



**BERGKAMP, INC.**  
SALINA, KS

# KANSAS

*to the stars* With the International Division

## VIRTUAL INTERNATIONAL MARKETING

### *INCREASING EXPORTS THROUGH TECHNOLOGY*

Kansas companies have vast potential to increase sales through global exports. Whether an experienced exporter or a company just getting started in international sales, global trade changed in 2020. Now, we must make better use of virtual sales and marketing strategies to elevate our online international presence and take advantage of the reduced market entry costs associated with their greater use of virtual promotion vehicles.

The International Division at the Kansas Department of Commerce is working with eight Kansas companies to help them increase export sales including virtual/digital sales and marketing strategies. Participating companies will receive personalized services including an assessment of export growth potential, website review and a roadmap to guide digital marketing to increase global sales.

### CONTACT US



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### PROGRAM PARTNERS

- Kansas Department of Commerce International Division
- Kansas Global Trade Services
- Kansas Small Business Development Centers
- U.S. Commercial Service

