

CROSS-BORDER ONLINE  
**MARKETING &  
SALES**



# WHO WE ARE



**Briiffi** creates visible brands, that can be both seen and heard. When a high-flown thought and a wild visual idea are crystallised into approachable and distinguishable marketing communication, the results are bound to be excellent.

#### **Our services:**

- Brand definition and brand strategy
- Marketing communications strategy
- Concepting and storytelling
- Company and product identity design
- Web services, SEO, analytics
- Product launches and media advertising
- Content marketing and social media

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Are you looking to grow your business in a new region or looking to improve your KPIs in a specific country? Are you struggling to fit your brand under cultural, legal and financial norms of your target audience? Are you thriving to design a digital marketing and online sales strategy that ensures real results and real customers?

Konvertigo & Briiffi are happy to offer their cross-border online sales expertise and help you promote your business abroad.

**Konvertigo's** competence is based on well-crafted internal processes which provide our clients with all the necessary online marketing and sales services from one single partner. We create and implement cross-border growth strategies in *any* country for *any* product.

#### **Our services:**

- Cross-border online sales
- Digital market research
- Paid search advertising
- Content marketing
- Marketing automation
- Email marketing
- Social media marketing

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**IN THE END,  
SUCCESS IS ALL  
ABOUT SKILL AND  
CREATIVITY.**

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# WHY CROSS-BORDER

Establishing a brand in the international arena today is much easier than it was ten years ago. In the era of high-speed Internet, mobile communications and the availability of international delivery services, traditional import and distribution model is no longer cost-efficient.

## Cross-border B2C direct sales

No import license required

No localisation required

No local subsidiary/import partner required

No import duty or VAT

## Traditional B2B import and distribution

Import license required

Localisation required

Local subsidiary/import partner required

Import duty and VAT upon import

A well-developed brand will determine the positive perception of products by foreign consumers. Here are a few core services that **Konvertigo & Briiffi** can help you with:

- Company visibility through localized online shop and social media
- Paid visibility through search engine marketing, influencers, social media advertising, etc
- Earned visibility through content and conversations in popular forums and media

One of the key markets we have excelled in in terms of cross-border is **Russia** - a market with an enormous potential and turnover. At the moment, Russia sources **43%** of their online purchases from other countries, with Asia supplying **15%** of these imports, Western Europe - **13%**, and North America - a further **8%**. Moreover, 54% of Russian online shoppers intend to increase or begin cross-border shopping in the next year. We offer:

- Cross-border webshop management, customer experience, and customer service
- High-quality logistics infrastructure (bonded status) at EU-Russian border
- High-security and transparent environment to set up fully compliant operations
- Expertise to set up operations without the need for Russian legal entities
- Low delivery costs and short click-to-knock times

Are you interested? Just call or email us, so we'll arrange a meeting.  
Let's make your Finnish online store a global one!

### Jonne Saivosalmi

CEO, Partner @ Briiffi Oy

040 569 3333

jonne.saivosalmi@briiffi.com

### Timo Hänninen

COO, Partner @ Konverti Oy

040 861 2525

timo.hanninen@konvertigo.fi

