

WOFIT Masterclass enables Excitim to take first steps towards US success



Excitim creates toys which are adapted for children with special needs. Based in Shropshire, the business was founded in 2006 by Mike Taylor and now offers a range of over 90 toys.

Excitim started receiving enquiries from all over Europe and beyond

Excitim's initial business model was to sell via their website directly to consumers. Enquiries from UK distributors wanting to add the Excitim toys to their catalogues provided another route to market, growing UK sales.

It wasn't long before enquiries from overseas were received. "Potential resellers from Sweden, France, Germany, Italy, Netherlands and Ireland, then US and Canada all approached us via our UK website," explained Mike Taylor, Excitim's founder. "I thought perhaps there's real interest here!"

The Web Optimisation For International Trade (WOFIT) Masterclass showed how Excitim's website could develop business overseas.

Mike's ITA, Christine Armistead, told him about a WOFIT course being run locally. "I believed our website was in a reasonable state, and was obviously attracting some international attention," said Mike, "but I went to the course to see what I could learn. I was blown away!" exclaimed Mike. "Doug Lawrence, who ran the course, was brilliant and I came away with so many ways to improve our website."

Excitim's adapted toys help children with special needs, either due to a physical impairment or a cognitive condition.



The Export Communications Review (ECR) provided a bespoke and achievable international plan for Excitim's website.

For companies whose website is important in their international growth strategy, the ECR enables them to apply what's learned in the WOFIT. The ECR provides practical, impartial and straightforward advice to help companies improve their communications with overseas markets with each review tailored to the company's individual requirements.

"At first, I thought I needed an international website to have an ECR review, but it's actually your existing website that they review," said Mike, who commissioned Doug to undertake an ECR. "Doug's report was excellent and included a whole list of improvements we could easily implement to present ourselves better internationally."

Doug's review included:

- How Excitim could interact internationally on social media
- How to retain interest from US customers without investing in a new US site yet
- How to improve position in international search engines



Within two months, Excitim were in discussions with potential US representatives.

Over a two-month period, Excitim implemented all the changes set out in the WOFIT and the ECR and quickly saw the benefits.

“Already, the number of visitors from North America has increased fourfold, we have received a significant purchase enquiry and are in discussions with a key distributor.”

"The quality of the information delivered in the WOFIT was first class - I'd recommend everybody who's got a website and who's selling internationally to attend," exclaimed Mike, "and for those aiming to increase international businesses strategically, have an ECR!"



If you are thinking about developing your website for an international audience then maybe an ECR could help you too?

The Export Communications Review

The Export Communications Review (ECR) is delivered nationwide by a network of specially trained accredited export communications consultants. Together with the client, the consultant puts together a programme of reviews to suit the needs and complexity of the exporter and their goals. Each review costs £500 + VAT; however, established companies with fewer than 250 employees may be eligible for a UKTI subsidy of £250 towards the cost of each of their first three reviews.

For more information, please visit www.gov.uk/export-communications-review or contact the ECR team at the address below.

UK Trade & Investment is the United Kingdom Government's lead organisation for supporting UK companies in overseas business, and attracting inward investment.



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