



# Global Expats

*A Helping Hand for the Expat Family*

## Business Plan

Global Expats, LLC

[www.global-xpats.com](http://www.global-xpats.com)

*“The rapprochement of peoples is only possible when differences of culture and outlook are respected and appreciated rather than feared and condemned, when the common bond of human dignity is recognized as the essential bond for a peaceful world.”*

Senator J. William Fulbright

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# INTRODUCTION

In the past few decades the Internet has revolutionized the way people communicate and interact, locally as well as internationally. However, we are just beginning to see and explore the possibilities afforded by the Internet in transforming our world into a unified global community.

Expatriates, are in a unique position to participate in a globalization that furthers humanitarian interests, economic stability, and social responsibility; and Global Expats will assure that they are afforded the tools and resources necessary to do so.

# EXECUTIVE SUMMARY

Approximately, 300 million people around the world, with aggregate income of \$8 trillion usd, move to a new city (or country) each year. What all of them have in common is that they need information about a wide variety of products & services during and after their move. They need new 'everything' – home, cars, banks, insurances of every kind, furniture, clothes, groceries, schools for kids, leisure activities, etc. But, they need it organized in an easily accessible format without having to search through large cumbersome search engine platforms such as google. Additionally, they, or their employers, spend tens of billions of dollars each year in relocation services – moving companies, air travel, relocation assistance, immigration assistance, insurance, funds transfers, lodging, and a myriad of 'global vendors'.

However, once relocated the consumer needs of these families do not disappear but continue to evolve on a daily basis. Therefore, [www.global-xpats.com](http://www.global-xpats.com), is in a position to not only capture a global consumer market of 300 million each year, but retains them by fulfilling their on-going needs – translating into an audience of billions of high-income consumers.

In order to reach this global market & Internet audience, Global Expats targets the decision-makers of these consumer markets, the Mom, noting that these women make 80-90% of consumer-spending decisions for their families.

Global Expats uses a 'Local-Search Directory' (LSD) business model to provide these women with the information they so urgently need, as well as desperately and actively seeking. The LSD is combined with a global-networking, 'trailing spouse' expat organization, modeled after the Federation of Americans Women's Club Overseas (FAWCO), an association that has been assisting expat families around the world for almost 100 years, and a model utilized by many other countries and multinationals since the '80s to assist their expatriated families. These organizations offer tried & true products, services, and activities that create, develop, and mobilize communities and community participation – the job and *forte* of wives and mothers for thousands and thousands of years.

In the past few years LSDs such as [yelp.com](http://yelp.com), [local.com](http://local.com), and [citysearch.com](http://citysearch.com) have shown revenues in the 100's of millions of dollars each year with Yelp's annual growth rates at 45%/year. Yelp is one of the 'hottest' of the LSD companies in the Internet industry and recently declared 1<sup>st</sup> quarter revenues of \$76.4 million, up 65.5% from last year, with estimates for 2014 at \$367 million (See [Yelp.com Financials](#)). However, Yelp, like all other LSD's, in spite of explosive revenues and growth, is consistently losing money for the following reasons:

1. They are having to spend a disproportionately high percentage of revenues in marketing campaigns to build brand recognition, attract visitors, and generate high traffic rates
2. They employ young, inexperienced, 20-ish 'kids' as 'Ambassadors' charged with the job of building online, local communities, with a limited range of activities with which to do so.
3. Their target audience are single young professionals & college students, low-income/low-spending consumers, in their marketing campaigns, data-base compilation & mobile apps inventory
4. Their spending on R&D and new technology is excessively high on products which are readily available within the IT/mobile apps entrepreneurial industry. At present, markets are flooded with start-up companies developing mobile apps, search functionality software, and other patented IT. But, LSDs are failing to take advantage of products already on the market and instead spending ~ 15% of revenues on R&D to develop technology that quickly becomes obsolete
5. Both Yelp & Citysearch are under investigation by authorities for posting 'fake reviews'. This kind of negative publicity on a core product permanently spoils the reputation & integrity of a company. It also costs enormous time & resources to repair the damage done to the company's image, providing 'honest' LSDs a competitive edge.

The 'lessons to be learned' from the challenges LSDs are presently facing, and their failure to become profitable, is that the real competitive edge of an LSD lies not in fancy new technology, or a 'superior' data-base & business listings. In terms of these elements, remaining competitive is relatively straightforward and simple. Business listing data bases are readily available from 'business listing' wholesalers, such as Infogroup, Neustar, Localeze, Acxiom, Factual, Superpages.com, Best of the Web, etc., and the mobile apps industry is literally exploding.

What Yelp's success has demonstrated in the past few years is that **taking the lead & maintaining it in the LSD industry is accomplished through global brand-recognition, and high-profile 'buzz' on the Internet & in global news feeds.**

**So in conclusion, the real challenge in developing a competitive & profitable LSD is to develop a product which targets a global audience with the following profile:**

- **High-income/high-spending consumers**
- **High necessity for on-line consumer information**
- **High need & propensity for utilizing the Internet & mobile apps**

**while lowering marketing and R&D costs. This is what Global Expats does – and more.**

**The competitive advantages of Global Expats' LSD website, [www.global-xpats.com](http://www.global-xpats.com) are the following:**

1. Global Expats' targeted audience is a high-income (\$8 trillion)/ high-spending global market of 300 million consumers, with specific consumer needs
2. Global Expats will use innovative, low costs, go-to-market strategies in reaching its target audience and generating high traffic rates. In addition to traditional SEO, social media & advertising campaigns, Global Expats will develop aggressive out-reach campaigns targeting expat employers, expat associations, global mobility professionals, relocation & moving companies, international schools, consulates & foreign commerce departments. Global Expats will also organize a wide variety of off-line activities for expat communities through its global local chapter networks, as well as publish a series of global, travel guides which will build global brand-recognition while generating additional revenues. And, finally Global Expats will actively be involved at local, regional, national & international levels in combating violence & discrimination against women, further raising brand-recognition in corporate social responsibility (see blogs [HuffPost](#), [Womenalia](#), [Reuters Foundation](#), [War on Domestic Terrorism](#))
3. Traditionally, expats are extremely willing to share their consumer experiences & advice with other expats, particularly newly arriving ones. Global Expats will tap into this innate tradition amongst expats in order to optimize 'review' participation on our website, and feedback from our audience on spending habits – useful in our advert sales campaigns
4. Most consumers rely on social networks (friends, family & colleagues) in making consumer-decisions. But, people moving to a new city or country are immediately cut-off from these networks and information sources. What they need most in relocating is practical information & advice **from a 'trusted source'**. My on-going activism work in promoting and defending the rights of women and children has already drawn much attention from expat communities and activist on both side of the Atlantic. The brand-image I am creating at present demonstrates not only the highest level of integrity and honor, but also that I am a results driven woman, who is not deterred by even the most 'insurmountable adversities'.
5. A 'Local Search Directory' combined with a on-line/off-line social networking organization, tailored to the needs of relocating families, is the perfect vehicle through which to deliver the exact consumer information & assistance that these families need & want, saving them time and money. Global Expats targets a vertical audience (with extremely low-cost go-to-market channels), but targets a horizontal Ad sales market allowing a maximization of revenues.

# Company Description

## The International Relocation Market

Studies and reports consistently show that global mobility is an exponentially growing industry, with homemakers the key to the success of the family's expatriation experience. Reports also demonstrate that the homemaker makes 80-90% of the consumer-decisions of the family.

The largest markets within expat communities, the one with the highest disposable income, and the highest consumer-spenders are the expatriated employees from the private and public sector. They are therefore the primary target-market of [www.global-xpats.com](http://www.global-xpats.com) and Global Expats, LLC

Homemakers are busy, multi-tasking managers, and relocating to a foreign country with children in tow is a daunting task, even for seasoned expats. These women (and increasingly men) are faced with a multitude of responsibilities, often in a foreign language, and need practical and easy-to-access information in meeting their family's daily needs. Local-Search Directory website models, combined with networking platforms, provide the perfect solution to meeting the challenges expats encounter during their entire stance abroad.

Global mobility professionals from all sectors and industries around the world are constantly looking for a comprehensive, long-term solution to two of their greatest challenges:

- Adaptation of the expat family
- Dual-careers of the expat family

Global Expats provides a solution to both. This project has received enormous interest from multi-national HR departments, relocation companies, expats communities around the world, and a myriad of global vendors.

In addition to online advertising revenues from [www.global-xpats.com](http://www.global-xpats.com), multinational employers and global-mobility service providers will be targeted sponsor for Global Expats, LLC's programs and activities, further contributing to the profitability of the project.

## The Intra-national/Domestic Relocation Market

While [www.global-xpats.com](http://www.global-xpats.com) targets high-income, international relocating, expat families (13 million households) in its brand-imaging, the information provided is also useful to high-income families relocating within their own country (45 million households).

Not only is the information provided on the website useful for intra-nationally, relocating families, but online and offline networking platforms of Global Expats will facilitate and encourage interaction and communication between intra-national and international relocating families.

The key to any expatriation experience is successful integration into the local community, as well as the understanding of local customs and traditions. Intra-nationally relocating families are an optimal vehicle with which to bridge the gap between foreign expats and local nationals.

## **Global Local-Search Directory & Mobile Apps Markets**

Local-Search Directory models in the USA (yelp.com, citysearch.com, local.com, foursquare.com, merchantcircle.com, about.com, ask.com, etc.) are generating over 2 trillion pageviews /month, with impressive growth rate projections for the future.

In the USA, online advertising sales in the past 10 years has experienced explosive growth, with the mobile ad revenue industry growing at a rate of 13% / year.

As demonstrated in this Business Plan, Local-Search Directory models, which generate revenues from online advertising are already successful in North American and Western European markets, but are still in their infancy.

Markets in Asia, Middle East, Eastern Europe, South America, and Africa are just emerging, and will grow rapidly in the next few decades. With people around the world increasingly in search of online information for consumer goods and services, as well as using mobile devices (ipads, ipods, iphones, etc.) to find this information, [www.global-xpats.com](http://www.global-xpats.com) is in a perfect position to capture and retain these rapidly growing, highly-lucrative markets.

Global Expats is not only in a position to become the global market leader in the Local-Search Directory industry, but also in a position to take the lead in offering the most innovative and imaginative mobile apps on the market.

## The Website

[www.global-xpats.com](http://www.global-xpats.com) is a global, Local-Search Directory, Networking portal with revenues generated from advertising sales. It combines the most highly successful elements of present local-search, information-based, and networking websites, but captures its market during a time when their needs for online information and networking is particularly high.

While Global Expats utilizes the needs of transitory, relocating families in capturing its audience, it will retain its market through the same products & services as competitor websites, while utilizing its competitive-edge to exceed competitor's traffic rates. Global Expats will also be able to utilize its competitive-edge in offering platforms and apps to consumers around the world, which enable advertisers to reach potential customers according to highly, identifiable demographics.

[www.global-xpats.com](http://www.global-xpats.com) targets a global, online/offline, niche-market of 13 million internationally relocating families, and a secondary market of 45 million intra-nationally relocating families, with aggregate annual revenues of \$8 trillion usd (€6 trillion) / year.

The website currently covers 72 cities around the world with an initial data-base of 300,000+ listings. The remaining 228 cities, data-base of 50 million listings, development of online networking platforms, and mobile apps will be added at an estimated budget of \$1M. In the future, information, and online networking will be managed by expat, *trailing spouses* living in the country in question.

In 2006 when I came up with the idea for [www.global-xpats.com](http://www.global-xpats.com), Online Networking, Local-Search Directories, and Online Advertising, were still in their infancy. But, extensive market research into the viability and profitability of the idea showed that with a global network of *trailing spouse* employees, all clamoring to be gainfully employed, more than enough products and services could be provided in order to capture a global audience of consumers, with revenues generated from advertising opportunities.

Since then, the explosive success of websites such as, yelp.com, citysearch.com, about.com, facebook.com, linkedin.com, expat blogging on the Internet, online advertising, mobile apps, has shown that I was right .

However, as studies demonstrate the world is just beginning to explore the wealth of possibilities that the Internet affords. Global Expats, with its global labor-force of highly-educated, socially-conscious women will be instrumental in exploring and exploiting those possibilities.



## Traffic Rate Stats and Projections

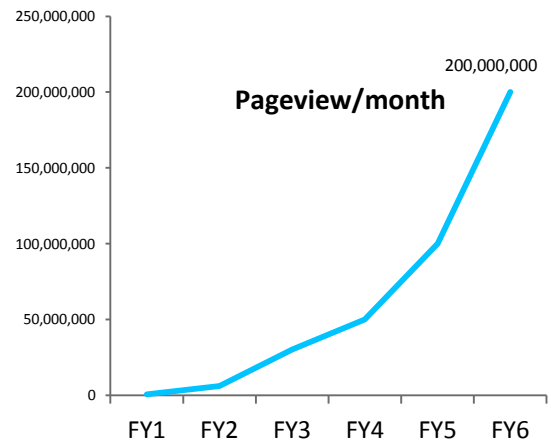
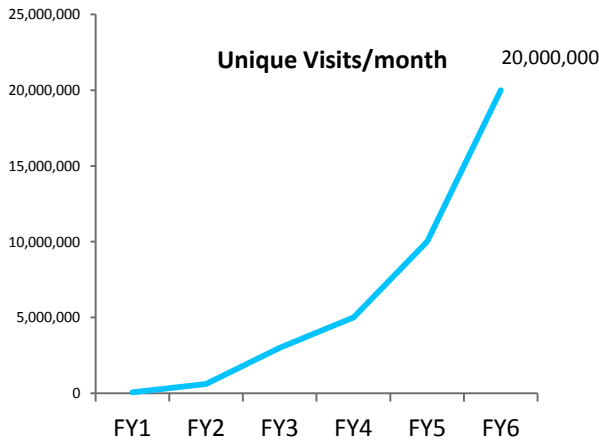
[www.global-expats.com](http://www.global-expats.com) appeared on the Internet in 2007. Since then it has become embroiled in an international divorce and under the control of my ex-husband who has had member and staff registration, data-uploading, content-management, and advertising ability disenabled.

However, even with total inability to add to its' data-base, keep information up-to-date, increase traffic, or develop a marketing campaign, it attracted an average of 20,000 unique visits/month & 89,000 page views/month.

**Traffic targets for our newly launched website by the end of FY1 are 200,000 unique visits/month and 1,000,000 page views/month, with targeted growth over the next six years as follows:**

### Traffic Rate Targets for [www.global-xpats.com](http://www.global-xpats.com)

FY1- FY5



**\*Traffic estimates are based on a 25% global mobility growth rate over the next 6 years (72 million households by FY6); and capturing 10% of intra-national and international relocation market (7.2 million households w/ income of \$1 trillion).**

# Global Expats, LLC

One of the most important development of the Internet in the coming years, will be how online communities will interact with offline communities, as well as how they will interact with interest groups, advocacy groups, and local consumer markets. Another significant development in coming years will be the role social responsibility, and activism in an organization's Internet presence, plays.

Global Expats and its various divisions will utilize these developments and lead the way in demonstrating how an organization can maintain a socially-progressive Internet presence and contribute to community development, while remaining profitable.

Global Expats, LLC will tap into the highly-educated, global, labor-market of 5-7 million *trailing spouses*, and demonstrate how a profit-making entity can assist in the creation of women led businesses, further the rights of women and children, while promoting global peace and socio-economic development.

Global Expats, LLC structure is modeled after existing expat, *trailing spouse* associations, but will be a revenue-generating organization. This group of women is in the unique position of collectively understanding the ins-and-out and realities faced by the globally mobile family, providing a competitive edge in the long-term profitability of the organization.

The project will provide a comprehensive, long-term solution for global employers in their efforts to assist the families of their expatriated employees. It will also provide a long-term, comprehensive solution to the dual-career challenge of expat employees; through employment opportunities with [www.global-xpats.com](http://www.global-xpats.com) and Global Expats, LLC, as well as through programs and activities of its Career & Entrepreneur Division.

Due to this fact, multi-national employers will be targeted in our advertising campaigns for [www.global-xpats.com](http://www.global-xpats.com), in addition to sponsorship revenues for Global Expats, LLC offline activities and programs.

# The Competition



**Jacob Steinberg**

Long only, deep value, growth at reasonable price, carmakers

[Profile](#) | [Send Message](#) | [+ Follow](#) (2,230)

May. 23, 2014 6:15 AM ET | [81 comments](#) | [About: Yelp \(YELP\)](#)

## Will Yelp Ever Justify Its Ridiculous Valuation?

Yelp ([YELP](#)) is one of those companies that enjoy a ridiculous valuation even as many of the high-flyers in the market are going through corrections. While between the beginning of the year and now Yelp's price fell from almost \$100 to nearly \$50, the company is still ridiculously overvalued and even the most bullish projections don't justify the current price. This tells us that just because some stock fell by 50% doesn't mean it is undervalued.

After growing its revenues by an annual [average](#) of 70% for the last three fiscal years, the analysts [expect](#) the company to grow its revenues by 57% this year, 41% next year and about 40% for the next three years. While these are very bullish projections, even these projections don't justify the current share price. Even if Yelp meets these ridiculously high projections, it will still have revenue of \$1.39 billion by 2019 and this gives it a forward price-to-sales ratio of 3...

Also, keep in mind that Yelp's business model of "spending \$50 million on sales and marketing in order to generate \$45 million in new revenues" is not sustainable and will not result in profitability anytime soon. Even if the company meets all the analyst estimates for future revenues, it is still highly unlikely to become profitable since this is something Yelp has never achieved in its history. Every year, the company's revenue grows tremendously but the company's expenses grow just as rapidly (if not even at a faster rate), resulting in no profits.

For example, four quarters ago, Yelp generated \$55.02 million in revenues and booked \$55.60 in operating expenses. In the following quarter, the company grew its revenues to \$61.18 while the operating expenses grew to \$62.96. The quarter after this one, Yelp's revenues grew to \$70.65 million while the operating expenses rose to \$72.56 million. In the last quarter, Yelp's revenues grew to \$76.41 million while operating expenses rose to \$81.01 million. The company's guidance for the full-year also calls for operating expenses rising as fast as revenues and we are looking for another year with no profits....

Where will this growth even come from? Yelp is already established in all major cities in the US and the company won't get much business in small or medium-sized towns. After all, why would someone who lives in a small town look for a local restaurant online? There is really no big city in the US where Yelp is not already established and well-known. Apart from the US, the company can chase growth in Asia and Europe; however, it won't profit much from those growth figures. [According](#) to the company's latest quarterly report, each American viewer of the website or the app results in 11 times as much revenue as an international viewer. In other words, Yelp wants to double its revenues by expanding international markets, it will have to find 11 viewers for each American viewer to generate the same kind of money. If Yelp couldn't even make a profit in the American market, how will it make a profit in markets where advertisement revenue is a fraction of what it is in the US?

No matter how you cut it or how you look at it, there is no way to justify Yelp's current valuation. Spending \$50 million per quarter on sales and marketing to generate \$45 million in revenues is not a sustainable business model in the long term; neither is selling overvalued shares in the market to raise cash every year. The analysts currently have a price target of \$83 on Yelp but even they don't know how they came up with such valuation. Yelp is not much more than a typical pump-dump stock and we've seen a lot of these during the dot.com bubble of late 1990s.



Sramana Mitra, [One Million by One Million](#) (267 clicks)

Venture capitalist, tech

[Profile](#) | [Send Message](#) | [+ Follow](#) (431)

## Yelp Vs. OpenTable

May. 16, 2014 11:52 AM ET | [4 comments](#) | [About: YELP](#), [Includes: OPEN](#)

Today there is a growing importance of online review sites in the consumer decision making process. A [Merchant Warehouse infographic](#) released last year revealed that 72% of consumers trusted online reviews for their decisions. The study found that 90% of the visitors to online review site Yelp ([YELP](#)) were influenced by the reviews they found on the site. Another research by BCG reported that businesses who made use of their Yelp accounts saw an average increase of \$8,000 in annual revenues.

### Yelp's Financials

Yelp's first quarter revenues grew 66% over the year to \$76.4 million, ahead of the market's expectations of \$75 million. Loss per share of \$0.04 was narrower than the previous year's loss per share of \$0.08 and was also better than the market's projected loss of \$0.06 per share.

By segment, local revenues grew 67% to \$65.2 million and brand advertising revenues grew 57% to \$7.5 million. Other revenues improved 56% to \$3.8 million. International revenues accounted for 3% of the quarter's revenues.

Despite rising revenues, Yelp's profits are evasive. Yelp's continuously rising sales and marketing and product development expenses eat into their margins. Sequentially, Yelp's revenues grew a modest 8%, but over the same period, sales and marketing expenses grew 16% to \$45.12 million and product development expenses increased 18% to \$13.98 million.

Among operating metrics, cumulative reviews grew 44% over the year to 57 million. Average monthly unique visitors to their site were up 30% to 132 million with mobile users growing to 52% to 61 million. At the end of the quarter, Yelp's active business accounts grew 65% to 74,000.

For the current quarter, Yelp expects revenues of \$85 million-\$86 million with an adjusted EBITDA of \$11.5 million-\$12.5 million. Yelp expects full year revenue of \$363 million-\$367 million with an adjusted EBITDA of \$56 million-\$60 million. The Street was projecting revenues of \$85.4 million for the quarter & \$358.9 million for the year.

### Yelp's Market Expansion

Meanwhile, Yelp [continued to expand their product](#) and market reach. During the quarter, Yelp entered into strategic partnerships with Yahoo! and YP.com to include local data from Yelp into their search results. Further, they are also working with mapping service providers and Apple Maps to integrate local search that can be integrated with several car navigation systems...

Recently, Yelp also announced growth in the Latin American region with the launch of Yelp Argentina. Yelp released the web portal along with free iPhone and Android applications and their suite of business owner tools in the country. Argentina is the 27<sup>th</sup> country in which Yelp has expanded their operations. During the quarter, Yelp also began operations in Mexico and Japan.

Their stock is trading at \$55.53 with a market capitalization of \$3.98 billion. It touched a high of \$101.75 in March this year.

## ***Yelp Is Headed Towards Another Year Without A Profit***

by Jacob Steinberg – May 1, 2014

On Wednesday in the after-hours, Yelp ([YELP](#)) announced its results for the quarter. While the company slightly beat the estimates, it still failed to post a profit, and to make matters worse, it offered guidance for the full-year that calls for a loss... Yelp conveniently reports only year-to-year growth rates which makes the results look better than they are and hides the slowing quarter-to-quarter growth. It's difficult to talk about seasonality in Yelp's business, so looking at quarter-to-quarter growth is as essential as looking at year-to-year growth....

Last quarter, Yelp spent \$38.85 million in sales and marketing which rose to \$45.12 million this quarter, representing an increase of 16.13%. This means that Yelp's sales and marketing expenses grew twice as fast as its revenues did since the last quarter (roughly 16% vs. 8%). Product development costs rose from \$11.80 million to \$13.98 million while General and Administrative costs fell from \$13.46 million to \$13.17 million. All in all, Yelp posted a loss of \$4.60 million from its operations, up from \$1.91 million in the last quarter....

More importantly, Yelp will continue to lack profitability at least until 2015, if not beyond. For the full-year of 2014, Yelp expects its "Adjusted EBITDA" to be \$56 to \$60 million. This adjusted figure excludes \$43 to \$45 million in stock-based compensation. The company expects another \$18-19 million in depreciation and amortization costs, which would move the company in the red zone. In other words, Yelp's management just guided for another year of loss as well as slowing growth....

## ***Yelp, Inc.: In A State Of Cognitive Dissonance***

by Michael Ranalli – June 6, 2014

The objective of this write up is to qualitatively supplement the collective body of research contributed by Seeking Alpha community. At a high level, my aim is to explain to the readers what Yelp ([YELP](#)) does and how it generates its revenue. ... Essentially Yelp's goal and mission statement is to connect consumers with great local businesses. As of Q1 2014, Yelp operates in 120 cities. When Yelp enters a city or a defined geography, it hires a community marketing manager that's essentially the key brand ambassador for that territory. This person is tasked with spreading the Yelp gospel and proselytizing patrons in the city to join the Yelp community. Said differently, they must build brand awareness and generate buzz through creativity activities such as hosting events and marketing campaigns.

If all goes according to plan, brand ambassadors create a virtuous feedback loop of establishing and growing a community. This community then writes online reviews and hopefully creates valuable content by sharing their interactions and experiences with local businesses. This usually leads to an increase in web and mobile unique monthly visitors. The larger an audience, especially an engaged audience, the greater propensity there is for Yelp's telesales team to convert unpaid businesses to Yelp advertising customers....

Yelp's management team frequently mentioned a few buzz worthy big numbers. They said that according to the source, BIA/Kelsey, the total local advertising spend in 2013 was \$133 billion, with online only making up 15% of this figure and that there are at least 20 million local businesses in the U.S. and an additional 25 million globally that could potentially become paying customers.... Moreover, they said cumulatively, the Yellow Pages properties still generate total revenues of upwards of \$7 billion compared to Yelp's less than \$250 million FY2013 revenue....

Yelp's steadfast protection of its users' anonymity has led to a ground swell of negative business sentiments towards Yelp from some business owners. In fact, a small group of business owners have become so incensed with Yelp they leveled allegations that positive user reviews suddenly disappeared soon after they refused to embark on a Yelp advertising campaign. Perhaps more alarmingly, some vocal business owners claim that strong negative reviews appeared on Yelp and with no way of verifying them.

This explains why Yelp only has 73,600 paying business customers, despite its 132 million unique monthly users and its 57 million cumulative reviews posted to its sites since inception. Moreover, the [Federal Trade Commission](#) (FTC) is actively investigating the 2,045 complaints leveled against Yelp from businesses during the time period of 2008 and 2014. I'm at a loss for words as to how any investor can feel comfortable owning this stock at this valuation when FTC is investigating its aggressive business tactics. Negative findings could permanently impair Yelp reputation and credibility with would be paying local business owners.

# **The Internet and World Wide Web**



## **Social Media, Networking & Local Search Websites**



## **Advertising on the Internet**

# The Future of the Internet

## What the Experts Say

*“not just create Internet businesses, but create businesses that can **impact every aspect of people’s lives using the Internet as a tool.**”*

Steve Case, Co-Founder of AOL

*“the needs of the world...have moved beyond the content management system or inventing the next cool feature for commenting on a blog.”*

Ryan Ozimek, President of Open Source Matters

*“as the Internet matures, it will become something that is **completely inter-woven [into] the fabric of our lives...is just always presenting information to us.**”*

Jeremy Stoppleman, CEO of Yelp

### **6 Web Pioneers on What the Internet of the Future Will Look Like**

by Sarah Kessler

*“...major social networks will become increasingly what Fred Wilson coins “Social Dashboards”. In essence, Facebook and Twitter are **social channels on which other companies can grow and develop their own technologies and businesses...**”*

*“...The physical and digital worlds will be more highly connected than ever before...”*

*“...making sure that the **information we are exposed to is highly targeted to our interests...**”*

*“...Human Relationships will no longer be as physically dependent and we will befriend and hang out with people from all over the world and all walks of life, all ethnicities and all beliefs, **creating a worldwide melting pot...**”*

Ayelet Noff, Founder and CEO of Blonde 2.0

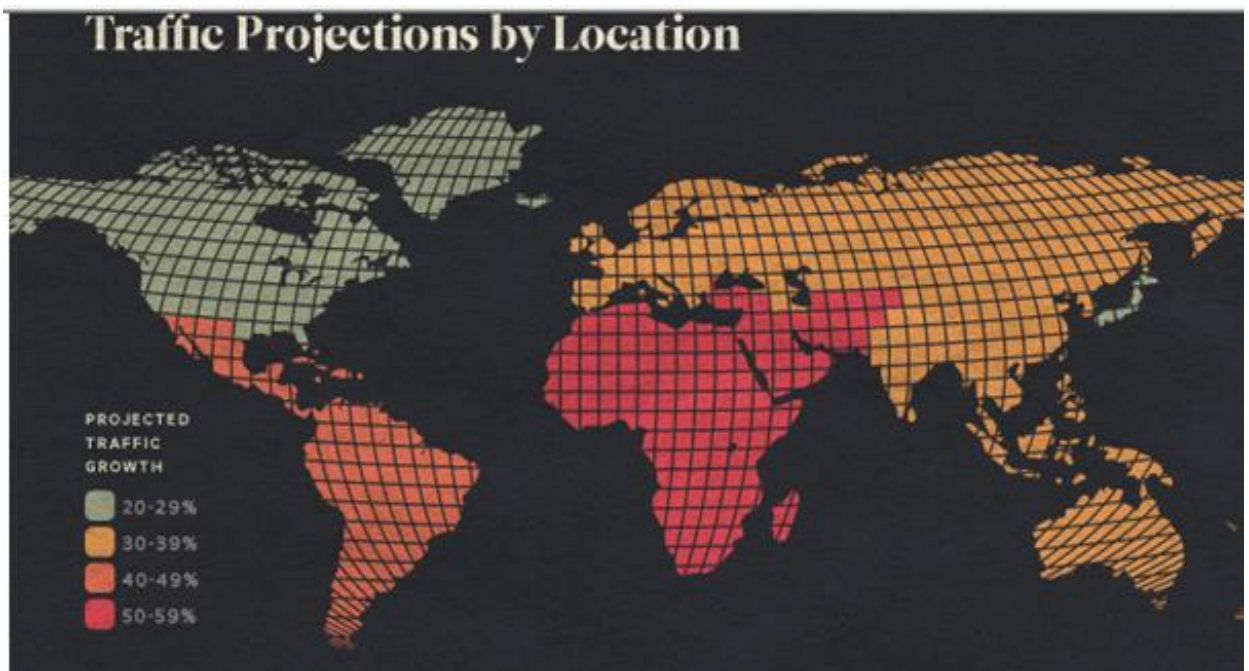


# Global Internet Traffic

## Expected to Quadruple by the Year 2015

*“Global Internet traffic is expected to quadruple between 2010 and 2015, according to data provided to Mashable by Cisco.*

*By that time, nearly 3 billion people will be using the Internet — more than 40% of the world’s projected population. On average, there will be more than two Internet connections for each person on Earth, driven by the proliferation of web-enabled mobile devices.”*



<b>ASIA PACIFIC</b>	<b>LATIN AMERICA</b>	<b>NORTH AMERICA</b>	<b>W. EUROPE</b>
TRAFFIC GROWTH	TRAFFIC GROWTH	TRAFFIC GROWTH	TRAFFIC GROWTH
35%	48%	26%	32%
<b>MIDDLE EAST / AFRICA</b>	<b>C. EUROPE/ RUSSIA</b>	<b>JAPAN</b>	
TRAFFIC GROWTH	TRAFFIC GROWTH	TRAFFIC GROWTH	
52%	39%	28%	

Source: Mashable Infographics/[www.mashable.com](http://www.mashable.com)



# The Internet and World Wide Web

## Social Web - The Wave of the Future

*“Globalism. ...distribution of information and knowledge at lower and lower cost will continue to lift the world community... People will have access to any information they wish, get smarter sooner, and be more aware of the world outside their local environment. A better informed humanity will make better macro-level decisions, and an increasingly integrated world will drive international relations towards a global focus....*

*Communities. The future of the Internet communications revolution is ongoing, now uniting communities as it recently united networks. Not everything about the Internet is global; an interconnected world is also locally interconnected...Local communities will organize in virtual space and...will become more organized and empowered at the neighborhood level.*

*...From hobby clubs to political organizations to social networking, Internet applications will change expectations of geographically oriented community organizations, and provide increasingly wide choices to individuals who wish to participate in local communities that share their interests.”*

*Source: LivingInternet.com*

*...the Social Web is both more hyper-local and hyper-global than its predecessors and has a dramatic impact on the size and nature of the business opportunities to leverage it.*

*The Social Web is ideally suited for businesses that are fueled by word-of-mouth distribution, affiliate networks, and local communities.*

*Source: the Rise of the Social Web by Adrew Braccia and Kevin Efrusy*

### **Traditional, Digital, Social – The Changing Landscape Of Media**

[www.mediabistro.com](http://www.mediabistro.com) by Shea Bennett (March 2013)

*Did you know that social media grew by 238 percent between 2009 and 2012, with more than half (54 percent) of U.S. adults active on one or more social media sites by the end of last year?*

*Twitter usage has doubled in the past two years, and LinkedIn (60 percent increase) and Facebook (38 percent) have also made considerable gains over this period.*



*Indeed, compared to traditional, and even other forms of digital media, social media has seen unprecedented growth, and is showing absolutely no signs of slowing down.*

*This infographic takes a closer look at the ever-changing media landscape.*

# Social. Digital. Traditional. Media.

The changing landscape.

How has usage of media shifted as the country becomes more technologically savvy and socially inclined? Local market consumer insights firm Scarborough illustrates the ways media consumption has evolved due to increased internet access, the narrowing of the age gap in usage across media platforms, and the way geography influences media orientation. By understanding that these seismic shifts reflect an evolving balance of cross-platform media usage, marketers and advertisers can better craft their marketing mix and appeal to more diverse audiences.

FOLLOW US ON  & 

## Social Media

Social Media grew **238%**  
between 2009 and 2012.

.....  
Social media has seen unprecedented growth compared to all other media forms measured by Scarborough.

2009  
16% of adults  
engaged with  
social media.

2012  
54% of adults  
engaged with  
social media.

# THE Digital Marketing Trio OF 2013

SOCIAL



MOBILE



CONTENT



2013 will house some of the biggest growth spurts in digital marketing that we've ever seen. The number of social network users is growing astronomically. There are now over 1 billion smartphone users on the planet and 175,000 new blogs born everyday. It's clear that social, content, and mobile / SMS marketing are a key trio marketers will be focused on in 2013. Here are some fresh statistics to wet your appetite...

## Social Network Marketing



Social media produces almost twice the marketing leads that trade shows, telemarketing, direct mail, or PPC do.



Social media lead conversion rates are 13% higher than average lead conversion rates.

**46%**

of online users rely on social media when making purchase decisions.



**63%**

of companies say posting valuable content on social media has increased marketing effectiveness.



# Mobile Marketing

**70%**

of people in the U.S. say they would like to receive offers on their mobile phones.



**12.3M**



**53.2M**

The number of US mobile coupon users will jump from 12.3 million in 2010 to 53.2 million in 2014, due to the rapid spread of smartphone users.



**90%**

Mobile searches related to restaurants have a conversion rate of 90% with 64% converting within the hour.



- TEXT MESSAGES
- TWEETS
- EMAILS
- FACEBOOK POSTS

**98%**

of text messages are read, compared to 22% of emails, 29% of tweets and 12% of Facebook posts.



SMS marketing campaigns are opted out less than 5% of the time



SMS marketing coupons are 10 times more likely to be redeemed and shared than mail or newspaper coupons.



22% of mobile coupons are shared with at least 1 friend.

# What Makes a Successful Social Media Campaign



Social media continues to expand every day, with more people looking to it to learn about the companies and brands from which they purchase. Social media allows for greater communication and brand awareness as well as increased customer service. Companies with successful social media campaigns engage their audiences on deeper levels. Consumers can share a company's stories and services, ultimately generating a conversational buzz and spreading awareness among potential customers.

## THE GLOBAL CONSUMER DECISION JOURNEY

The role of social media in the consumer decision journey extends beyond North America, and indeed is even more pronounced in other regions.

Social media's influence on purchase intent is strong across all regions, but strongest among online consumers in the Asia-Pacific, Latin America and Middle East / Africa markets. Thirty percent of online consumers in the Middle East / Africa region and 29 percent in Asia-Pacific use social media on a daily basis to learn more about brands/products/services, with one-third of respondents in both regions connecting on a weekly basis.

Across all regions, social media has the potential to influence consumers' entertainment and home electronics purchase decisions. These categories are

followed closely by: Travel/Leisure (60%), Appliances (58%), Food/Beverages (58%), Clothing/Fashion (58%) and Restaurants (57%). These categories were also the most discussed products/services via social networking.

Social media represents a huge opportunity for brands to gain positive favor with consumers. With growing disposable income in emerging markets, savvy marketers can harness the growing adoption and influence of social media to impact business.

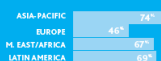


Nielsen 2012

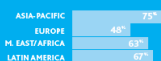
### THE GLOBAL SOCIAL CONSUMER

*In the next year, how likely\* are you to make a purchase based on social media websites/online product reviews for each of the following products/services?*

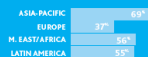
#### ENTERTAINMENT



#### HOME ELECTRONICS



#### RESTAURANTS



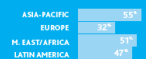
#### BEAUTY/ COSMETICS



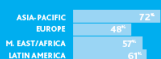
#### FINANCIAL PRODUCTS/ BANKING



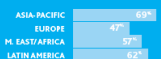
#### AUTOMOBILES



#### TRAVEL & LEISURE



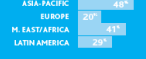
#### APPLIANCES



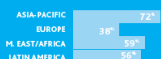
#### TOYS



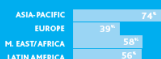
#### JEWELRY/ ACCESSORIES



#### FOOD/ BEVERAGES



#### CLOTHING/ FASHION



#### DATING



#### BABY CARE



© Nielsen 2012

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## BLISSFUL EQUILIBRIUM

### FOCUS

BLISSFUL EQUILIBRIUM SHOWS THAT PEOPLE WILL ACTIVELY SEEK TO BRING MORE FOCUS INTO THEIR LIVES. FOCUS HELPS PEOPLE FIND THEIR OWN PACE AND PLACE WITHIN THE DIGITAL AGE. PEOPLE WILL SURRENDER IN THE RACE WITH TECHNOLOGY AND THEY WILL INSTEAD EMBRACE THEIR HUMAN CHARACTERISTICS, TAKING A MORE ANALOGUE APPROACH TO LIFE BUT ALSO LEVERAGING TECHNOLOGY TO OVERCOME THEIR LIMITATIONS.

### THE CLEARHEADED

The Clearheaded look for focus to achieve a Blissful Equilibrium. They are motivated to grow their personal value and to create lasting legacies. For Clearheaded values, they focus on what truly matters. Their ambitions will be measured according to the success of their "legacy projects". They have an ongoing meaningful value to the world.

"That's been one of my mantras, focus and simplicity. Simple only to be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains." STEVE JOBS

## Blissful Equilibrium

Shows that people will actively seek to bring more focus into their lives. Focus helps people find their own pace and place within the digital age. People will surrender in the race with technology and they will instead embrace their human characteristics, taking a more analogue approach to life but also leveraging technology to overcome their limitations.

[Download](#)

## WALLED GARDENS

### ANONYMITY

THE DATAFICATION OF THE WORLD WHEREBY ANYTHING CAN BE TURNED INTO A QUANTIFIABLE FORMAT EXPOSES PEOPLE AND THEIR BEHAVIOURS WHETHER THEY LIKE IT OR NOT. AS A RESULT, PEOPLE ARE FINDING NEW STRATEGIES TO AVOID LEAVING A DIGITAL TRAIL. THEY ARE CREATING PERSONAL WALLED GARDENS TO PROTECT THEIR SECRETS AND THEIR IDENTITY. THE WALLED GARDENS ALLOW THEM TO BE ANONYMOUS SO THAT THEY CANNOT BE PROFILED AND SPIED ON.

### THE GUARDIANS

The Guardians are empowered to independently from established systems and entities. They will be able to digitally communicate freely but in their own terms and while retaining their identity.

"In the future, everyone will be anonymous for 15 minutes." BANKSY

### DATAFICATION

## Walled Gardens

The datafication of the world whereby anything can be turned into a quantifiable format exposes people and their behaviours whether they like it or not. As a result, people are finding new strategies to avoid living a digital trail. They are creating personal walled gardens to protect their secrets and their identity. The walled gardens allow them to be anonymous so that they cannot be profiled and spied on.

## OPEN AGORA

### OPENNESS

OPEN AGORA REVEALS THAT PEOPLE ARE DISPLAYING OPENNESS AND THEY RELATE TO A GLOBAL CONSCIENCE. OPENNESS IMPACTS BEHAVIOURS AND BRINGS MORE TRUST TO HUMAN INTERACTIONS. THE OPEN AGORA IS A NEW PARADIGM WHERE NEW CULTURES, NEW BUSINESS AND NEW PROCESSES THAT ARE BASED OPENNESS WILL FLOURISH.

### THE UNDOGMATICS

The Undogmatics understand that diversity can lead to better collaboration and deeper learning from each other. The Undogmatics are not afraid to step out of their world to become part of the real world they want to create. For them Openness is the path to success.

"The mind that opens to a new idea never returns to its original size." ALBERT EINSTEIN

## Open Agora

Reveals that people are displaying openness and they relate to a global conscience. Openness impacts behaviours and brings more trust to human interactions. The Open Agora is a new paradigm where new cultures, new business and new processes that are based openness will flourish.

## BETTER FOR US

### ALTRUISM

BETTER FOR US SHOWS THAT INCREASINGLY THANKS TO TECHNOLOGY PEOPLE ARE NOT THINKING IN TERMS OF ISOLATED ISSUES. THEY UNDERSTAND THAT THINGS ARE INTERRELATED AND THEY THINK IN TERMS OF ECOSYSTEMS. THEY ARE CONCERNED ABOUT WHAT IS BETTER FOR US AS A GLOBALLY CONNECTED SOCIETY. THEY REALISE THAT THANKS TO TECHNOLOGICAL PROGRESS THEY ARE NOW ABLE TO FUNDAMENTALLY IMPACT FOR THE BETTER PEOPLE AND PLANET.

### THE ECOISTS

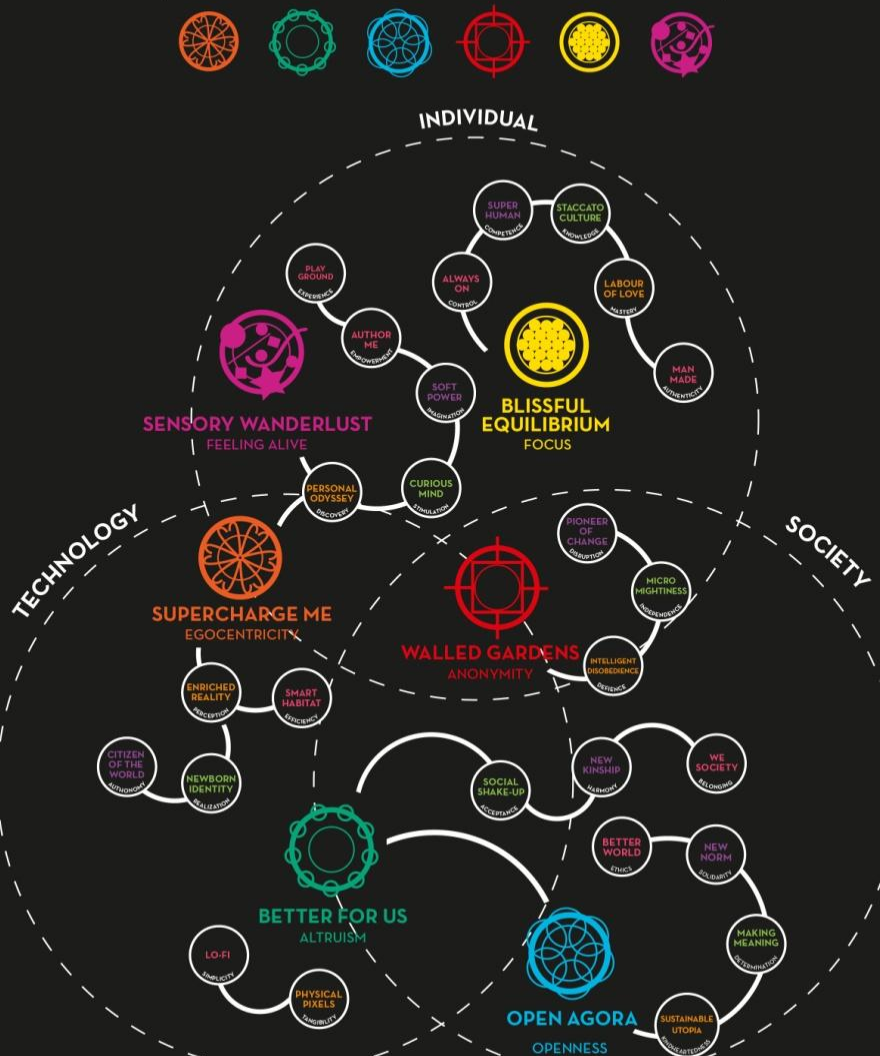
The Ecoists are individuals and groups who will care for the system instead of extracting personal value for themselves. They are smart citizens who harness technology to create new collaborative and sustainable systems. They embrace ecosystems that fundamentally improve living standards.

"What's really needed is a deeper shift in consciousness so that we begin to care and act, not just for ourselves and other stakeholders but in the interests of the entire ecosystem in which economic activities take place." OTTO SCHABNER

## Better for us

Shows that increasingly thanks to technology people are not thinking in terms of isolated issues. They understand that things are interrelated and they think in terms of ecosystems. They are concerned about what is better for us as a globally connected society. They realise that thanks to technological progress they are now able to fundamentally impact for the better people and planet.

# METAMORPHOSIS



» [HTTP://BLOG.DIGITAL.TELEFONICA.COM/2013/12/19/TRENDS-PREDICTIONS-2014/](http://blog.digital.telefonica.com/2013/12/19/trends-predictions-2014/) «

ARIANE@TID.ES

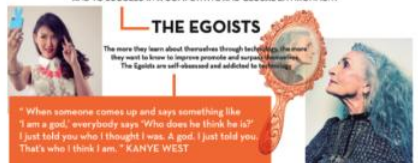
## SUPERCHARGE ME

### EGOCENTRICITY

SUPERCHARGE ME REVEALS THAT PEOPLE WILL INTEGRATE TECHNOLOGY INTO EVERY ASPECT OF THEIR LIVES TO ENHANCE THEMSELVES AND ALSO TO REFLECT, REMINISCE, CHALLENGE AND INSPIRE THEMSELVES. IN A CONTEXT OF CHANGE AND UNCERTAINTY, PEOPLE WILL LOOK AT TECHNOLOGY TO SUPERCHARGE THEMSELVES AND TO SUCCEED IN A COMPETITIVE AND GLOBAL ENVIRONMENT.

### THE EGOISTS

The more they learn about themselves through technology, the more they want to know to improve personal and professional performance. The Egoists are self-absorbed and addicted to technology.



## Supercharge Me

Reveals that people will integrate technology into every aspect of their lives to enhance themselves and also to reflect, reminisce, compete, challenge and inspire themselves. In a context of change and uncertainty, people will look at technology to supercharge themselves and to succeed in a competitive and global environment.

## SENSORY WANDERLUST

### FEELING ALIVE

SENSORY WANDERLUST IS AN EXPLORATORY STATE FILLED WITH EXTREME SENSATIONS. HUMAN BEINGS POSSESS AN INNATE EXPLORATORY DRIVE THAT MOTIVATES THEM TO WANT TO TEST THEMSELVES. SENSORY WANDERLUST IS PEOPLE'S ATTEMPT TO ESCAPE THE NUMBING OR NEGATIVE ASPECTS OF EVERYDAY LIFE BY LYING ON THE WILD SIDE, TO FEEL ALIVE, NOW.

### THE DAREDEVILS

The Daredevils actively seek to expose themselves to extreme risks in order to feel challenged and to get a sense of "real". By experiencing extreme sensations they feel they live their life to the fullest. The adrenaline rush is addictive and the Daredevils chase magic moments to experience a Sensation Wanderlust.



## Sensory Wanderlust

Is an exploratory state filled with extreme sensations. Human beings possess an innate exploratory drive that motivates them to want to test themselves. Sensory Wanderlust is people's attempt to escape the numbing or negative aspects of everyday life by living on the wild side, to feel alive, now.



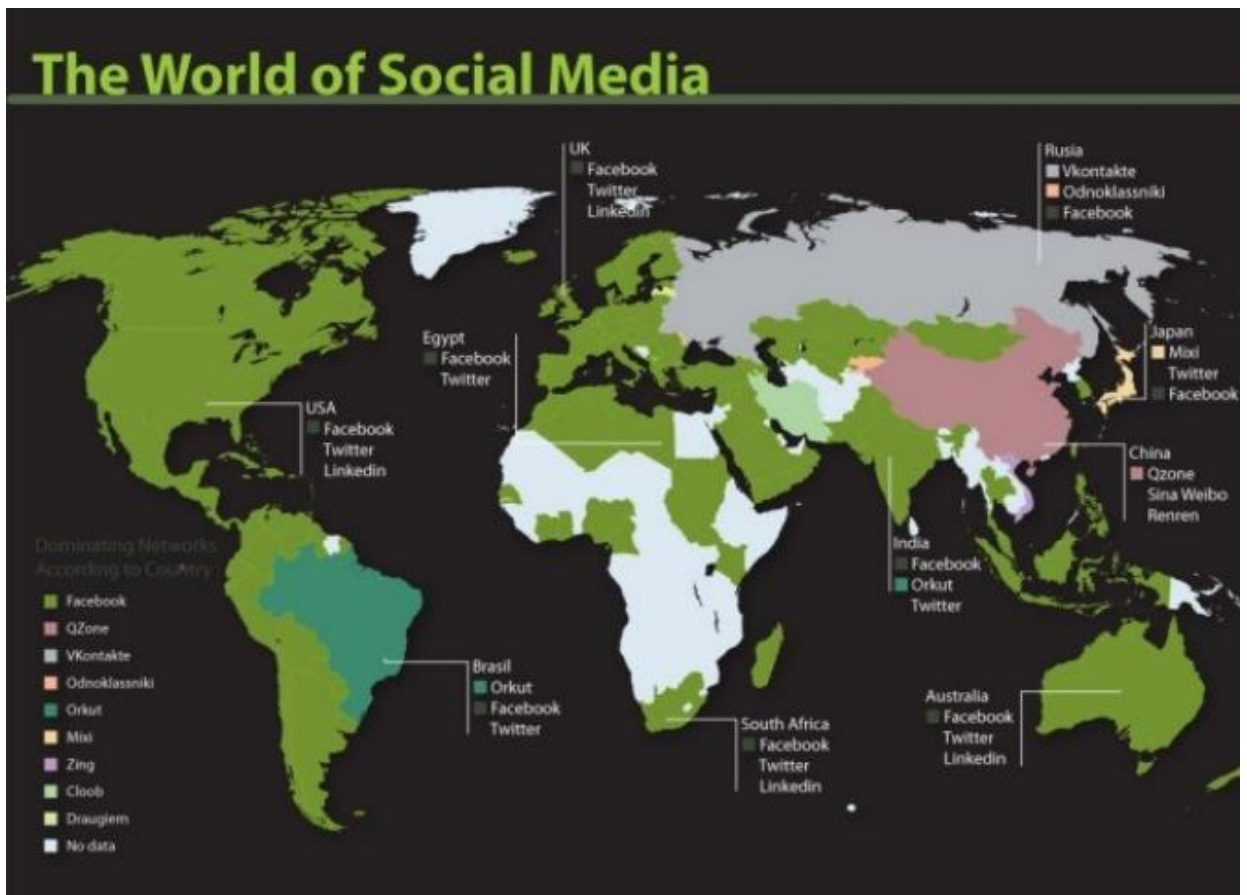
# The Growth Of Social Media

[www.mediabistro.com](http://www.mediabistro.com) by Shea Bennett (August 2011)

It's very easy to forget how quickly and (some would say) effortlessly social media has become an integral part of many of our lives. But roll back the clock just 10 years, and Twitter (2006), Facebook (2004) and even MySpace (2003) not only didn't exist, but were yet to be imagined. As were their possibilities and potential. This infographic from Search Engine Journal takes a look at the growth of social media over the last five years.

Key takeaways include:

- Twitter's amazing rise from 2008-11
- Facebook's staggering 63.46% membership share – if Facebook was a country it would be the third largest in the world, and twice the size of the USA!
- 1 in 4 Americans watch a YouTube video every single day
- 53% of employees research potential job candidates on social networks



# Local Search Marketing

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

If you have a local audience, then Local Search Marketing is must-do. Local Search Marketing embodies several services and techniques including search engine local map directories and Review Websites such as Yelp and Trip Advisor. Can your business be found easily when consumers perform local searches? If not, you're missing out on potential consumers...

Review sites give consumers the ability to effectively voice their opinions and effectively influence your target market. Consumers look for these Reviews to guide their purchasing decisions. According to Econsultancy, 70 percent of consumers trust the opinions of unknown users, which means that encouraging and monitoring Rating and Review sites can have a positive effect on sales - both online and offline. In addition, search engines assign weight to Rating and Review sites when determining your own site's search ranking.

## The Key To Success In Local Lies In A Vertical Approach

Vertical offerings are playing an increasingly critical role, not only in attracting consumers and directing them to relevant local business listings, but also in providing consumers with the necessary tools to evaluate and directly make purchases.

As verticals better enable consumers to simplify, speed up, and complete their path to purchase, local businesses need to ensure they have the framework in place to capture these new lead opportunities.

### Categories Have Always Been Important

Over the years, local players have emphasized the importance of category search as a way to improve and quicken the search process...These tools have helped local businesses attract ready-to-buy consumers within their individual categories. Consumers can view a business' location, open hours, reviews and a range of other critical information (for example, menus for restaurants) influential to their purchasing decisions. By also featuring the business' telephone number and website information, local businesses have benefited from the referral of consumers who are making a decision or making a purchase...

<http://searchengineland.com/key-to-success-in-local-lies-in-vertical-approach-167258>



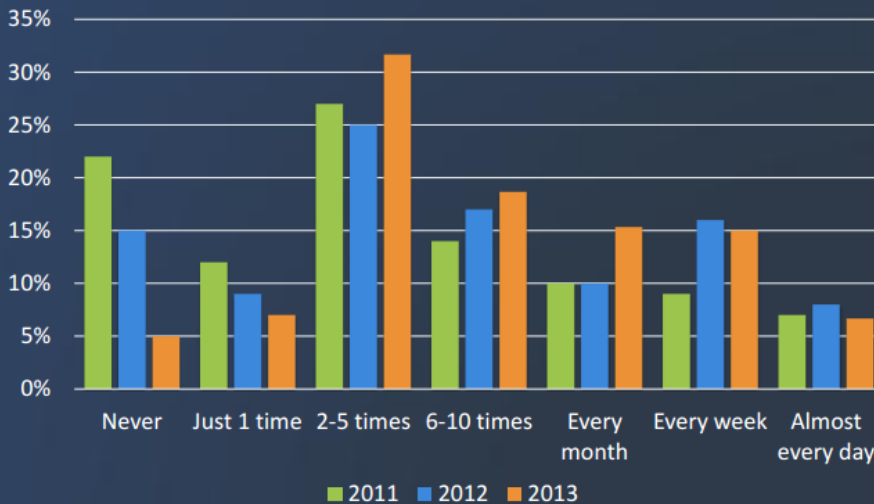
# Local Consumer Review Survey 2013

Myles Anderson - [www.brightlocal.com](http://www.brightlocal.com)

This survey is an annual exploration into how consumers consume (aka 'read') reviews and how their opinions and behaviour are affected by the reviews they read. The survey is specifically concerned with reviews & purchase of local business service...

<http://www.brightlocal.com/2013/06/25/local-consumer-review-survey-2013/>

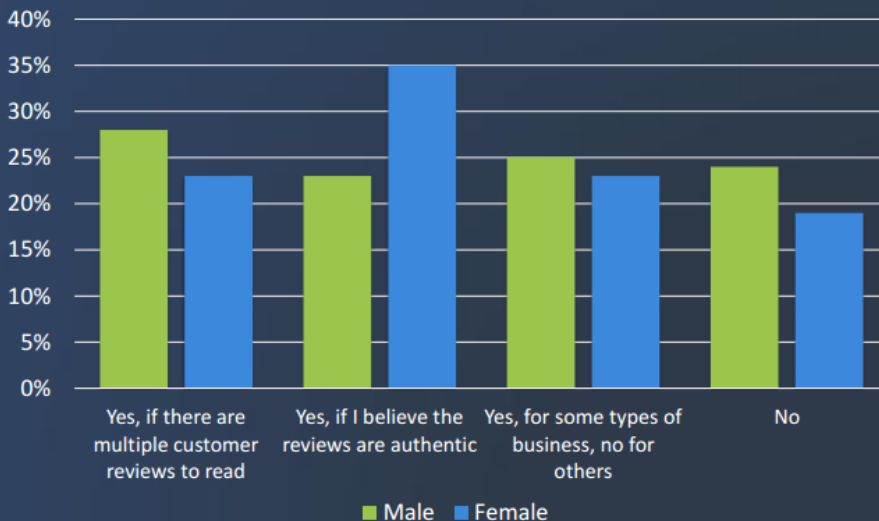
## How many times have you used the internet to find a local business in the last 12 months?



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

Source: Local Consumer Review Survey 2013

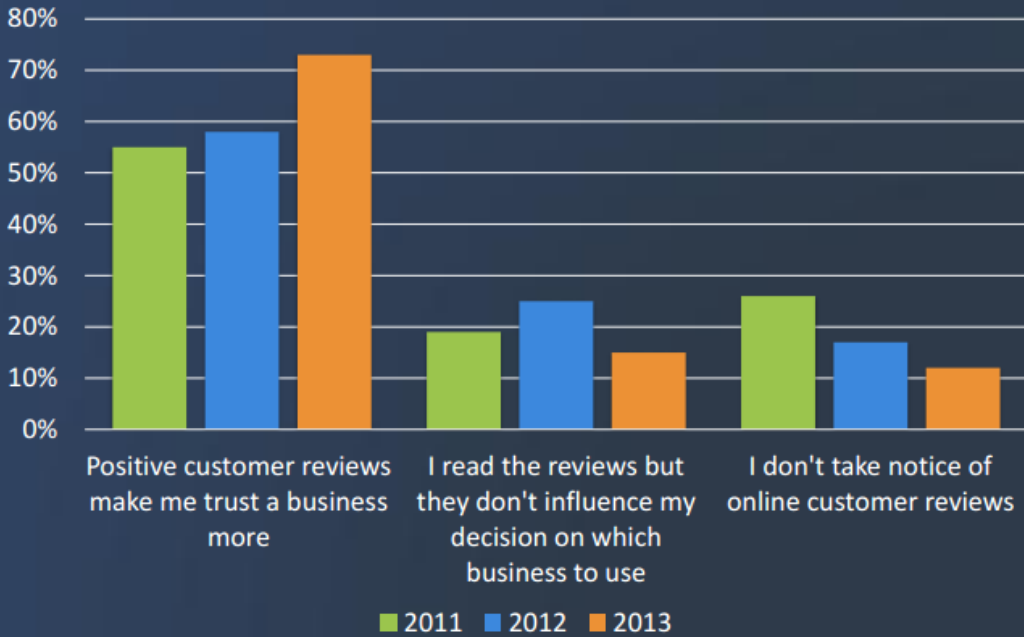
## Female consumers more trusting of online reviews



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

Source: Local Consumer Review Survey 2013

# How do online customer reviews affect your opinion of a local business?



Source: Local Consumer Review Survey 2013

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

getlisted.org

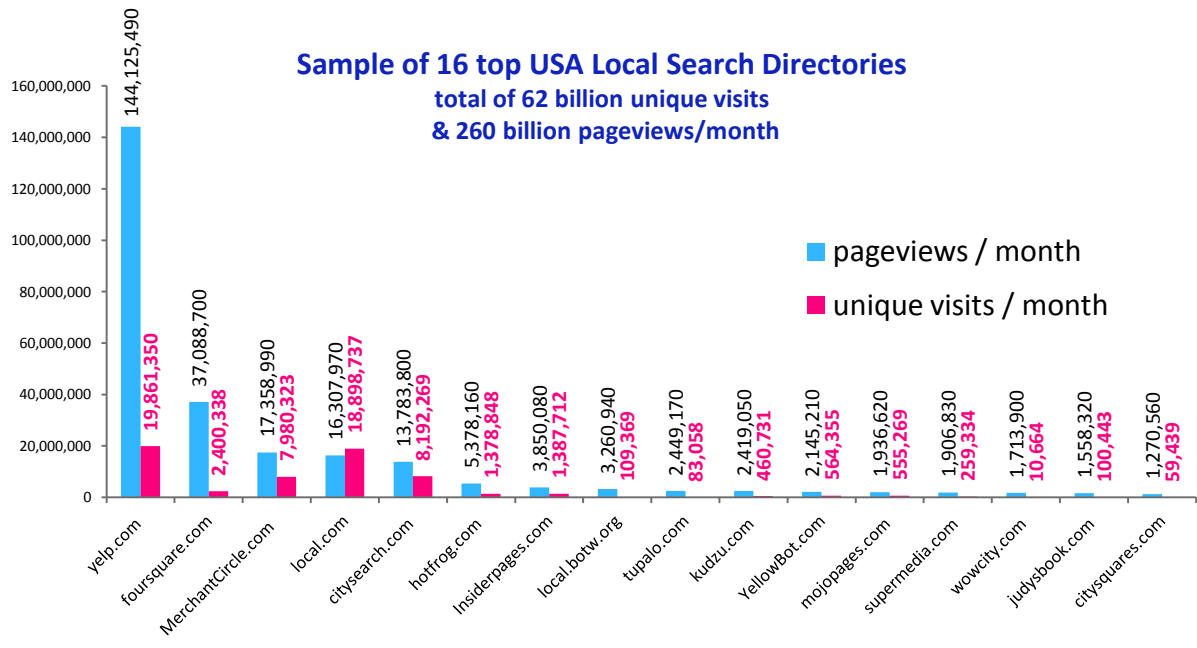
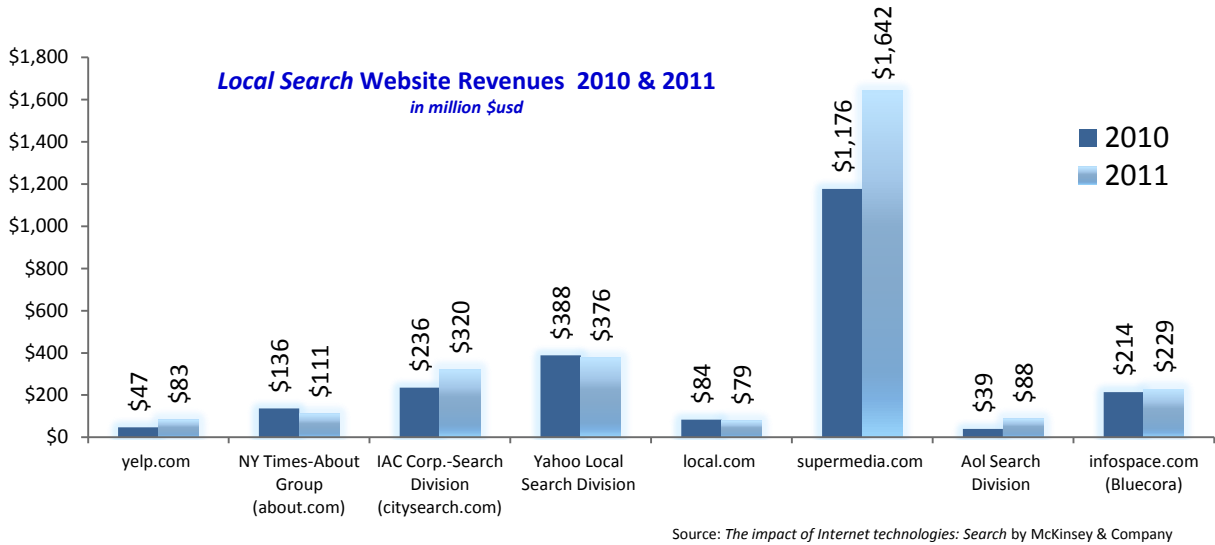
## The Local Search Ecosystem



# Online Local Search Directories

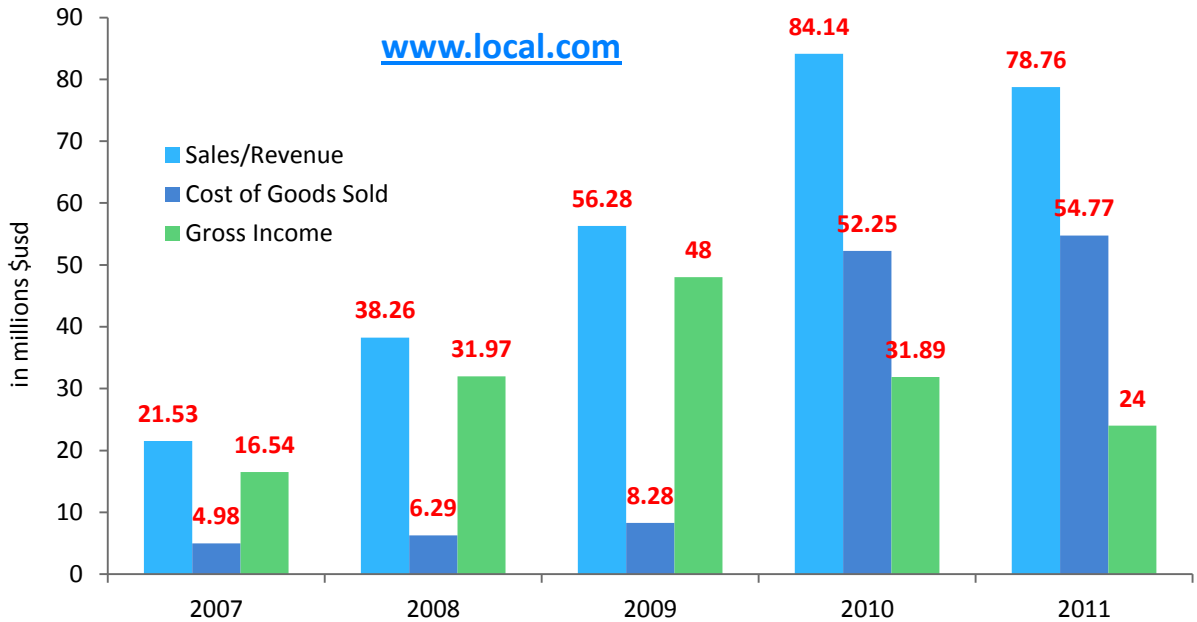
## Annual Revenue Growth / Monthly Traffic Stats

*Search helps customers, individuals, and organizations find information, products, and services that are relevant to their needs, and it helps those with something to offer locate the right audience or customers.*

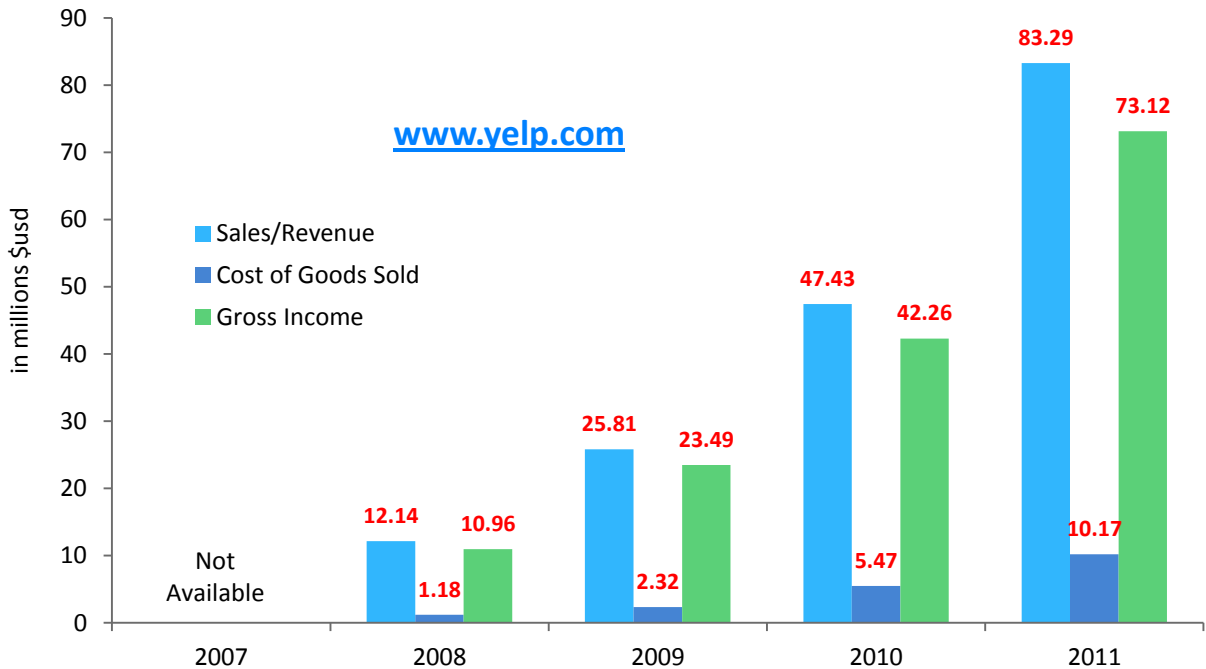


# Local Search Directory Website

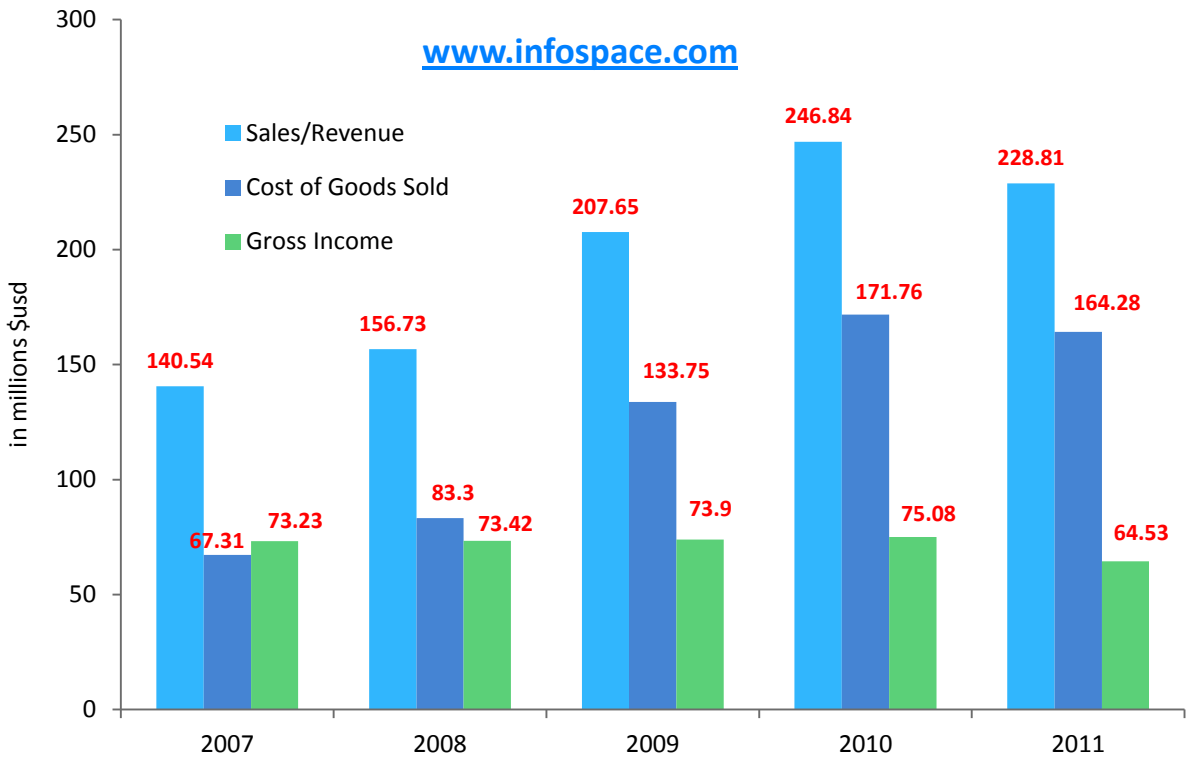
## Financials 2007-2011



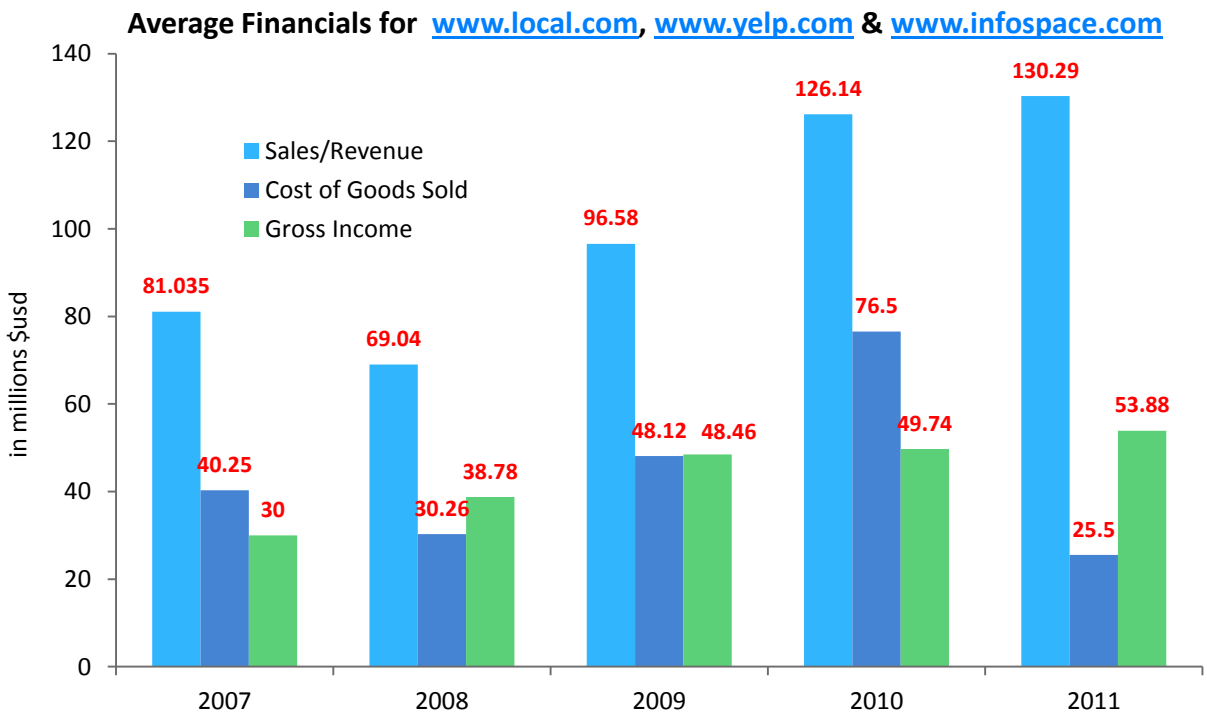
Source: [www.marketwatch.com](http://www.marketwatch.com)



Source: [www.marketwatch.com](http://www.marketwatch.com)



Source: [www.marketwatch.com](http://www.marketwatch.com)



Source: [www.marketwatch.com](http://www.marketwatch.com)

# Global Advertising Spending

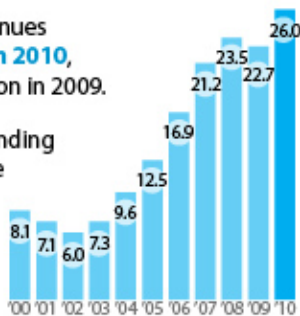
## How Agencies Are Spending Online Media Budgets

*"...the share of money going to Internet advertising is rising steeply, and the options for those dollars are multiplying and morphing just as quickly. And, since online ad spending is not yet keeping pace with Americans' time spent on the Internet, the upward trend in spending still has plenty of room to grow."*

### INTERNET ON THE RISE

U.S. online ad revenues were **\$26 billion in 2010**, up from \$22.7 billion in 2009.

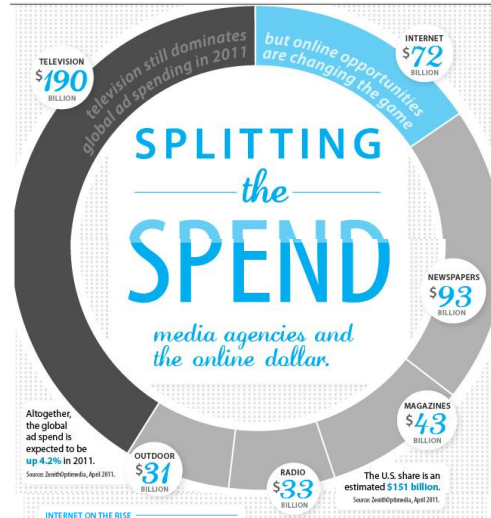
And online ad spending is anticipated to be **\$28.5 billion in 2011**.



Already, online revenue for 2011 Q1 was **up 23%** from the previous year, for the highest Q1 ever.

Source: May 2011 IAB Revenue Report, April 2011 eMarketer report

Source: Mashable Infographics/www.mashable.com



## Advertising on the Internet - An Ever-Expanding Revenue Source

*"Following the success of MySpace and Facebook, thousands of social-networking sites have popped up to cater to specific interests, backgrounds, professions and age groups..."*

*While such sites have fewer members than MySpace and Facebook, they form intimate communities of like-minded people.*

*Part of what is driving the development of these sites is advertising... Overall, ad spending on social-networking sites is expected to grow 75 percent next year, to \$2.1 billion, according to eMarketer, a research firm that tracks online advertising...*

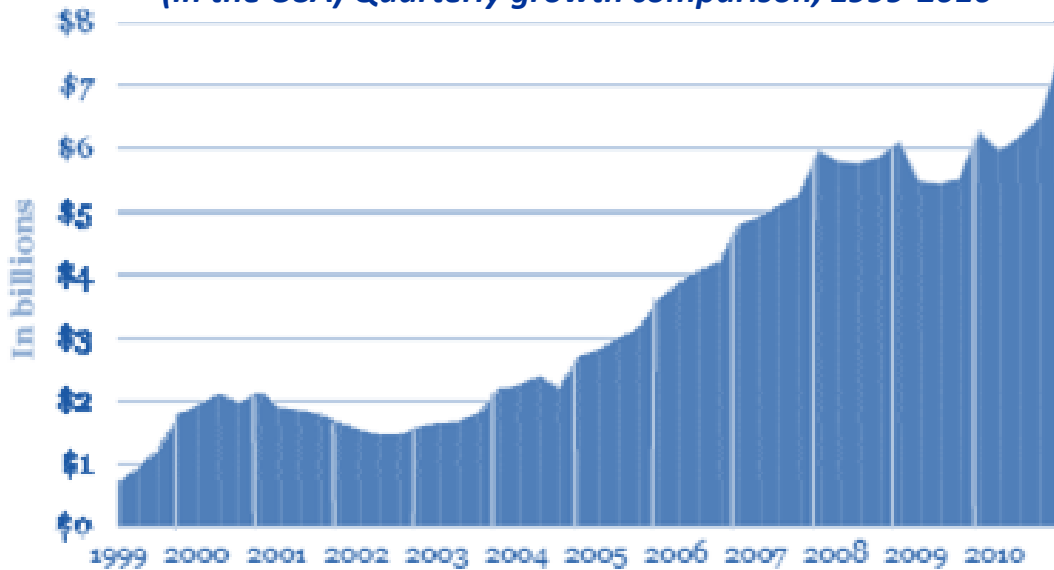
*smaller sites' share of that money is growing. Of the \$920 million spent this year to advertise on social networks, 8.2 percent went to niche sites, up from 7 percent in 2006, according to eMarketer. Next year, niche sites' share of ad revenue is expected to grow to 10 percent...*

*...also turning to niche networks, "where your ads are more meaningful -- those are the real gems," said Carrie Frolich...at MediaEdgeCIA... her clients, including Campbell's soup, Colgate-Palmolive, Paramount and Citibank, are willing to take a chance on smaller sites that could be more relevant to their products."*

Online Networking Goes Small, and Sponsors Follow, Washington Post, 2007

# Advertising Spending on the Internet

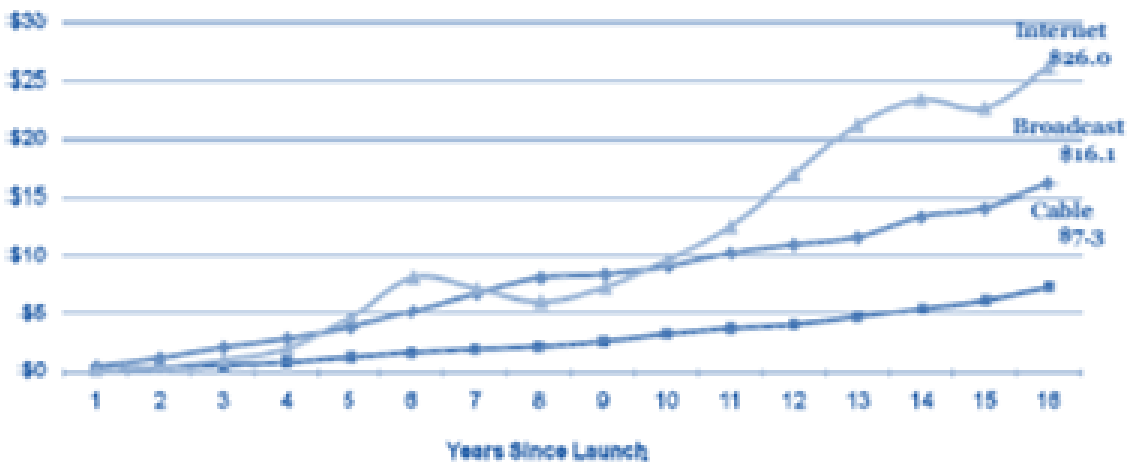
*A historical perspective of internet advertising  
(in the USA) Quarterly growth comparison, 1999-2010*



Source: IAB Internet Advertising Report 2010 By Price Waterhouse Cooper

## *Initial year growth comparisons – internet vs. broadcast and cable television (in the USA)*

Annual Advertising Revenue – First 16 Years (in billions) – Current Inflation-Adjusted Dollars



Source: IAB Internet Advertising Report 2009 By Price Waterhouse Cooper

# Local Search Advertising Revenues Will Continue to Climb

BIA/Kelsey's projected mobile local ad revenues represent a subset of overall U.S. mobile ad spending, which the firm forecasts to grow from \$5.96 billion in 2011 to \$9.92 billion in 2016. This puts locally targeted mobile ads at 41 percent of overall U.S. mobile ad spending in 2011, growing to 58 percent in 2016.

BIA/Kelsey

2012

Local Search Ad Revenue Growth



BIA/Kelsey

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Local Ad Spend: Five-Year Forecast

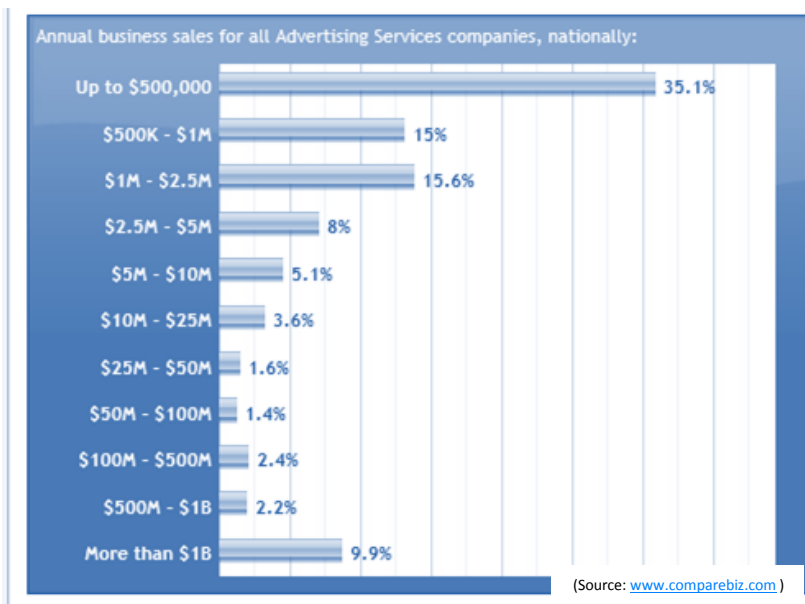


BIA/Kelsey

Digital revenues associated with traditional media (e.g., websites associated with local TV stations, local radio stations, newspapers and magazines) are included in the revenues for the traditional media, and are not included in Online/Interactive revenues above.  
\*ERP\* = Email, Reputation and Presence Management  
Note: Numbers are rounded.

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## Average Annual Business Sales for Local Search Websites in USA \$100M-500M/year





# Social Media Has Changed Advertisers Marketing Campaigns

*“When it comes to segmentation in today’s marketplace, there’s one audience that dominates purchasing across every brand category. Women... **Moms represent a powerhouse of spending and brand-building potential.**”*

Source: Fleishman-Hillard

*“Social media engagement.” It’s a phrase that generates a lot of buzz, but what does it actually mean? ...Liz Hawks, SVP and global co-chair of FH Moms Practice, explained it like this: “Engagement is speaking with her (in this case, Mom) where she is, when she is looking for info and in the way she is looking for it...Social media has completely changed our work, and when executed well, **it has positive implications for multiple divisions, from consumer insights to product development/innovation to marketing to corporate reputation.**”*

Source: Mashable / The Modern Media Agency Series  
- supported by IDG, by Heather Whaling, May 12, 2011

## Women account for 85% of all consumer purchases:

- 91% of New Homes
- 66% PCs
- 92% Vacations
- 80% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93 % OTC Pharmaceuticals
- 93% Food

Source: She-economy.com

# 10 Ways Brands Can Target Moms by Fusing Online Advertising and Social Media

"Most moms say online ads promoting products geared towards the family and home fall flat" and "Moms found these ads 'irrelevant or distracting'," but that "Online ads that offer product coupons, sales promotion codes and/or other incentives resonate better with moms." Other Burst Media findings highlight moms' reliance on social media, niche websites, and mobile devices... So, what's an advertiser to do? Here's a great list for starters.

- 1. Give Mom what she wants** - Attract Mom to your site or social media channels with ads offering coupon downloads, rebates, or sample requests. Encourage her to share these offers with her friends and contribute back to the community with product reviews, fun photos, and other comments.
- 2. Be a resource to moms** - Use social media to offer truly helpful and useful branded content like tips, ideas, advice, how-to videos, news, etc.
- 3. Build a community around your brand** - A branded community... can become the hub within which your mommy audience can congregate, ask questions of each other and/or experts, share information, and participate in informal research. Promote this community through your online and offline advertising.
- 4. Bring your branded social media efforts alive in your ads** - Not only do you want to incorporate social media into your brand, and your brand into your social media, but you can also literally pull some of these efforts into your online advertising. There have been a number of brands like Volvo and Juicy Juice that have pulled their live tweets into display ads.
- 5. Deliver a message that's cause-worthy** - According to 2010 Cone Cause Evolution research, 95 percent of American moms believe cause marketing is acceptable, 92 percent want to buy a product that supports a cause, and 93 percent are likely to switch brands because of the brand's support of a cause.
- 6. Cater to Mom's mobile lifestyle** - Mobile makes Mom's life easier, and advertisers have a huge opportunity to literally put their brand in Mom's pocket...or at least her pocketbook! Moms like branded apps that are truly useful and help save them time.
- 7. Put Mom in the driver's seat** - Let moms customize how they communicate with your brand. Make it *easy* for moms to connect with your brand on their own terms...
- 8. Keep moms entertained** - Multimedia rules Mom's world. She loves videos, digital games, and mobile apps that engage, assist, entertain, and inform her...plus a bit of "cool factor" doesn't hurt either.
- 9. Make it personal** - The Aberdeen Group found that a move from segmentation-based marketing to one-to-one personalization can improve conversion rates by 22% and customer retention rates by 60%.

## McCann Surveys How to Talk to Global Moms Online

Many moms use the internet to share and receive parenting tips, exchanging information in a "mom economy" where knowledge and credibility are currency, according to a global study.

"What they're looking for is means to broadcast themselves, so brands can help by offering either technology or services that help them show off what they know, share what they know..."

"We found that 67% of mothers globally think technology helps them be better mothers. In China, that goes up to 91%," Mr. McCaughan said. "In places like China and India, the world has changed so much and is so different from their own mothers' experience." Nearly 40% of moms surveyed said they write blogs at least occasionally. In China, that figure is 86%...

The bottom line: moms are social media power users - they are savvy, shrewd, and not likely to be as easily fooled by advertising gimmicks. Use social media and advertising together well, however, and you'll be pleased at the extended mileage you can get from your efforts... <http://adage.com/article/global-news/mccann-surveys-talk-global-moms-online/236208/>

## How to Advertise to Moms on the Internet

The mom demographic is one of the most important target markets when it comes to advertising. To reach them online, you have to find out what sites they are visiting, analyze what this means to your product and develop an effective message. The best benefit of online advertising is that it can reach the most people in the quickest, most inexpensive way. [http://www.ehow.com/how\\_5942409\\_advertise-moms-internet.html](http://www.ehow.com/how_5942409_advertise-moms-internet.html)

## A Marketer's Guide to Reaching Moms on Mobile

### How do moms use their smartphones?

- To look up directions to a specific location
- To check and update social media
- To research products and information on the go

Moms have their smartphones with them almost constantly. However, most often moms use them on the go when they're in between locations, such as waiting to pick up their kids or in line at the store.

### How do moms use their tablets?

- To access information and content
- To make a purchase
- To download games and educational content for their kids

The majority of tablet usage is done at home, often replacing the laptop.

The ease of use and portability make tablets

<http://www.punchbowl.com/trends/thanks/a-marketers-guide-to-reaching-moms-on-mobile>

# **The Market Global Expatriates**



## **Global Expats Spending Habits**

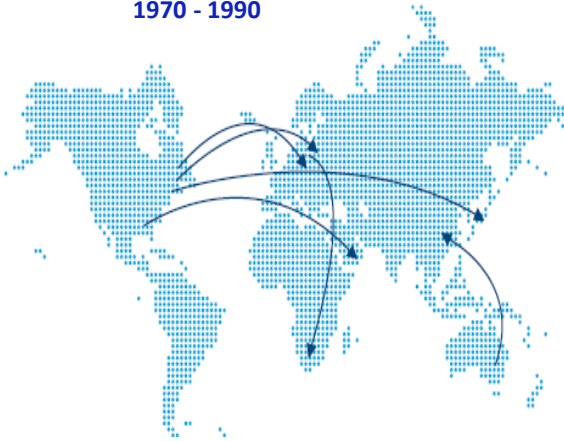


**Reaching  
Expats Markets through  
[www.global-xpats.com](http://www.global-xpats.com)**

# The Market – Global Expatriates

## Three Eras of International Assignments

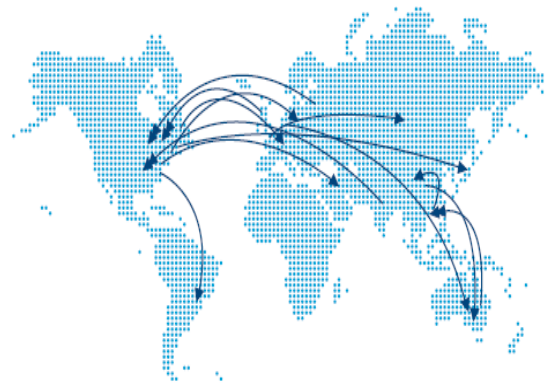
1970 - 1990



*“International assignments are mostly driven by large multinationals base in the US and Europe. These organizations send talent from the HQ country out into the field to manage operations in other parts of the world. Many assignments are from the US into Europe, but oil and gas, mining, and other industries dependent on natural resources regularly send staff to more far flung destinations. Assignee are usually sent off for a two-to-five year period and are incentivized with attractive expatriate packages.”*

1990 – 2010

*“Demand for global mobility of talent increases as new markets emerge for companies to sell their products and services, and also manufacture their goods at lower cost. Offshoring gathers pace. A new breed of mobile worker emerges alongside the expatriate and meets the globalisation demand through commuter, rotational, and technology-enabled virtual assignments. The flow of talent is still predominantly from West to East or intracontinental, but companies begin to tap into a rich talent pools in emerging markets, particularly India.”*



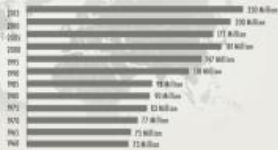
2020



*“Global mobility continues to grow in volume. Within the context of closely aligned international regulatory frameworks, the growth of cross-border acquisition by sovereign wealth funds, lingering public investments in private business concerns, greater security cooperation between nations, and information technology that can identify and connect talent in an instant, global mobility becomes part of the new normal. Mobility of talent is fluid. For example, a Chinese company may engage a European team to manage an investment in Africa.”*

# EXPAT POPULATION OF THE WORLD

The United States of Expatriates



Total number of expats  
**230 MILLION**

5th largest imaginary country in the world

IF ALL THE EXPATS WERE TO FORM A HUMAN CHAIN, THEY WOULD CIRCLE THE EARTH ONCE, A DISTANCE OF 40,000 KM OR NEARLY 25,000 MILES!

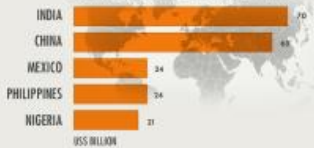


49% OF EXPATS WORLDWIDE ARE WOMEN

## \$440 BILLION - ESTIMATED REMITTANCES SENT BY EXPATS



TOP RECIPIENT COUNTRIES OF EXPAT REMITTANCE



## WORLD EXPAT POPULATION

POPULATION OF BIG COUNTRIES LIKE RUSSIA/GERMANY/BRAZIL



## TOP 5 COUNTRIES WITH HIGHEST SHARE OF EXPATS IN TOTAL POPULATION:



EXPATS ACCOUNT FOR 13% OF THE POPULATION IN OECD COUNTRIES, I.E., 1 IN EVERY 10 PERSONS IS AN EXPAT.



Expats make up 3.1% of global population

ONE EXPAT MOVES ABROAD EVERY 44 SECONDS, I.E., IN THE TIME TAKEN TO READ THIS INFOGRAPHIC, 6-7 EXPATS WOULD HAVE MOVED ABROAD!

Sources: [www.worldbank.org](http://www.worldbank.org), [www.oas.org](http://www.oas.org), [www.ubbe.honolulua.gov](http://www.ubbe.honolulua.gov), [www.expatsinformation.org](http://www.expatsinformation.org), [www.wfpedia.org](http://www.wfpedia.org), [www.imsr.it](http://www.imsr.it), [www.ecs.seg.org](http://www.ecs.seg.org), [www.census.gov](http://www.census.gov)

Resources & Inspiration:

[www.international.org](http://www.international.org), [www.globalaid.com](http://www.globalaid.com), [www.immigration.ca/uk/expat](http://www.immigration.ca/uk/expat), [www.expallious.com](http://www.expallious.com), [www.expatriation.com](http://www.expatriation.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com), [www.expats.com](http://www.expats.com)

# Who are the Expats?

**214 million globally mobile citizens in 2010, expected to grow to 405 million in 2050**

**53.5 million expats**

**Four basic groups of globally mobile citizens**

- 1. Expat employees from the private and public sectors; unemployed partners of expats (Trailing Spouses); Third Culture Kids (TCK); highly educated, upper-middle class immigrants; expat entrepreneurs & young professionals; expat retirees;**
2. International students and recent college grads; young, single professionals
3. Jet-Set, Rich and Famous (ie. Michael Douglas /Catherine Zeta- Jones, Brad Pitt/Angelina Jolie, George Clooney, etc.)
4. Low-income immigrants

The target markets of [www.global-xpats.com](http://www.global-xpats.com) are composed of the 1<sup>st</sup> group, **a market of over 53.5 million expatriates.**

The challenges of this group is distinctly different from those of the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> groups due to their different income levels and life-styles.

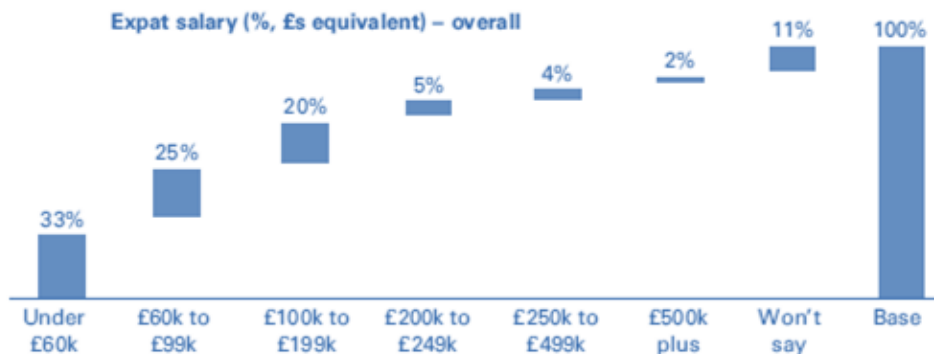
**The principle target market will be expat homemakers as they are the primary decision-makers in family consumer spending.**

## Income Levels of Expats

**Global Gross Expat Incomes = \$1.8 Trillion usd\*/year**

*\*based on an average salary of \$140,000usd/yr of 12.5 million expat households*

*“Expat salaries are generally good, with at least 31% of expats earning more than £100,000 (\$162,000 usd) per annum and more than half earning over £60,000 (\$98,000 usd) annually.”*



Source: Expat Explorer Survey 2008 by HSBC Bank International



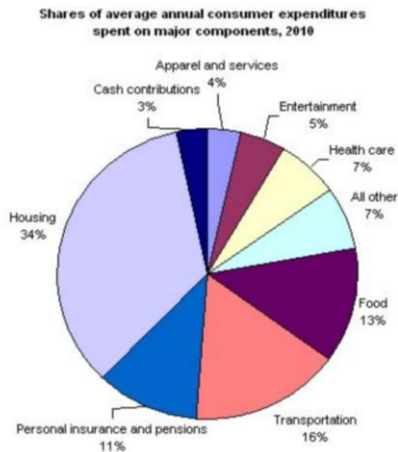
# Global Household Spending in Expat Markets

## International Relocations

53.5 million people / 13 million households

Income of \$1.8 trillion / year

Expats spend 43% more than the average consumer



Source: Consumer Expenditures Survey, Bureau of Labor Statistics

## Expat families & employers spend :

➤ \$1.125 trillion/year on consumer-goods

➤ \$525 billion/year on housing

➤ \$252 billion/year on insurance-pension

➤ \$200 billion/year on transportation

➤ \$150 billion/year on travel

➤ \$123 billion/year on healthcare

➤ \$10-20 billion/year on education

➤ \$ billions/year on international relocation

## Intra-national Relocations

238.5 million people / 57 million households

Income of \$6 trillion / year

Additional Markets for [www.global-xpats.com](http://www.global-xpats.com)

While Global Expats, LLC specifically targets expatriate families/*trailing spouses* in its image branding, the information it offers is useful to people moving inside their own country as well as internationally.

The UN Development Program (UNDP) estimates intra-national migration to be 740 million\* with approximately 185 million at higher income levels, therefore the actual market for [www.global-xpats.com](http://www.global-xpats.com) is 238.5\*\* million people or 57 million households around the world.

Aggregate annual income of this market is **\$ 8 trillion usd**; with them spending \$3.2 trillion/year on consumer goods, \$2.7 trillion/year on housing, \$880 billion on insurance/pension plans, \$800 billion on transportation, \$560 billion on healthcare, \$400 billion on education, \$400 billion on travel, and hundreds of billions on relocations.

\*<http://www.ipsnews.net/2009/10/development-migrants-give-more-than-they-take-says-un/>

\*\* $(740,000,000 + 214,000,000 \text{ people}) \cdot 25 \times .24 = 57,000,000$  million households (assuming  $\frac{1}{4}$  of population w/ annual income of \$140,000 & medium family size of 4.2)



# Expatriate Employees Demographic Trends 2010

## Large Disposable Income High Consumer Spending

### AGE

- 9% are between the ages of 20-29 years
- 32% between 30-39
- 40% between 40-49
- 16% between 50-59

### MARITAL / FAMILY STATUS

- 70% married
- 47% have accompanying children

### SPOUSE / PARTNER EMPLOYMENT STATUS

- 50% employed before assignment
- 9% employed on assignment

Source: Global Relocation Trends - 2010 Survey Presentation by Brookfield Global Relocation Services

## Family Consumer Spending Women & Moms Dominate the Market !

*“Globally, women consumers control \$20 trillion in consumer spending. They make the final decision for buying 91 percent of home purchases, 65 percent of the new cars, 80 percent of health care choices, and 66 percent of computers...”*

Source: **Women Dominate The Global Market Place; Here Are 5 Keys To Reaching Them** by Susan Fabry, a Senior Design Strategist at Continuum and the leader of Continuum's Women & Children Group

*“...Women are definitely driving consumer spending. But you know which target demographic I think is ripe for the picking? **Mamas! Moms are consumers. They make decisions for their families every single day. They are the key to many products success...**”*

Source: **SH Economy: Women and Moms Drive Consumer Spending** by Robin Ernst, Thrive Advertising Co.

*“If you truly understood the role women want your brand to play in their life, all of your efforts would focus on informing them as consumers... Seventy-eight percent of women in the US use the Internet for product information before making a purchase and 33% research products and services on-line before buying offline.”*

Source: **The Six Costliest Mistakes You Can Make in Marketing to Women**  
By Andrea Learned and Lisa Johnson, cofounders of ReachWomen LLC,

# Marketing to Expats

## Why On-line Advertising?

Expats are unfamiliar with local consumer markets. They need a variety of consumer products and services upon their arrival, but are unfamiliar with the companies who provide them and where they are located. Often they do not speak the local language so traditional promotional campaigns (television, periodicals and out door advertising) are ineffective in reaching them.

### On-line advertising with [www.global-xpats.com](http://www.global-xpats.com) offers several advantages to company's marketing and sales campaigns:

- Prospective consumers have not yet developed brand loyalty.
- Companies can reach their target-markets before the expat arrives in their host country.
- Consumer spending by expats is particularly high during their installation. They need housing, automobiles, household furniture and appliances, clothing, school supplies, electrical and electronic equipment, food supplies and leisure-activities.
- In building an on-line expat community Global Expats will tap into current Internet users, as well as develop aggressive out-reach campaigns with HR departments, international relocation companies, international schools, trailing spouse associations, and local expat communities.

## Expats Rely Heavily on Social Media Networks

*“While this new technology is helpful to all travelers, it has a particular benefit to expats. Networking can not only help you keep in contact with those back home, but can help to replace or rebuild support systems and become established in a host country. Benefits range from setting up business contacts to finding a trusted babysitter to just making friends. People are connecting on a whole new level- where leaving home, no longer means you completely left.”*

Source: Social Network Keeps Expats Connected, EasyExpat.com

*“Expats are also likely to be taking advantage of increasingly popular social media tools such as Twitter, Skype and Facebook that make contacting loved ones while abroad cheaper and easier to do.*

Source: “ExpatExpert.com / AMJ Campbell International Relocation “Family Matters!” Survey”

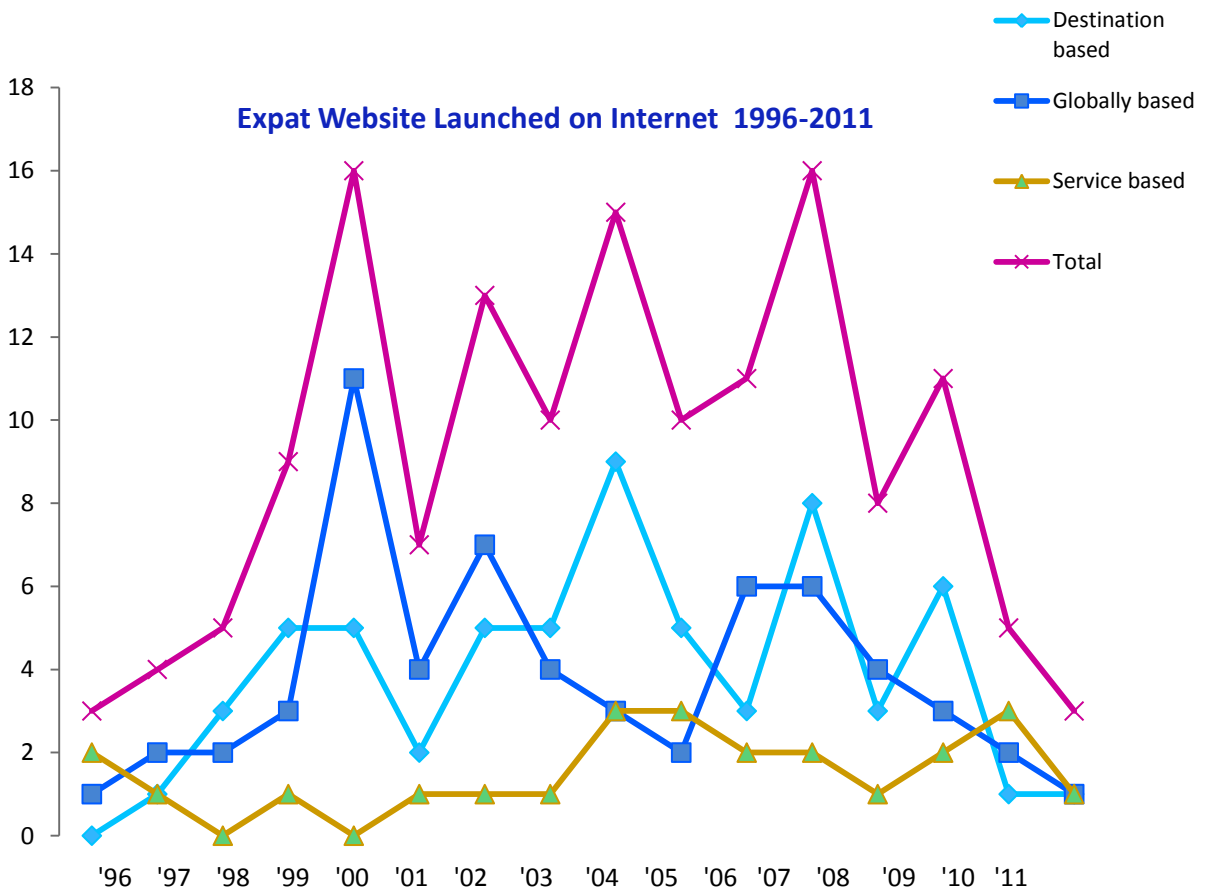
## Expats & Social Media Information and Networking

*“In planning their move abroad, most respondents found books (58%) and exploratory visits (63%) most useful... Specific expat information sites however were rated as useful by 45% of participants... After arrival, the key resources... were personal contacts in the expat community (74%) and connections with local people (73%).”*

Source: ExpatArrivals.com

*“ I don’t trust HR and would not want to rely on them (6 moves so far all in different countries, 5 continents). I found out all the information on expat websites.”*

Source: “Family Matters!” Survey by Expat  
Expert.com/ AMJ Campbell International Relocation

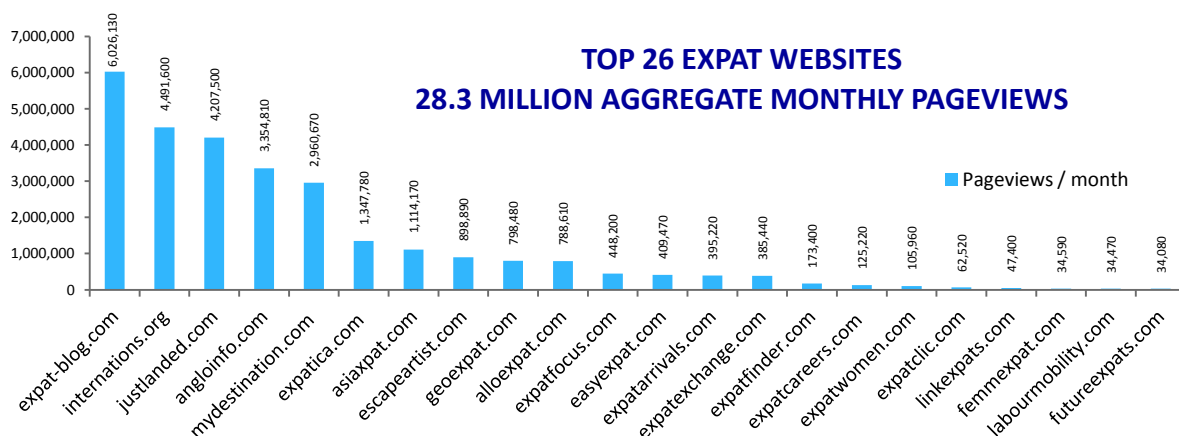


## The Competition – Expat Websites

*“The best way for future expatriates to prepare for their time abroad is to get as much information about their host country as possible. Thanks to the Internet this information is now much easier to come by than only a decade ago.”* Source: Living Abroad by Volker Poelzl

*“I found that there’s a ton of information about different regions, countries and cities of the world... **What I haven’t found is basic information on how to accomplish your overseas move, and how to support yourself once you arrive.**”*

Source: FutureExpats.com by Susanna Perkins



Global Mobility Trade Magazine		
<a href="http://expatica.com">expatica.com</a>	Monthly pageviews 1,347,780	Global platform with a Trade Magazine format. Targets the expat employee, expatriate professionals and executives.
<a href="http://asiaxpat.com">asiaxpat.com</a>	1,114,170	Regional (Asia) platform with a Trade Magazine platform. Targets expat professionals and executive communities of Asia.
Women's Magazine		
<a href="http://expatwomen.com">expatwomen.com</a>	105,960	Global platform with a Women's Magazine format, targeting expat women.
<a href="http://expatcltc.com">expatcltc.com</a>	62,520	Global platform with a Women's Magazine format, targeting expat women.
<a href="http://femmexpat.com">femmexpat.com</a>	34,590	Global platform with a Women's Magazine format, targeting French speaking expat women.
Blogs		
<a href="http://expat-blog.com">expat-blog.com</a>	6,026,130	Global platform with a blogging portal format.
<a href="http://futureexpats.com">futureexpats.com</a>	34,080	Global platform with a blogging portal format, and retail online outlet for expat travel guides, targeting young professionals, families and retirees.
Networking		
<a href="http://internations.org">internations.org</a>	4,491,600	Global platform with a Networking format targeting young, single expat professionals.
<a href="http://linkexpats.com">linkexpats.com</a>	47,400	Global, networking platform.
Online Job Search		
<a href="http://expatcareers.com">expatcareers.com</a>	125,220	Global platform with an online job-search model targeting young professionals.
<a href="http://labourmobility.com">labourmobility.com</a>	34,470	Global platform with an online job-search model targeting young professionals.

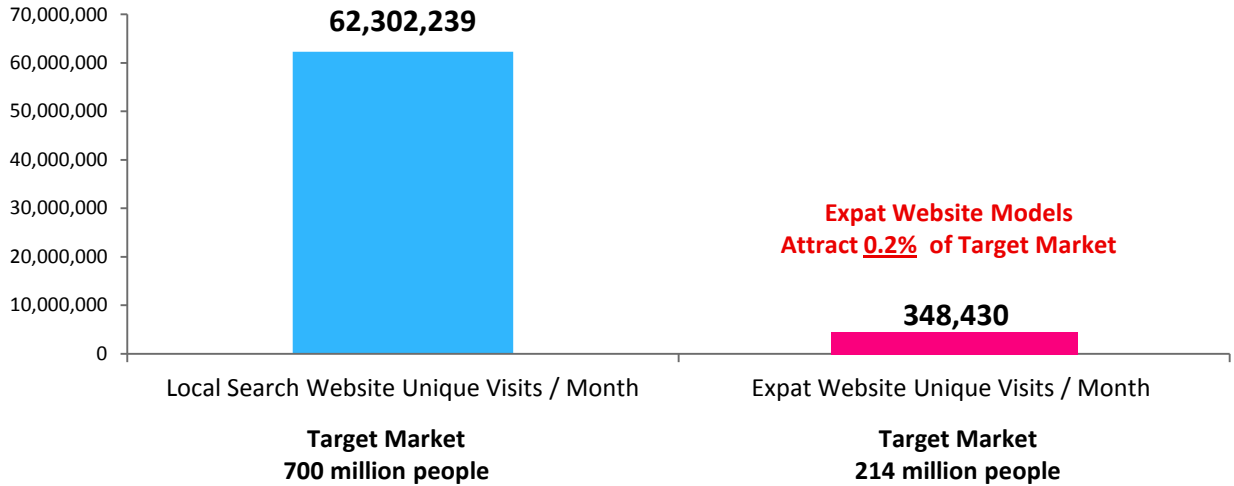
Travel Magazine		
<a href="http://justlanded.com">justlanded.com</a>	4,207,500	Global platform with a Travel Magazine format targeting young, single expat professionals and immigrants.
<a href="http://angloinfo.com">angloinfo.com</a>	3,354,810	Global platform, using a franchise business model with a Travel Magazine format targeting young, single expat professionals, expat families and retirees.
<a href="http://escapeartist.com">escapeartist.com</a>	898,890	Global platform with a Travel Magazine format, targeting young, single professionals, families and retirees.
<a href="http://geoexpat.com">geoexpat.com</a>	798,480	Regional (Asia) platform with a Travel Magazine format, targeting young, single professionals, families and retirees.
<a href="http://alloexpat.com">alloexpat.com</a>	788,610	Global platform with a Travel Magazine format, targeting single professional expats.
<a href="http://expatfocus.com">expatfocus.com</a>	448,200	Global platform with a Travel Magazine format, targeting young, single professionals, families and retirees.
<a href="http://easyexpat.com">easyexpat.com</a>	409,470	Global platform with a Travel Magazine format, targeting young, single professionals and immigrants.
<a href="http://expatarrivals.com">expatarrivals.com</a>	395,220	Global platform with a Travel Magazine format, targeting single, young professional expats, families & retirees.
<a href="http://expatexchange.com">expatexchange.com</a>	385,440	Global platform with a Travel Magazine format, targeting single, young professional expats, families & retirees.
<a href="http://expatfinder.com">expatfinder.com</a>	173,400 Monthly pageviews	Global platform with a Travel Magazine format. Targets the expat employee, expatriate professionals and executives.

# Traffic Rates Compared

## Local Search vs. Expat Websites

Local Search Models Attract  
9% of Target Market

Expat Website Models  
Attract 0.2% of Target Market



# Profitability of Traffic Rates

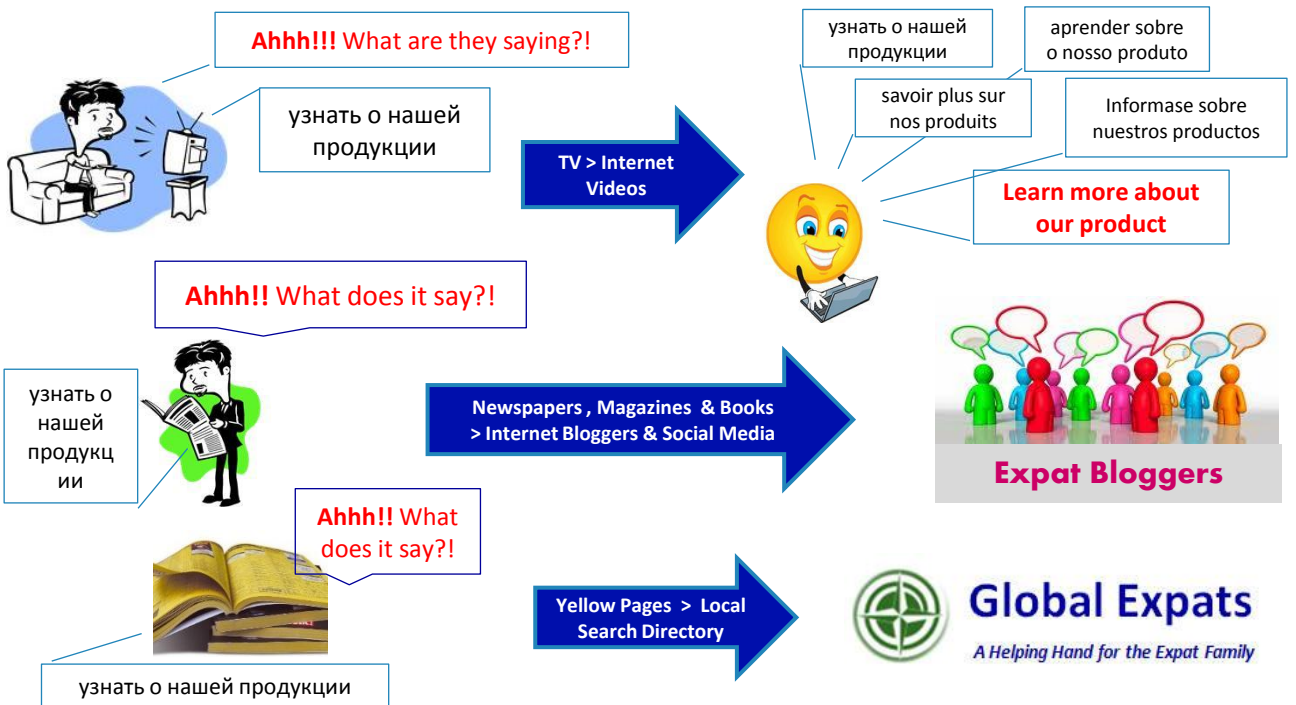
## Local Search & Networking Website Compared

	Ratio of Pageviews to \$1usd of Revenue
<b>Networking Websites</b>	
<a href="https://www.facebook.com">facebook.com</a>	65
<a href="https://www.linkedin.com">linkedin.com</a>	358
<a href="https://twitter.com">twitter.com</a>	328
<b>AVERAGE</b>	<b>250</b>
<b>Local Search Websites</b>	
<a href="https://www.yelp.com">yelp.com</a>	21
<a href="https://www.local.com">local.com</a>	2
<a href="https://www.supermedia.com">supermedia.com</a>	0.14
<a href="https://www.infoSpace.com">InfoSpace.com</a>	1.09
<b>AVERAGE</b>	<b>6.05</b>

# Online Local Search Communities



## Evolution of Information Distribution & the Expat Family





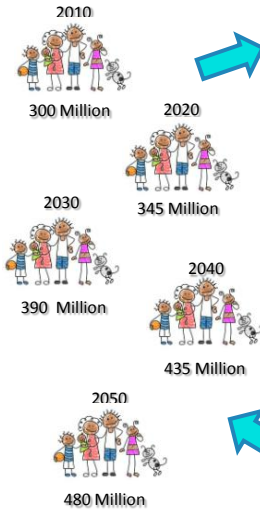
# The [www.global-xpats.com](http://www.global-xpats.com) Ecosystem

## CAPTURING NEW MARKETS/AUDIENCES

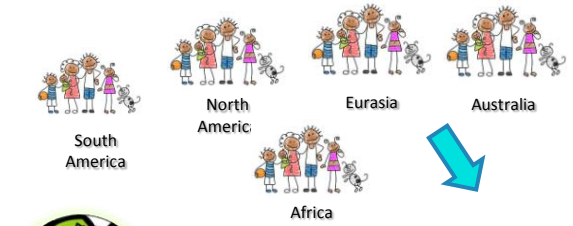
- SEO
- Social media marketing
- Global Expats, LLC \*  
local chapter activities
- Out-reach to expat employers
- Out-reach to relocation & moving companies
- Out-reach to global vendors
- Out-reach to expat clubs, associations & websites
- Out-reach to intl. schools
- Out-reach to local communities
- Out-reach to consulates & foreign commerce depts.
- Out-reach to expat & global mobility trade shows
- Conferences on expat issues, social development & violence prevention

## NEW COMMUNITIES

Traffic rates growing by 300M+ new consumers /yr



## [www.global-xpats.com](http://www.global-xpats.com) EXISTING COMMUNITIES



REVENUE

## REVIEWS



Mom reviewed **McLean Realty**

Jane was so helpful, & really listened to what we needed. She found us the perfect home.



Dad reviewed **Santa Fe Country Club**

The golf course are great. The tennis courts need work, but the squash courts are good.



Sue reviewed **Fairview School**

My new school is awesome. The teachers are really cool, & the other kids are great.



Tad reviewed **Fair Oaks soccer club**

My new soccer club is so much fun. The coach is so cool & nice. I am learning a lot.

## The Global Mobility Industry

*It is most often defined by what it does: helping employees move around the world.*

<http://www.worldwideerc.org/Resources/MOBILITYarticles/Pages/1010-sullivan.aspx>

Problem #1 for expat **EMPLOYER** is the adaptation of the **FAMILY** of my **EXPAT EMPLOYEE!**  
**HELP...!!!**

But, what can we do? We assist the **EMPLOYER & EMPLOYEE** not their family?

Send **EXPAT FAMILIES** to **GLOBAL EXPATS/** [www.global-xpats.com](http://www.global-xpats.com). We provide all the info., activities, networking, and assistance they need.

We also offer a wide variety of sponsor **ADVERTISING** opportunities for **EXPAT EMPLOYERS, RELOCATION COS., & GLOBAL VENDORS** who wish to support our efforts.



Expat Employers from Private & Public Sector



HR Depts, Relocation Companies & Global Vendors



**GLOBAL EXPATS EMPLOY**  
**EXPAT ACCOMPANYING SPOUSES**

Solving the dual-career challenge as well as adaptation of expat family

## Business Profile of Company Listing

### Carrefour



Category: Supermarket

902 202 000  
<http://www.carrefour.es/>

[Edit Business Info](#) [Work Here? Claim This Business](#)

[Send to Friend](#) [Bookmark](#) [Write a Review](#)



Reviews for Carrefour: [English](#), [Spanish](#), [French](#)

[Search Reviews](#)

#### About this Business *Provided by business*

Carrefour hypermarkets are large stores offering a wide range of food & non-food items, low prices & targeted promotions: the ideal store format for anyone doing a major shopping trip.



Mom

This is a really good supermarket where you can find everything. They have a good selection of produce, excellent seafood department, & home maintenance supplies. They also have a great cookware section, dining items, & kitchen utensils, as well as electronics & electrical appliances. You can also find a good selection of clothing for the entire family, toys for all ages, & all sorts of things for babies & toddlers. Additionally, it is conveniently located in a shopping center with all sorts of stores. A one stop-shopping delight. And, to boot they have a travel agency & gasoline station!!

## User Profile of Audience

[Profile Home](#) [Reviews](#) [Tips](#) [Shopping List](#) [Friends](#) [Calendar](#)

**Mom**

Recent Reviews [1 Reviews](#)

Filter by: [> Location](#) [> Category](#)

**Carrefour**  
Category : Supermarket  
calle Moreras, 2  
28222 Majadahonda  
902 202 000

**500 Friends**

[More >>](#)

**Groups**

<a href="#">Cooking Club</a>	<a href="#">Kids Playgroup</a>
<a href="#">Cultural Visits</a>	<a href="#">Action Committee</a>

[Send to a friend](#) [Recommend](#) [Bookmark](#)

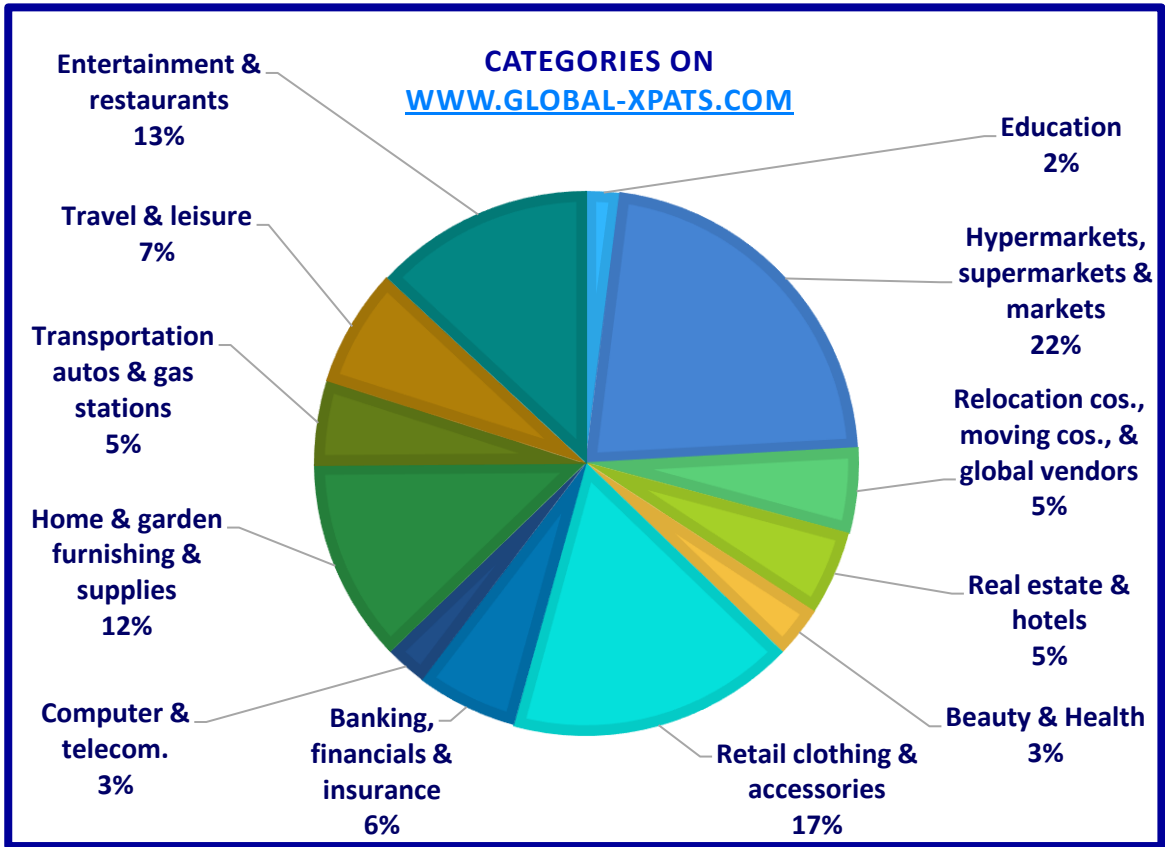
## Word of Mouth Advertising – How & Why It Works

When people first hear about BzzAgent, some argue that it can't possibly work. People don't just spontaneously mention products in everyday conversations, they protest it just wouldn't seem natural.

But what most people don't realize is that they naturally talk about products, brands, and organizations all the time. Every day, the average American engages in more than sixteen word-of-mouth episodes, separate conversations where they say something positive or negative about an organization, brand, product, or service. We suggest restaurants to coworkers, tell family members about a great sale, and recommend responsible babysitters to neighbors. American consumers mention specific brands more than 3 billion times a day. This kind of social talk is almost breathing. It's so basic and frequent that we don't even realize we're doing it.

... Not only was the product good, it was so good I simply had to tell others about it. I mentioned Silk almond milk to a friend who don't drink regular milk and gave them coupons to try it themselves. Not because I had to. No one was looking over my shoulder to make sure I talked. I just liked the product and thought others might as well.

And this is exactly why BzzAgent and other word-of-mouth marketing firms are effective. They don't force people to say nice things about products they hate. Nor do they entice people to insert product recommendations artificially into conversations. BzzAgent simply harness the fact that people already talk about and share products and services with others. Give people a product they enjoy, and they'll be happy to spread the word.



## Vertical vs. Horizontal Marketing on the Internet

[www.global-xpats.com](http://www.global-xpats.com)

### Business listings

Horizontal Approach



- Relocation cos., moving cos., & global vendors
- Real estate & hotels
- Education
- Banking, financial services & insurance
- Healthcare
- Supermarkets and consumables
- Household & personal products
- Retail clothing & accessories
- Computer & telecommunications
- Home & garden furnishing & supplies
- Transportation, automobile & gas stations
- Travel, leisure, & sports
- Arts, entertainment & restaurants
- Utilities

### Audience

Vertical Approach



**International & intra-national relocating families with income of \$100-\$400,000 /yr. & an average of 2-3 kids.**

### Competitor local search directories

ie. [www.yelp.com](http://www.yelp.com), [www.citysearch.com](http://www.citysearch.com), [www.local.com](http://www.local.com), etc.

### Business listings

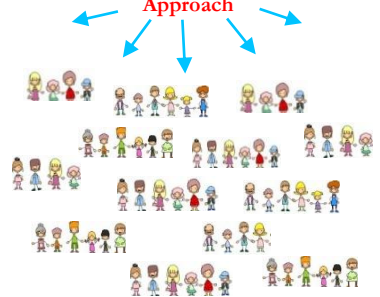
Vertical Approach



- Home & local services
- Travel, leisure, & sports
- Retail clothing & accessories
- Arts, entertainment & restaurants

### Audience

Horizontal Approach



**Age?? Income?? Lifestyle??  
Spending habits?? Kids/no kids??**

# Global Target Audience

High income Families & Consumers Around the World

## International Relocating Families

**2010**

53.5 MILLION PEOPLE - 13 MILLION HOUSEHOLDS  
INCOME OF \$1.8 TRILLION / YEAR

**2050**

130 MILLION PEOPLE - 25 MILLION HOUSEHOLDS  
INCOME OF \$3.5 TRILLION / YEAR



## Intra-national Relocating Families

**2010**

238.5 MILLION PEOPLE - 45 MILLION HOUSEHOLDS  
INCOME OF \$6 TRILLION / YEAR

**2050**

350 MILLION PEOPLE - 66 MILLION HOUSEHOLDS  
INCOME OF \$9.3 TRILLION / YEAR

**INTERNATIONAL & INTRA-NATIONAL RELOCATING FAMILIES SPEND 43% MORE THAN THE AVERAGE CONSUMER**

**2010**

**300 million consumers – Income of \$7.8 trillion**

### Consumer Spending

**\$3.2 TRILLION ON CONSUMER GOODS**

**\$2.7 TRILLION ON HOUSING**

**\$880 BILLION ON INSURANCE & FINANCIAL SERVICES**

**\$800 BILLION ON TRANSPORT**

**\$560 BILLION ON HEALTHCARE**

**\$400 BILLION ON EDUCATION**

**\$400 BILLION ON TRAVEL EXPENSES**

**\$100 BILLION RELOCATION EXPENSES**

**2050**

**480 million consumers – Income of \$15.3 trillion**

### Consumer Spending

**\$6.3 TRILLION ON CONSUMER GOODS**

**\$5.3 TRILLION ON HOUSING**

**\$1.73 TRILLION ON INSURANCE & FINANCIAL SERVICES**

**\$1.6 TRILLION ON TRANSPORT**

**\$1.1 BILLION ON HEALTHCARE**

**\$800 BILLION ON EDUCATION**

**\$800 BILLION ON TRAVEL EXPENSES**

**\$200 BILLION RELOCATION EXPENSES**

## Target Advertiser & Sponsors

### Providers of Goods & Services

HEALTH & MEDICAL CARE  
EDUCATION  
REAL ESTATE & HOUSING  
TRANSPORTATION  
CLOTHING & ACCESSORIES  
SPORTING GOODS  
ELECTRICAL & APPLIANCE  
FOOD & BEVERAGE  
FOOD SERVICES  
GASOLINE STATIONS  
GENERAL MERCHANDISE  
BUILDING MATERIALS & GARDEN  
HOME FURNISHINGS

### Global Vendors

RELOCATION COMPANIES  
MOVING COMPANIES  
COACHES & ADVISORS  
LANGUAGE INSTRUCTION



### Expat Employers

BANKING  
CAPITAL GOODS & DIVERSIFIED FINANCIALS  
INSURANCE  
CONSUMER DURABLES  
DRINK & FOOD PROVIDERS  
HOTELS & RESTAURANTS  
LEISURE  
HOUSEHOLD & PERSONAL PRODUCTS  
RETAILING  
BUSINESS GOODS & SERVICES  
OIL & GAS  
MEDIA  
TECHNOLOGY HARDWARE & EQUIPMENT  
TELECOMMUNICATIONS SERVICES  
TRANSPORTATION  
UTILITIES  
SOFTWARE & SERVICES



**300+ MILLION NEW RELOCATING FAMILIES PER YEAR**

## Overview

- Build an on-line communities which provides practical support and assistance to expatriated families of all nationalities.
- Initial languages: English, French, and Spanish.
- Free Directories of carefully selected products and services needed by the expatriated families during their stance abroad.
- Country/city (destinations) content-managed by expatriated spouses/homemakers living in host country.
- Free social networking section where expat families may find “lost” friends, make new ones, and keep in contact with family and friends around the world.
- Destination-by-destination Expat Survival guidebooks (available on-line & paperback).
- Free articles related to living abroad and global challenges.
- Free on-line cookbooks, promoting worldwide culinary traditions as well as nutrition, menu plans and entertaining.
- Free country-by-country General Facts and Q & A sections

## Directories Section

- Country-by-country directories for every country in the world. Larger countries divided into regions or cities (ie. Spain / Madrid, Barcelona, Costa del Sol, Costa Brava.)
- Comprehensive directories (“local search” model ) compiled of companies offering the products and services needed by families around the world.
- Database of the name, addresses and contact information of the product and services people need in their daily lives, concentrating on neighborhoods where the targeted expats live. Initial worldwide data-base consists of 200,000 listings with final data-base estimated at 50 million.
- Each category and subcategory (ie. Education/Pre-schools) contains helpful hints or links to related articles.
- Revenues will be generated by Sponsor and Banner Ads; AdWords; Androids; descriptive texts, email inclusions, web links, video ads, and newsletters.

Logged in as Quenby Wilcox | Administration | Account

**Global Expats**  
A Helping Hand For The Expat Family

Your region is set to (Change)

Home | Region Home | Directory | Articles | Documents

Home

Wide Skyscraper Ad

**It is with great pleasure that we announce the launching of Global Expats' new website, www.global-xpats.com (previously www.global-expats.com).**

While we are constantly adding to our data-base, for the moment in our Directories you will find a myriad of listing in the following destinations.

**Asia & Oceania**

Auckland, Beijing, Canberra, Guangzhou, Hong Kong, Jakarta, Melbourne, Moscow, Mumbai, Shanghai, Shenzhen, Sydney, & Tokyo

**Europe**

Athens, Barcelona, Belfast, Belgrade, Berlin, Brussels, Bucharest, Budapest, Costa del Sol, Dublin, Edinburgh, Istanbul, London, Luxembourg, Madrid, Paris, Prague, Rome, Riga, Warsaw, Vienna, & Zagreb

**North America**

Atlanta, Austin, Boston, Chicago, Dallas, Denver, Detroit, Greenville (SC), Houston, Indianapolis, Los Angeles, Miami, Montreal, New York City, Ottawa, Palo Alto/Sunnyvale, Phoenix, Philadelphia, Portland, Providence, Quebec, San Diego, San Francisco, Seattle, Toronto, Vancouver, & Washington, DC

**South America**

Bogota, Buenos Aires, Mexico City, & Rio de Janeiro

\*\*\*\*

We will eventually offer comprehensive guides and information for every city in the world. So I invite you to return regularly for updates, as well as tell your fellow travelers about our new site.

And, if you are looking for an international school anywhere around the world, you may find them in our Directories.

**Bon Voyage! Buen Viaje!**

Quenby



**Maren Dollwet** • This sounds like it will be a great resource and a way to bring the expat community together. Thank you for sharing  
16 days ago • Like • Reply privately • Flag as inappropriate



**Quenby Wilcox** • Presently on the website you can find comprehensive Directories for Barcelona, Costa del Sol, London, Madrid, Paris, Brussels, Vienna, Athens, Prague, Rome, Zagreb, Istanbul, NYC, Miami, Los Angeles, Washington, DC, Vancouver, Bogota, Buenos Aires, Mexico City, Rio de Janeiro, Mumbai, Beijing, Shanghai, Hong Kong, Sydney.... With us adding listing and cities from around the world everyday.

As a seasoned "trailing spouse"/expat homemaker, I can attest that the first step in helping one's family settled into their new home, school, and/or community is simply finding all of the various products and services that the family needs.

The expat family's new house may need electrical & household appliances, television sets, computers, beds, linens, curtains, furniture, kitchen utensils, dishes & cutlery, lighting, groceries, garden equipment..... And, now-a-days everyone needs a new cell phone or ipad.

Your children may need new clothes for a new climate/school, school books & supplies, dance/martial arts classes, music classes, soccer/football/baseball teams to join, places to meet with new friends and play.....

The expat employee/working spouse may need new clothes, a golf or tennis course to practice his/her favorite sport, "parafanalia" for his/her favorite hobby, and new places to relax & enjoy on week-ends.....

And, the expat homemakers is expected to find all of these products and services for her/his family in a new city that is unfamiliar to her/him, and no support network to rely for this information.

This is the information, help and assistance that www.global-xpats.com offers to the lonely homemaker.

And, then Global Expats chapters around the world will offer these lonesome travellers (who spends the bulk of energy and time serving her/his family) the opportunity to meet and connect with other trailing spouses in their new city, as well as develop their own career opportunities.

The biggest challenge that expat employers (whether they be from the private or public sector) face is the adaptation of the expat family. So not only does Global Expats provide a comprehensive solution to the expat family, we also provide a comprehensive solution to their employers.

Under the Documents section of www.global-xpats.com you may a Business Plan and presentation which explains the project in its entirety, as well as the solutions we provide not only to our audience, but to the providers of goods and services that wish to reach our audience.

Hope that helps you understand what Global Expats is all about.

Bon Voyage! Buen Viaje!  
Quenby

Logged in as Quenby Wilcox | Administration | Account

**Global Expats**  
A Helping Hand For The Expat Family

Your region is set to Fr (Change)

Home | Region Home | Directory | Articles | Documents

Home > France, Paris > Directory

**Tools**

- Directory
- General Facts
- Articles
- Questions & Answers

**Topics**

- Education
- Finding Your New Home
- Moving into Your New Home
- Furnishing & Decorating Your New Home
- Home & Garden Repairs & Maintenance
- Food Suppliers & Stores
- Shopping for the Home & Family
- Women's Fashion Wear
- Men's Fashion Wear
- Children & Adolescent Fashion Wear
- Other Consumer Goods & Services
- Leisure & Sports Activities
- Entertainment & Culture Events
- Financial Institutions
- & Professional Services
- Transportation & Travel
- Health & Medical Care

Wide Skyscraper Ad

**Directory for France, Paris**

This is the directory for Paris, France.

**Education**

Primary & Secondary Schools	Higher & Continuing Education
Pre-Schools & Infant Care	

**Finding Your New Home**

Hotel & Aparthotels	Real Estate Agents & Management Companies
Internet Cafes & Wifi Access Areas	Relocation & Immigration Services
Mobile Phone Distributors	

**Moving into Your New Home**

Satellite, Cable TV & Telecommunications

**Furnishing & Decorating Your New Home**

Electrical, Electronic & Audio-Visual Equipment	Arts de Table, Silverware & Glassware
Furniture Stores & Designers	Kitchen Supplies & Utensils
Decorations & Art Objects	Bed Linens, Table Linens & Baths
Lighting & Lamps	Curtains & Fabric Stores
Picture Frames & Framing Services	Rugs & Carpets
Housewares	Antiques

**Home & Garden Repairs & Maintenance**

General Home Maintenance & Hardware Stores	Electricians, Plumbers & Repair Services
Garden Stores & Services	

**Food Suppliers & Stores**

Supermarkets & Hypermarkets	Organic Markets, Health Food or Vitamins
Markets, Convenience Stores or Open Air Markets	International & Specialty Food Stores
Bakery & Pastry Stores	Beer, Wine & Spirits
Confectioners, Chocolates & Ice Cream Parlours	Caterers, Carry-out & Home Delivery

**Shopping for the Home & Family**

Shopping Malls & Shopping Districts	Shoe Stores
Department Stores	Accessories
Outlets & Discount Department Stores	Lingerie, Underwear & Swimwear
Clothing Stores	Dry Cleaners & Laundromats

**Women's Fashion Wear**

Women's Clothing Stores	Maternity Wear & Infant Supplies
Women's Lingerie & Swimwear	Leather Goods & Handbags
Women's Shoes Stores	Women's Accessories

**Men's Fashion Wear**

Men's Clothing Stores & Tailors	Men's Leather Goods & Shoes
Men's Underwear & Swimwear	Men's Accessories

**Children & Adolescent Fashion Wear**

Children's Clothing Stores	Toys Stores
Adolescent Clothing Stores	Infant Supplies & Equipment
Underwear & Swimwear	

**Other Consumer Goods & Services**

Cosmetics, Perfumes, Beauty Supplies & Toiletries	Pet Stores & Supplies
Handdressers & Beauty Salons	Photo Labs & Supplies
Beauty Treatment & Spas	Florists
Veterinaries & Grooming for Pets	

**Leisure & Sports Activities**

Children's Activities & Playgrounds	Martial Arts
Artistic / Musical Activities & Supplies	Equitation
Books, DVDs, CDs, Stationery & Newsstands	Water Sports & Activities
Golf Courses & Racquet Sports	Sports Equipment & Clothing Stores
Fitness Sports	

**Entertainment & Culture Events**

Restaurants	Local Attractions & Week-end Excursions
Cinemas, Theaters & Museums	Nightclubs & Discotheques

**Financial Institutions & Professional Services**

Banks & Financial Services	Insurance Companies & Services
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**Transportation & Travel**

Automobile Maintenance & Repair	Travel Agencies & Airlines
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**Health & Medical Care**

Ophthalmologists & Optical Centres	Pharmacies & Drugstores
Dental Care & Orthodontists	



# Global Expats LinkedIn Group

## Promotional Campaign – 2011- 2012



**Quenby Wilcox** YOU in +


Founder at Global Expats  
Washington D.C. Metro Area | Marketing and Advertising

Profile: English

[Share profile](#)

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**Quenby Wilcox**



**Global Expats Business Plan** worldpulse.com

Global Expats is designed to assist the expatriated family, particularly the unemployed, expatriated homemaker.

12 hours ago • Like • Comment • Share • See all activity

**Quenby's Activity** edit

**Quenby Wilcox** joined the group Professional Marketing Network  
1 hour ago • Find a group for you

**Quenby Wilcox** is now connected to **Roberta Hill**  
10 hours ago

12 hours ago • Like • Comment • Share

**Quenby Wilcox**

Supporting the Expatriate Spouse in Transition  
worldwideerc.org

This is the second in a series of four articles that examines how companies can help the spouses of their expatriate employees enjoy and benefit from their overseas experience.

12 hours ago • Like • Comment • Share

---

**Current**

- **Founder at Global Expats**

**Past**

- Administrative Assistant at International Monetary Fund (IMF) Family Association, Washington, DC
- Founder at Safe Child International
- Founder at Global Expats - Madrid, Spain

[see all...](#)

**Education**

- The George Washington University - School of Business
- Foxcroft School
- Cobham Hall

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**Connections** **500+** connections

---

**Websites**

- [Company Website](#)
- [Global Expats Business Plan](#)
- [Advert Opportunities/Brochures](#)

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**Public Profile** <http://www.linkedin.com/pub/quenby-wilcox/24/230/739>

### Summary

Global Expats is dedicated to assisting expatriated families living around the world. Our main focus is the trailing spouse (STARS) and her (or his) children. Studies consistently show that it is the expat homemaker, who is responsible for the success of the expatriation experience. For this reason [www.global-expats.com](http://www.global-expats.com) and Global Expats offer practical information and advice, social and career networking, and employment opportunities.

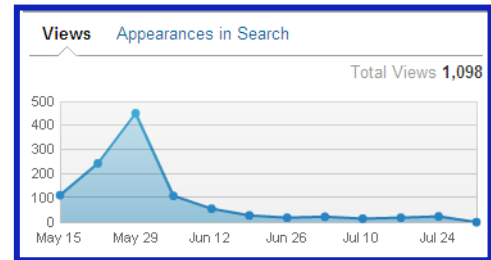
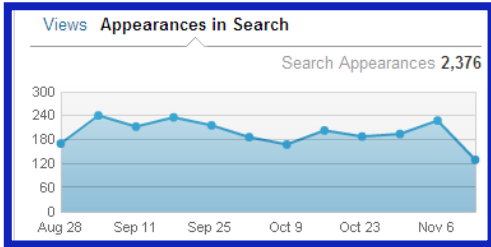
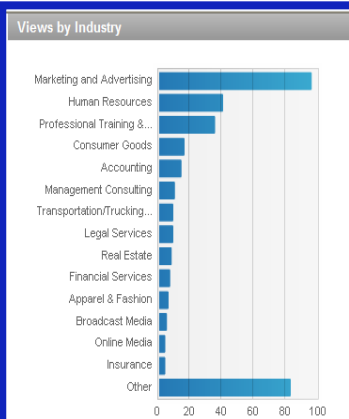
At the moment our website is being re-built and will soon be up and running. Stay-tuned for updates and feel free to join us on our Global Expats groups on LinkedIn & facebook.

For more information as to the various advertising opportunities on [www.global-expats.com](http://www.global-expats.com), please consult the link above in my profile's website section.

### Specialties

In the past 35 years I have been a TCK, international student, au pair, trailing spouse and international divorcee, as well as having served on the board of Anglo-phone, Franco-phone & Hispanio-phone trailing spouse organizations. I am familiar with the various challenges the expat family faces as well as "tried and true" strategies in assisting them.

Expat Club Memberships: AWC Brussels, MESSAGE Paris, AWC Bogota, Bogota Accueil, Intl. Grp. of Bogota, Club Laeticia Bogota, AWC Madrid & FAUSA



<b>1</b>	<b>Your Connections</b> Your trusted friends and colleagues	<b>1,220</b>
<b>2</b>	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>427,300+</b>
<b>3</b>	<b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>10,285,200+</b>

# Global Expats facebook Group

## Promotional Campaign – 2011-2012

facebook

[Home](#) [Profile](#) [Account](#)



**Global Expats**  
A Helping Hand For The Expat Family

Get Started

Wall

## Global Expats

Company [Edit Info](#)

Like







Share: [Post](#) [Link](#) [Photo](#) [Video](#) [Question](#)

Write something...

**Members (49)** [See All](#)





**Mari Tere Molinet**

**FREE Father's Day weekend at FamilyClick**  
[www.familyclick.com](http://www.familyclick.com)


Yesterday at 5:58am · Like · Comment · Subscribe



**Veronica M. Giordano**

Are you looking for challenges in your professional life? Are you an entrepreneur woman at heart that dreams of having her very own business? AngloINFO gives you the opportunity of owning your own internet media franchise. If you are interested in knowing more, send me a message through Facebook. I look forward to hearing from you! Have a wonderful week! Best regards, Veronica

Tuesday at 5:34pm · Like · Comment · Subscribe



**Quenby Wilcox**

"...more of a need for corporate involvement for and assistance to the relocating families of the future... because of the demands and needs of dual-career families.."

In a world where we are increasingly concerned with raising our children in a nurturing productive environment (in the home and community,) but faced with more dual-career families, the challenges to raising a family become more complex. As a Stay-at-Home Expat Mom for 18 yrs. who truly adored my job of "tending the garden," but sacrificed my career and fin. independence in doing so, I know the importance of finding a balance to between work and family.

[Global Expats Group News | LinkedIn](#)  
[www.linkedin.com](http://www.linkedin.com)



**Quenby Wilcox**

"With the costs of expatriate relocation reaching as high as millions of dollars/employee, companies have a financial incentive to offer programs and services that can support the spouse and family..."

After many years as a board member, activity organizer, and member of Anglo-phone, Franco-phone, and Hispanio-phone trailing spouse organizations, I can affirmly attest to their ability to provide comprehensive, hands-on assistance to the expat family. Their biggest challenge in being effective is limited revenues. This is why [www.global-expats.com](http://www.global-expats.com) and Global Expats is a revenue-generating entity designed to provide remunerated employment to its trailing spouse employees.

[Global Expats Group News | LinkedIn](#)  
[www.linkedin.com](http://www.linkedin.com)

about a week ago · Like · Comment · Unsubscribe



**Quenby Wilcox**

"...According to the IMPACT Group cost of failed international relocation to multinats. is minimum \$1 million with provisions for employee spouse/partner and family support \$3 -\$6000. However, 70% of failed relocations are due to lack of family adjustment. This is where Global Expats steps in. We are dedicated to family issues, cultural

**Add Friends to Group**

**Chat with Group**

**Create Doc**

**Create Event**

**Date How You Want To**  
[howaboutwe.com](http://howaboutwe.com)



Invent fun dates and ask men out on HowAboutWe. Try it now!



## Friends (254)

54

# Building the Audience

While Global Expats will utilize SEO, weblinks, email inclusion, newsletters, online networking campaigns, etc. in capturing a global audience, it will actively and aggressively target the global mobility industry in reaching and building its audience.

One of the primary advantages of targeting international and intra-national relocating families in building the audience of [www.global-xpats.com](http://www.global-xpats.com) is that their need for practical information and assistance is particularly high during their installation.

All actors in the global mobility industry agree that these families are in dire need of this information and assistance, as well as that it is to their advantage that these families receive this assistance. Unfortunately, global mobility products and services are designed to service the employer and relocating employee, but not the relocating family. It is mainly for this reason that Global Expats has received such high interest and support from actors in the global mobility industry and expat organizations.

Relocation & moving companies, expat employers & HR departments, global mobility associations & vendors, as well as expat associations, clubs, and groups will be targeted in out-reach and publicity campaigns in order to capture the relocation market worldwide. A few of the strategies are as follows:

- Distribution of free-of-charge information, such as *Global Expats Trailing Spouse Survival Booklet*, to relocation & moving companies, HR depts., global vendors, etc.
- Advertising in global mobility trade shows & fairs, journals, and publications
- Distribution of Global Expats articles and reports on expat family challenges to global mobility associations, companies, journals and vendors
- Distribution of Global Expats guidebooks & magazines at trade fairs, to HR departments & expat associations, online sales, etc.
- Representation of Global Expats at global mobility trade fairs and conferences. Participation will be in the form of vendor participation, as well as presentations and speeches on challenges of the expat family, etc.

# Retaining the Audience

The high revenue and traffic rates of Local Search Directories in the past 10 years, clearly demonstrates that a lucrative market for this product exists. Reports and studies from many different sources also show that Local Directory Search and online advertising, particularly online mobile advertising, are high-growth industries still in their infancy.

The fact that Global Expats becomes a global market leader in the Local Search Directory industry, while still in its infancy, and with its vast resource of experts and expertise in family consumer-spending (homemakers), will enable it to maintain its lead position as the market matures.

# **Trailing Spouses Key to the Success of the Expat Experience**



**Little Practical  
Assistance  
is Provided by  
HR Departments**



**Social Networks  
Primary Source of Support  
For Trailing Spouses**

# Support for the Expat Family

## Real Solutions and Strategies

*“90% of relocation refusals are due to family or personal concerns. Of that number, 52% of assignment refusals are due to spouse / partner career concerns... 70% of relocation failures are due to lack of family adjustment... Cost Of A Failed Relocation: Min. \$1M International.”*

Source: *Emerging Trends in Global Mobility*, 2008 by the Impact Group

*“Given the huge cost of international assignments, one would think that U.S. companies would be stumbling over themselves to establish programs for the accompanying spouse. A spousal assistance program that saved only one or two potential failed assignments would pay for itself, and then some.”*

Source: *Supporting the Spouse Through Global Relocation*  
—Part 3 by Galen Tinder Ricklin-Echikson Associates, Inc. (REA)

*“ “on-site” support network serves a dual purpose. The first is to help the newly arrived spouse navigate all the logistical challenges of setting up house in a foreign culture. Second, and even more important, these connections provided spouses with critical emotional support that softens the harshest effects of the relocation distress... the most maladapted spouses were those who worked before relocating but were unable to do so abroad.”*

Source: *Supporting the Expatriate Spouse in Transition*  
by Galen Tinder Ricklin-Echikson Associates, Inc. (REA)

## HR Depts. Fail to Assist Expat Families

*One of the things that has been continually disappointing to me is that corporate HR departments seem to be populated with people who have never relocated, in some cases even resent expats, and who have no interest in learning how they might improve their relocation services. Their motivation is to get the employee into his or her new job as quickly as possible and there is little acknowledgement that the relocation process and transition into a new culture for the entire family is an important issue.*

*The Trailing Spouse Survey 2005* by Yvonne McNulty, PhD

*“...The company claims to provide assistance with area orientation, settling up services (opening bank accounts, gym membership) locating shopping facilities, language classes and driving orientation. None of these actually happened...”*

**“Families want, first and foremost, assurance of a contact at the new destination to help family settle in and who the spouse can direct questions...”**

**“...Had there been a local or “on the ground” consultant to help out when we first arrived, perhaps some of the benefits of the new location could have been shown immediately rather than us having to fumble around in the dark to discover them on our own...”**

Source: “Expatriate.com / AMJ Campbell International Relocation Family Matters!” Survey”

# Trailing Spouses – What do They Need?

## Practical Assistance !!!

*...call me when I arrive to say "welcome, call me if you need help"....I don't know how wives survive without a practical person on the other end to ask stupid questions to, like "what is your grocery store called"?*

*...and how and where to find things locally (eg. doctor, dentist, hairdresser...helpful in arranging banking, computer service, electricians, etc as well as transportation from the airport to our home when we arrived...a tour through a Japanese supermarket and explained the food. They were really helpful...where we could find good schooling, housing or even work for me...*

*...More practical information for family needs is required instead of reams of information on new countries about population, economics etc which is relevant to my husband's job but not much help when trying to find a good kindergarten....Give more information and support on local situations, housing, driving licenses, car insurance, home insurance, and medical insurance...*

*...Give enough information about the new location regarding living conditions (houses, shops, what's available in the shops: fridge, washing machine, which kind of foods, baby foods etc.), and good medical care prior to relocation i.e. vaccinations...*

*...Consider the existence of male spouses and their unique needs rather than simply apply the existing system that has been established in the past to accommodate the female spouse...Non-traditional expats need to be acknowledged (divorcees, single people, male spouses, etc)...Most expat policies negate travelling gay/lesbian spouses like myself...*

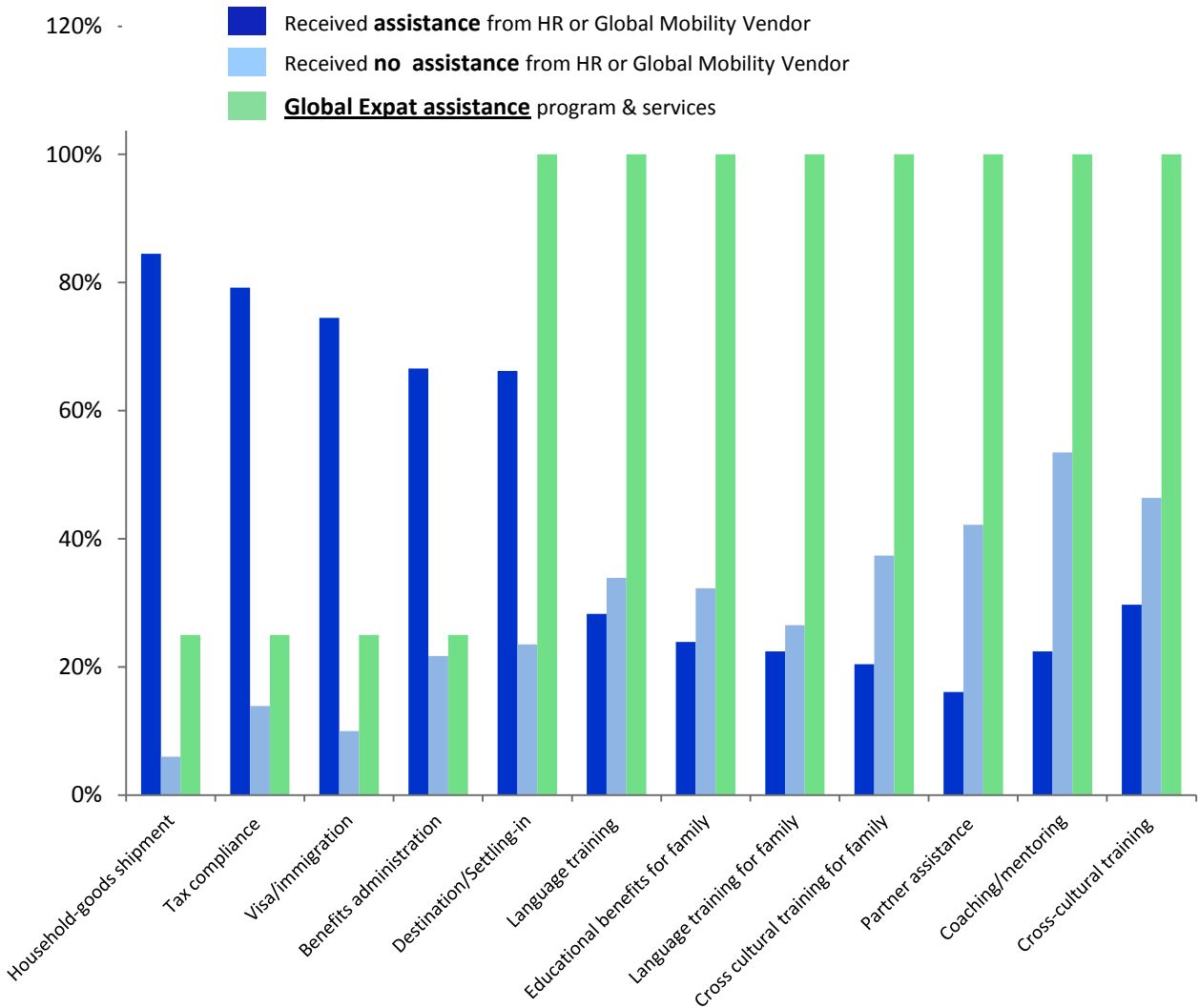
*Put me in touch with other expat spouses... Introduction to other families within the company who are in a similar position would be nice; perhaps a directory of other 'trailing spouses' who are willing to be contacted by new arrivals. Also a list of the classes or associations that previous spouses had discovered would be encouraging.*

*...Expatriate life is like a double-edged sword; there is an exciting, exotic and exhilarating feel to it that definitely transforms you. But there is also a hard and challenging element that one sometimes feels you can do without...*

**Set up a website for wives to swap notes.**

**The success of the relocation depends to a large extent on the wife!**

# Needs and Concerns of the Expat Family



Source: "Emerging Trends in Global Mobility: The Assignee Perspective" by Candant Mobility and Atkinson Graduate School of Management, Willamette University

***Global Expats steps in where the employers leaves off!***

***Not only will expats and prospective expats find practical information on our website and guidebooks, but will receive comprehensive assistance from Global Expats, LLC during their entire stance abroad.***



# Maintaining A Career Abroad – A Challenge for Trailing Spouses AND HR Departments

*“With the increase in dual-career couples, the issue of spousal or partner employment following a domestic relocation first drew serious attention in the early 1980s. With the arrival of the global economy, the employment plight of expatriate partners following an international move has claimed its share of the spotlight.*

*Today, no relocation manager would deny the legitimacy of employee and partner concerns about the latter’s employment options in the new location, nor the conclusive evidence from numerous surveys that an unhappy partner threatens the success of the employee’s assignment. The level of corporate awareness has never been higher, even though awareness is sometimes slow to translate into effective policies and practices.”*

Source: Portable Careers—A Creative Alternative for the Globally Mobile Spouse or Partner, MOBILITY Magazine, July 2008 by Jo Parfitt and Galen Tinder

## Barriers for Trailing Spouses in Maintaining Careers

- *“**Host-country policies** that prevent expatriate partners from working;*
- ***Complex, time-consuming processes** required by the government and by quasi-government agencies to secure work contracts and permits in the host country;*
- ***Incompatibilities** between home & host-country education, certifications & credentials;*
- ***Priority given** to country nationals;*
- ***Immersion** in an unfamiliar culture;*
- ***A lack of fluency** in the host language;*
- ***A dearth or absence** of jobs in their field;*
- ***Skills that are not transferable** in a foreign market;*
- ***The inability** of mobile spouses to make a long-term commitment to an employer.”*

Source: Portable Careers—A Creative Alternative for the Globally Mobile Spouse or Partner / ERC Worldwide MOBILITY Magazine, July 2008 By Jo Parfitt and Galen Tinder

# Profile of the Trailing Spouse

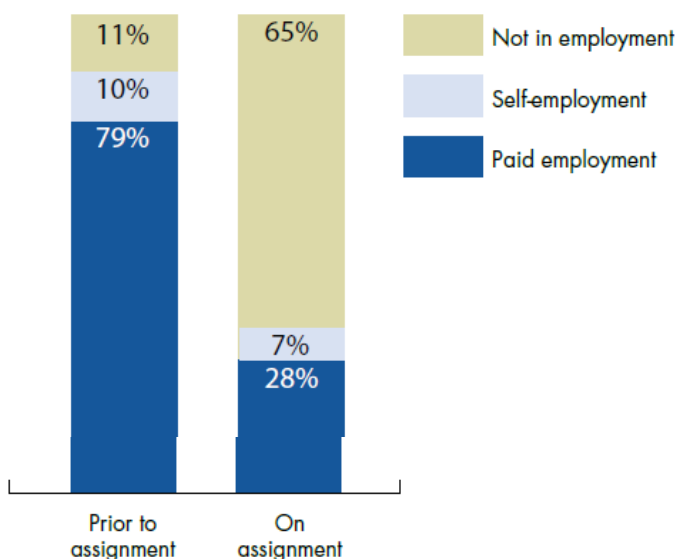
## KEY FINDINGS FOR EMPLOYERS

A lack of spouse or partner employment opportunities adversely affects global mobility of highly skilled international staff.

The spouses and partners of internationally assigned staff are a highly educated and under-utilised talent pool, with diverse professional backgrounds and nationalities.

Acknowledging and supporting their employment needs and advocating more flexible work permit regulations will enhance international mobility.

## EMPLOYMENT STATUS OF SPOUSES



Almost 90% of spouses and partners were employed before expatriation. This figure fell to 35% during expatriation. Three quarters of those who are not working want to work. This is particularly so among the younger age groups, men, graduates and unmarried partners.

## PROFILE OF ACCOMPANYING SPOUSES AND PARTNERS

**A highly diverse population of 120 nationalities working in 117 host countries**

### GENDER

85% women  
15% men

36% hold bachelor's degree

40% hold master's degree or postgraduate diploma  
6% hold doctorate level/PhD qualification

### MARITAL STATUS

93% married  
7% unmarried partners  
(2% registered partners or in civil partnerships: 1% engaged)

### PROFICIENT IN FOREIGN LANGUAGES

21% speak one language  
34% speak two languages  
29% speak three languages  
16% speak four or more languages

### HIGHLY EDUCATED

8% hold high school diploma  
10% hold vocational college diploma

### STATUS OF INTERNATIONAL EMPLOYEE

86% are accompanying new recruits  
3% accompanying locally hired foreign staff

**Expatriate families need hands-on,  
comprehensive assistance and support**



**HR departments wish to assist the  
families of expatriate employees,  
but lack the resources and know-how**



**Trailing Spouses, a highly educated  
work-force seeking remunerated  
employment & careers opportunities  
while maintaining work/family balance**



**Global Expats, LLC**

# Meeting the Needs of the Trailing Spouse and Expat Family?



# Global Expats, LLC

Global Expats is modeled after existing expat associations, but **is a revenue-generating organization, which will assure its financial success and non-reliance on exterior funding or patronage.**

**It will not replace present expat organizations, but will work with them towards our common interests.** We will serve as a liaison; provide support, financial and otherwise; promote the interests of their memberships; and work with them to achieve our common goals.

However, above all Global Expats, LLC will provide the one essential service that by policy and design present expat spouse associations are unable to provide: **CAREER ASSISTANCE AND REMUNERATED EMPLOYMENT OPPORTUNITIES FOR TRAILING SPOUSES.**



*“FAWCO (Federation of American Women's Clubs Overseas, Inc.) was founded in 1931 by Caroline Curtis Brown, then President of the American Women's Club in London, who believed that enlightened women, working cooperatively throughout the world, could do much to help achieve international peace. Its objectives, defined at a meeting of seven clubs in London, were to "work towards international goodwill and the preservation of world peace, to help one another solve problems common to them all and to aid women whose citizenship rights were being ignored or restricted.”*

*FAWCO is a non-partisan and not-for-profit U.S. corporation, with over 75 Member Clubs representing more than 15,000 individuals throughout the world . It is the largest network of independent American and international volunteer organizations representing private-sector American citizens overseas.”*

[www.fiafe.org](http://www.fiafe.org)



Fédération Internationale  
des Accueils Français et francophones à l'Etranger

*“The FIAFE (Fédération Internationale des Accueils Français et francophones à l'Etranger) was created in 1984 in order to facilitate the adaptation of expatriated franco-phone families around the world. It is comprised of 194 chapters in 5 continents.”*

[www.fawco.org](http://www.fawco.org)

*“The Canadian Expat Association is a Non-Profit, Non-Government community linking all Canadians living abroad under one bilingual platform. At nearly 9% of the total population of Canada, the estimated 2.8 million Canadians living abroad can connect regardless of where they are living in the world. Opening its doors in the summer of 2007, the association now offers the opportunity for members to search in both French and English for global events, search for Canadian member companies operating around the world, read articles and obtain information that will help improve their lives while abroad. As an advocate for Canadian Expats, the association plays a key role representing Canadians that until now have had no collective voice.”*

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

**Associates of the American Foreign Service Worldwide**  
...connecting the American diplomatic community at home and abroad

*“The Associates of the American Foreign Service Worldwide (AAFSW) is a non-profit organization that has been representing Foreign Service spouses, employees and retirees since 1960. AAFSW is an independent advocate for its membership, giving members a stronger voice when working on common concerns and a chance to enjoy shared interests.”*

[www.aafsw.org](http://www.aafsw.org)

**Schlumberger** Spouses Association

*“The Schlumberger Spouses Association (SSA) is a global, voluntary, social organization for all local and international spouses and partners of Schlumberger employees. We aim to create and maintain a welcoming and supportive environment for all members and their families. The SSA fosters fellowship through ongoing social events and community involvement. It has 146 chapters worldwide.”*

[www.ssafara.net](http://www.ssafara.net)



*“With over 60 offices in over 35 countries around the world, Outpost is uniquely placed to provide assistance to Shell expatriates and their families on the move. The network can provide inside information and professional services on most aspects of life abroad, and in particular, on anything related to living in specific locations where Shell is present. It was established to support Shell expatriates and their families on the move by providing a more accessible way of obtaining non-contractual advice, information and services regarding postings.”*

[www.outpostexpat.nl](http://www.outpostexpat.nl)

# Volunteer Trailing Spouse Organizations

## PRO's

- Can provide “hand-on” support to the expat family.
- Provide support through networking, friendships, and mentoring.
- Understand the challenges of the expat family better than any other organization.

## CON's

- Manager's and organizer's ability to complete their term is dependent upon spousal's employment contract in host country.
- Managing trailing spouses are increasingly interested in remunerated employment rather than volunteer/ charity work.
- Lack comprehensive, long-term plans and strategies.
- Often perceived as “ only coffee morning for bored housewives.”
- Low membership rates.
- Lack of financial resources.
- Nationality-based chapters fail to promote cross-cultural integration.
- In-house multinational and government associations are financially dependent on sponsoring employers and their organization's policies.
- In cases of international divorces and/or gender violence these organizations lack resources, know-how and the ability to assist the trailing spouse.



# Global Expats, LLC - Products and Services

## Multi-media Division

**Global Expats Survival Guides** - will be similar in concept to present tourist travel guides, but for the globally mobile family rather than those on vacation.

The books will provide general information about the myriad of challenges faced during the entire expatriation process, as well as city-by-city information on housing, schools/education, utilities, home decorating, food, shopping, transportation, places of worship, sports, leisure activities, financial services, investment advice, and family issues.

Updating and maintenance of information in the guide books will be facilitated by [www.global-xpats.com](http://www.global-xpats.com).

The basic outline and structure of the guidebooks has already been completed based on my own challenges in living abroad. However, my experience, even if extensive, is not all encompassing. Trailing spouses from a wide variety of professions will be contracted to participate in the creation of the final product.

**Expats Reality Show** – Presenting the daily lives and challenges expatriates face during their travels abroad, as well as the various aspects of the different cultures in which they find themselves.

**Expatriates Cookbooks** - One “surefire” money-makers are cookbooks. Expats are faced with unique challenges when cooking abroad, and these would provide recipes as well as cooking instructions. My article “An Expat Thanksgiving Dinner” on [www.global-xpats.com](http://www.global-xpats.com) explains the basic concept of these cookbooks. The distribution of these books would be the same as the guidebooks. The viability and profitability of producing an on-line video cookbook would be examined as well.

## Social Networking Events

Social networking events will include the following, with prices for participation defrayed substantially through sponsorship advertising. The cost of many of the activities could also be included as operating and advertising expenses in Global Expat balance sheets. These activities would be used as point of sales for the expat guidebooks, and cookbooks.

**Cultural Visits and Art Expositions** -A really good guide or artist who is passionate about his or her work or subject can make all the difference with cultural visits.

**Coffee Mornings, Cooking Clubs and Toddler Play Groups** - Even if these groups do give an antiquated reputation to trailing spouse associations as “nothing more than social clubs,” they are very popular and successful. They provide an important source of social interaction and support amongst spouses, and integration of new arrivals.

**Annual Receptions, Happy Hours, and Dinners** – These events provide husbands, wives, partners, and single expats the opportunity to meet and interact.

**Children’s Manual Arts Classes and Festivals** - These give expat children and parents the opportunity to meet and interact.

**Global Expats Bazaars** - In developing countries imported “expat” products have traditionally been exorbitantly expensive due to protectionist trade policies. In response trailing spouse associations have organized annual holiday bazaars. Embassies, who enjoy tax-free import status, import goods, food and textiles from their countries, which are then sold at lower than local prices in the bazaars.

Over the years as protectionist trade policies have declined, so have the local prices of imported, luxury goods in many of these countries, eliminating the financial attraction of the bazaars. As a consequence attendance has declined substantially, leaving a myriad of bazaars each year with few participants.

The brain-child of this idea said, “Let’s bring all of these bazaars under one roof and do a *Christmas Around the World Bazaar* with everyone splitting the profits.” The idea finds solutions for the challenges of present Expat Holiday Bazaars, and creates a wonderful cross-cultural exchange opportunity for expat communities.

## **Social Services Division**

**Domestic Abuse Prevention/VAW Division** - Awareness of domestic violence and it’s prevalence at all socio-economic levels is growing worldwide. The unemployed, trailing spouses of expatriated employees are particularly vulnerable to its’ consequences.

They are isolated from support networks, financially dependent upon spouses, and under foreign jurisdiction, customs, and laws, at time in a foreign language.

The unemployed, expat woman is in a situation little different than undocumented, immigrants; open to discrimination, expulsion/deportation from the host country, and violations of her human, civil and constitutional rights with no legal recourses.

While my research into programs and services offered is on-going, this division will not only be involved in protecting expatriated victims of domestic abuse, but will further my present work in violence and discrimination against women as human and civil rights violations.

Country-by-country services will be marketed to local HR departments from the public and private sector, as well as offered to members of expat communities in general.

**Trailing Spouse Social Services Division**– Health, social, and financial benefits packages would be created with under-writing insurance companies. They would then be marketed to expat employers and offered to Global Expats employees. These would include legal insurance, which would provide for legal fees in case of divorce.

**Intercultural Training Programs** – Intercultural training is an enormous, multi-million dollar industry, but mainly concentrates on serving expatriated employees and managers. This division would develop and market seminars designed for expat spouses and children.

## **International Equitable Pay Artisan Division**

Trailing spouses in developing countries would assist local artisan women in procuring quality raw material, means of production, and design development. These products would then be exported to distribution divisions of Global Expats in OECD countries.

Quality control and timely delivery can be assured as well as effective distribution and promotion. The present multi-layered distribution systems of industrial products would be by-passed allowing for competitive pricing of products

## **Jewelry and Accessories Line**

These products would be produced and distributed under the same systems as the aforementioned artisan products.

**Eco-Friendly, Luxury Jewelry Line** - More and more publicity is given to the damage that mining of precious and semi-precious stones is doing to our eco-systems, as well as the exploitation of local workers and the political ramifications.

Laboratory gems, rather than those mined from the earth would be used. These gems (not to be confused with imitations) are often considered of inferior quality, but this is not always the case. Laboratories such as Chatham and Gilson produce very good quality gems, and to my knowledge the French company Burma is the only business venture that has successfully developed this type of retail product.

**Eco-Friendly, Accessory Lines** - Designs of purses, belts, scarves, and shoes is restricted to the imagination of the designers

**Eco-Friendly, Natural Jewelry** - Markets for designer jewelry using beads, seeds, tagua, bone, shells, etc. is growing globally, but lack cost-effective distribution systems. These are businesses that creative women from all socio-economic levels can produce from their homes, with little investment and a minimum of training.

## Career & Entrepreneurial Development Division

One of the most difficult challenges of the expat in his or her job search is the lack of professional contacts within the host country, as well as lack of knowledge of local business and social customs. Seminars, conferences and social events would be developed to fill these needs as well as provide practical assist for the entrepreneurial and job-search efforts of the expat.

**Seminars and Training Programs** - Possible seminars, training programs, certification and higher education courses are wide and diverse. Courses that work well in my experience are computer-related, cultural/art, local history/politics, and cooking, but the opportunity for distance learning and on-line courses is growing.

**Career Networking Events** – A variety of events and activities designed to connect expat professional communities with corresponding local communities.

**Entrepreneurial Programs and Activities** – Seminars, conferences and training programs on entrepreneurial development, working with foreign and local commerce departments.

## Founders



**Quenby Wilcox** is originally from Tucson, Arizona and moved abroad for the first time to England in 1977. She attended Cobham Hall in Kent, returning to the USA in 1978 to attend Foxcroft School in Middleburg, VA. In 1981, she moved to Washington, DC where she attended George Washington University and worked on Capitol Hill. She graduated with a BBA in International Marketing.

After university she worked for several years in the financial markets, and in 1988 packed her bags and was off to Paris to learn french. In 1989 she returned to the USA with the intention of entering law school, but returned to Paris to live with her future husband.

Six months later they were off to Madrid, where they were married. In 1991, they were expatriated by her husband's multinational employer to Brussels, where their two children were born. They were then transferred to Paris in 1995.

In 1997, they were transferred to Bogotá, Colombia. While in Bogotá she was active in the Anglo-phone, Franco-phone and Hispanio-phone expat communities, serving on the board of a variety of expat associations, with a tenure as president of Bogotá Accueil (Fédération Internationale des Accueils Français et francophones a l'Etranger-FIAFE). In addition to her involvement in her children's school, she worked with various local non-profit children's organizations.

At the end of 2003, her family was transferred back to Madrid, where once again she struggled with the perpetual problem of *trailing spouses*; maintenance of a career. Due to very limited career prospects for a 40+ year old woman in Spain, along with the many entrepreneurial opportunities on the Internet, she decided to start a website for expat families. The idea eventually developed into the project presented in this Business Plan, Global Expats.

In 2007, [www.global-expats.com](http://www.global-expats.com) was launched on the Internet, and the project received enormous interest from the global mobility industry and expats around the world. However, her husband had never wanted her working outside of the home, and when she refused to renounce her work on Global Expats, a very high-conflict, complicated, international divorce ensued.

As she continues her legal battles which are now headed towards the international courts on human rights, she has become involved in promoting the rights of women and children within courts around the world. In 2012 she submitted her research and findings on the legal and political issues involved to the *United Nations Entity for Gender Equality and the Empowerment of Women – Commission on the Status of Women*.