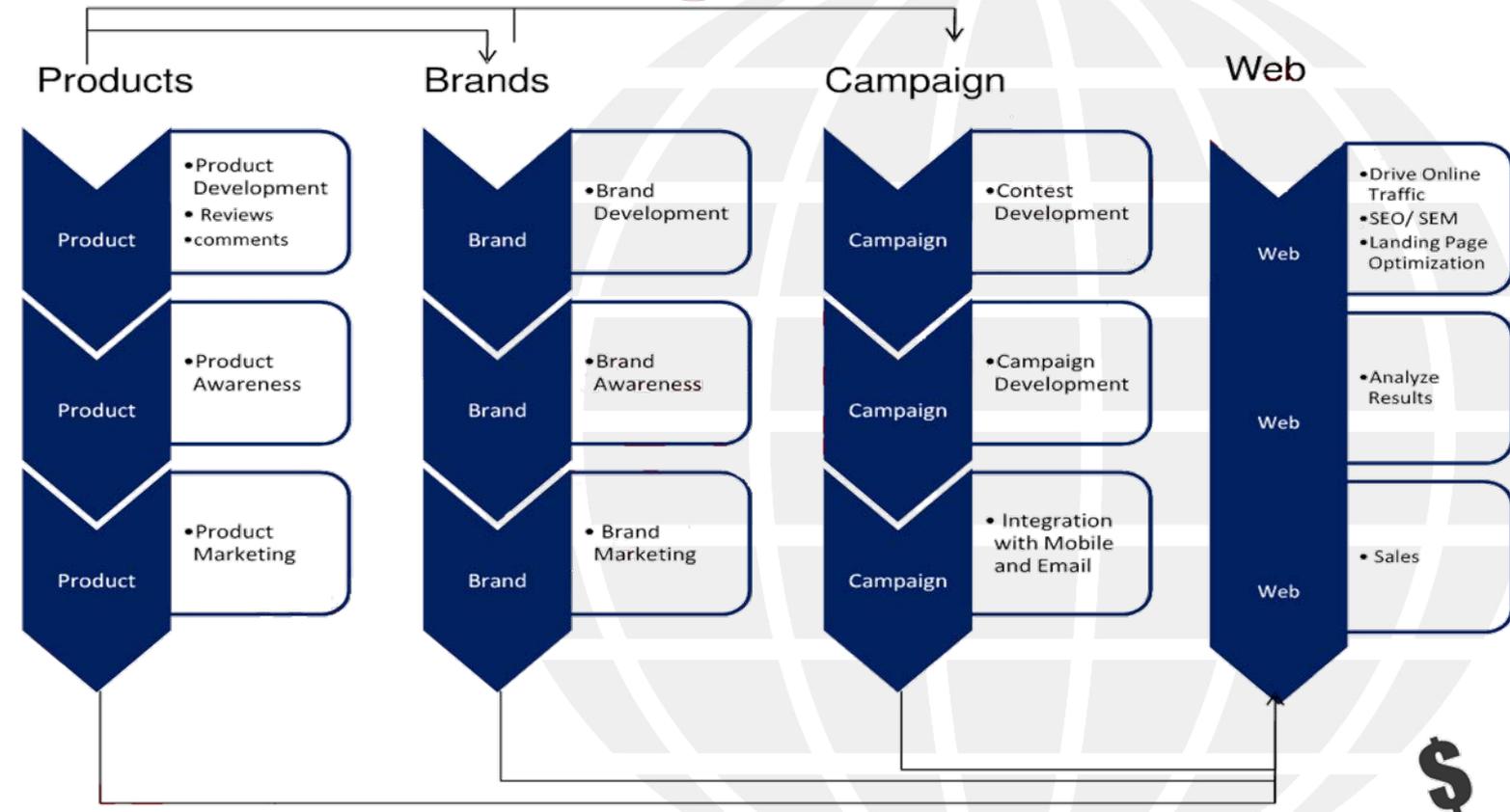


twitter

# Capitalizing on Exports with Social Media

- Value of integrating social technologies to your international business

## Monetizing Social media



# Summary of Benefits

The Goal of Social Media  
is too...

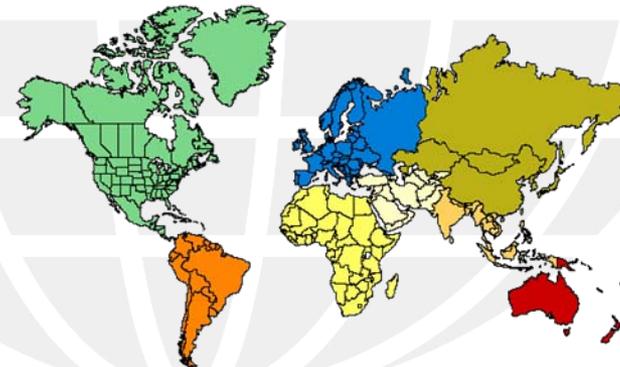


Our **10-step** approach to a successful social media program is:

**ENABLE. INSPIRE. INFLUENCE. and ENGAGE**

1. **Listen** to/**observe** what the **target audience** is doing in social media
2. **Create** a “social object” that is relevant to the brand and of genuine **interest**
3. **Segment** the target into **tribes**. Give them something they can **join**.
4. Allow them to **engage** via their preferred platform of choice—create **multiple interfaces** to your community.
5. Make the **experience** better when **shared**
6. **Optimize** your content for sharing—particularly via newsfeeds and Twitter
7. Use paid-for media to get the ball rolling
8. Take advantage of **extreme targeting** offered by social networks
9. Make sure you have the **resources** to manage your community management and refresh the content.
10. **Track** the results and optimize where necessary

- **Overseas Growth Potential:**
  - Break through tough-to-crack markets
- **Deepen Relationships:**
  - Educational, value-based approach
- **Integration into Marketing Mix:**
  - Implement, implement well, and sustain over the long-term
- **Ready....Aim....Fire:**
  - Rapid deployment with proven results
- **Build Brand:**
  - Become the preferred supplier



Social Media

# Results We Have Achieved



## Contact Us

### Building Materials

100% increase in product distribution

### Auto Chemicals

4 countries, 33 new dealers, strong sales

### Pharmaceutical

Licensed Formulation

### Snack Foods

5 Distributors, 3 countries, 200 retailers

### Industrial Machines

Master Distributor China

### Environmental Tech

Ex/I'm Bank Funded Joint Venture

### I.T.

400% increase in Intl Dealer-base

### Agricultural Products

Private-label, 6 countries

### Health Supplements

14 months, 37 new distributors

### Medical Devices

Increased product life-cycle & revenue

### Franchise

12 countries, Master Franchisees

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