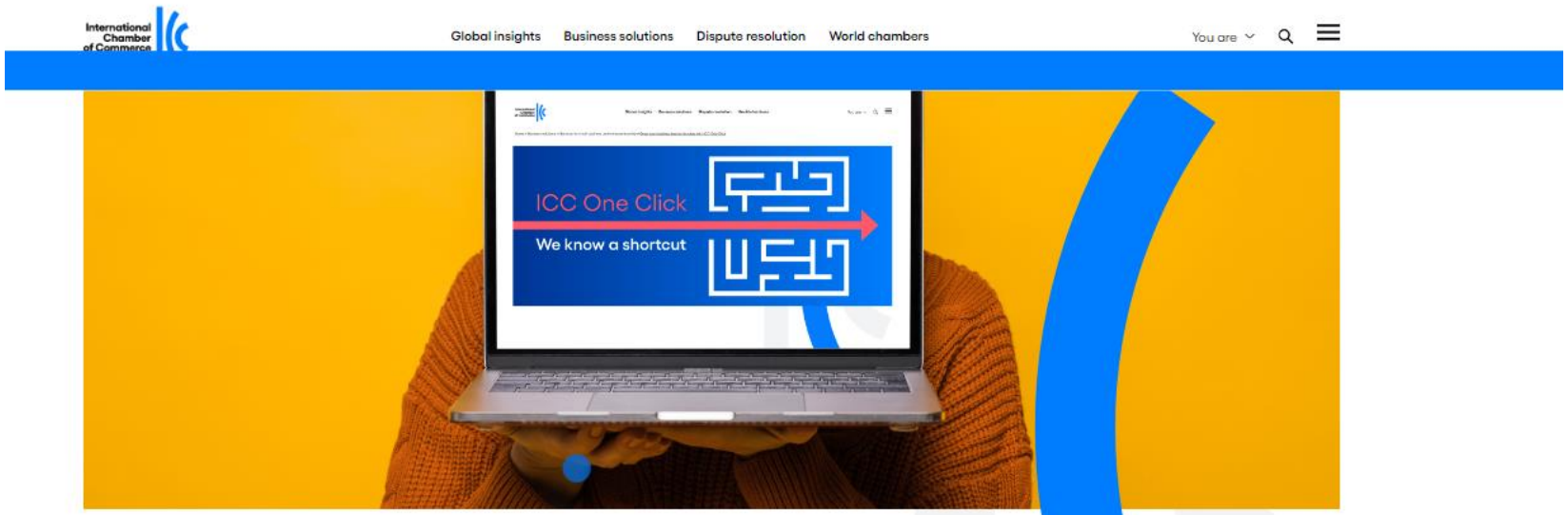
ICC One Click

Your gateway to trade tools, solutions and guides to export and grow globally

Home » Business solutions » Services for small business and entrepreneurship » Grow your business beyond borders with ICC One Click



Grow your business beyond borders with ICC One Click

Implementation playbook

What you will find in this guide

Introduction

- How to present ICC One Click to your members?
- Why feature ICC One Click on your website?

Guide

Step 1

- Answer important questions

Step 2

- Choose a strategy

Step 3

- Find the best spot on your website

Step 4

- Discover pre-made assets, content and toolkits

Knowledge sharing

- Hear from chambers about successful integrations

Marketing kit

- Collaterals and visual assets

How to present ICC One Click to your members?

Integrate the ICC One Click tool on your website

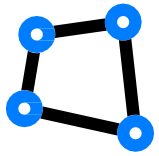
Share the tool with your SME members (email/newsletter/social media)

Refer to the ICC One Click tool with your members when they request assistance in international trade

Co-organise a webinar with your membership team or with SMEs/Entrepreneurs and express your interest in hosting an ICC One Click roadshow event

Measure, track and adjust

Why feature ICC One Click on your website?



Build trust

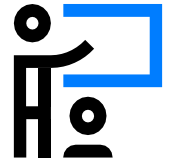
Local businesses feel connected to and represented by you. This proximity builds trust in the product.

Raise visibility

To help businesses find ICC One Click, it is crucial to make it visible and available on trusted local websites – just like yours.

Meet business needs

Businesses save time and gain easy access to the right tools and information on export and global trade – all in one place.



Demonstrate leadership

You are a key contributor and enabler of the trade tools and business solutions presented in ICC One Click.

Step 1: Answer important questions

It’s time for some self-reflection

How is my website structured?
- E.g. how many menu items exist, the main topic/keyword/purpose of those pages

Which web analytics can I retrieve to make a data-driven decision?
- E.g. the most visited pages on my website, what users search for etc.

Are there are any existing pages on export/global trade on my website?
- Could I update them and include information about ICC One Click?

Step 2: Choose a strategy

Create new webpage

1. Browse the menu of your website to decide where the new page will appear
2. Fill the new page with pre-made content and assets

and / or

Add to existing webpage(s)

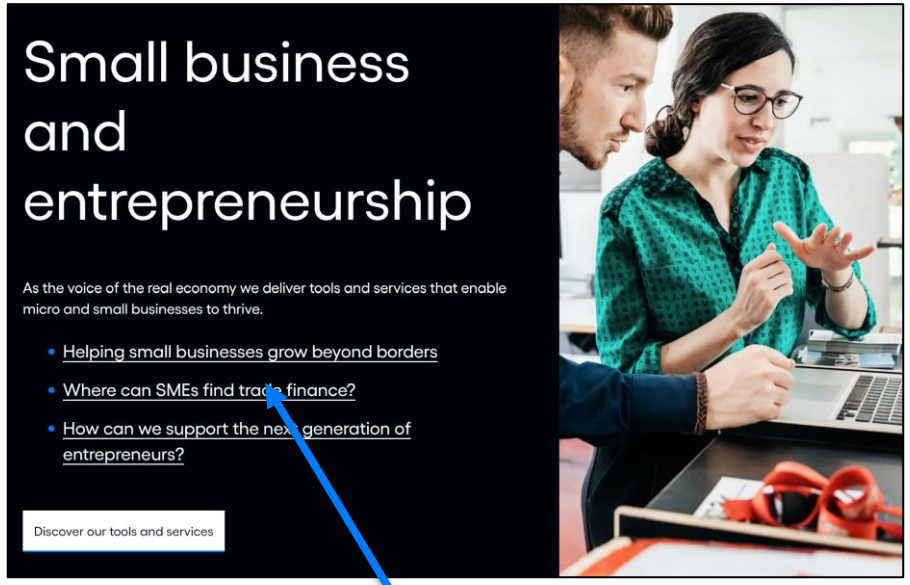
1. Browse the menu to identify pages where ICC One Click could be mentioned
2. Add pre-made content and assets to the existing page(s)

Step 3: Find the best spot

Part 1/2

Most visible sections on a website

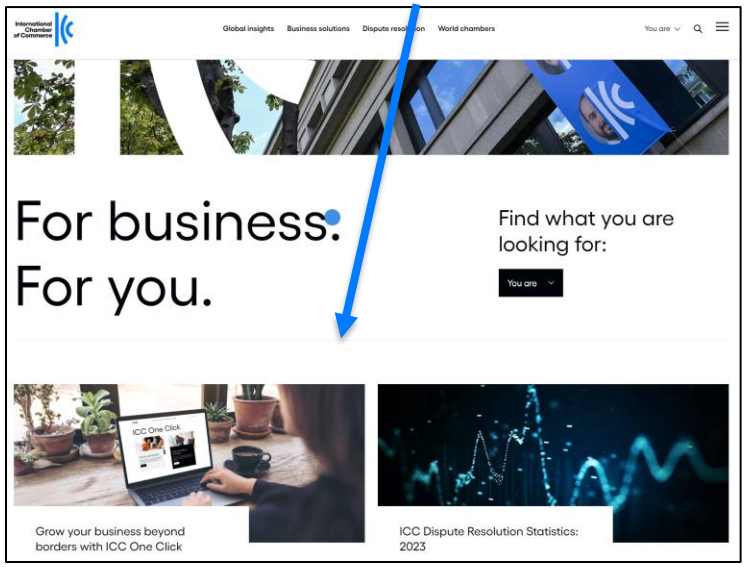
- Homepage (specifically the header)
- Menu
- Sidebar
- Footer

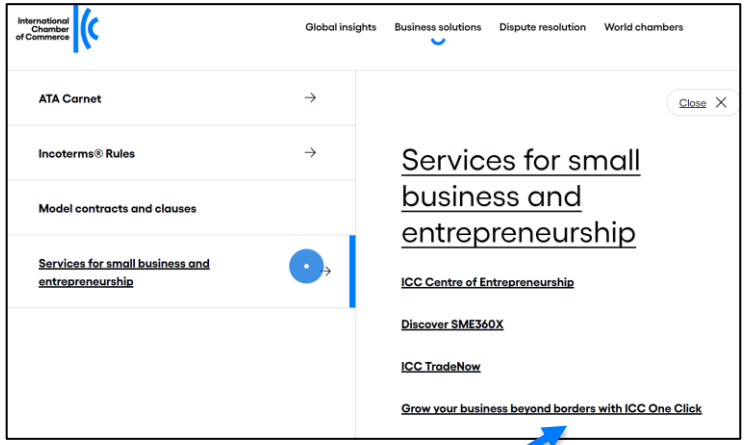


Homepage: iccwbo.org

Header image on homepage: https://www.ccb.org.co/en/chamber-commerce-bogota/international-chamber-of-commerce-icc

Homepage header section: iccwbo.org





Menu: iccwbo.org

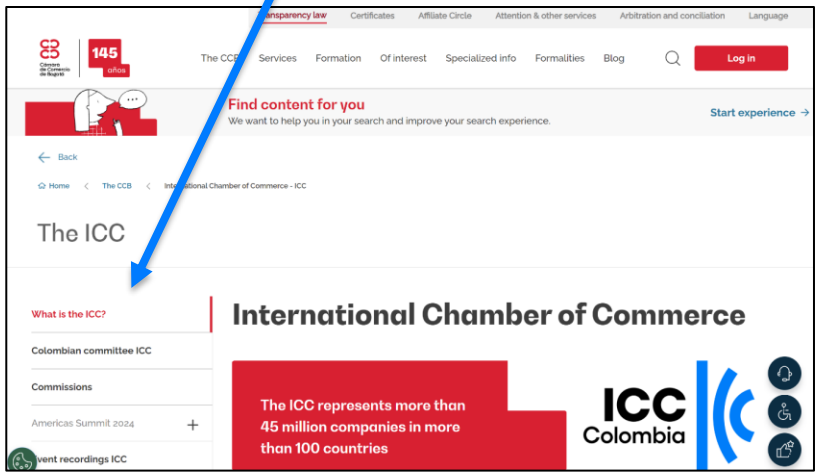
Step 3: Find the best spot

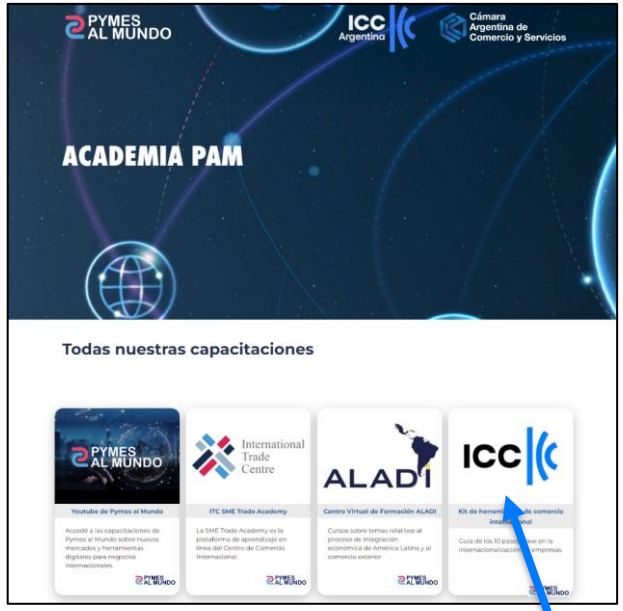
Part 2/2

Other suitable sections on your website

- Resource section
- Existing pages (e.g. about ICC, a topic related to export/trade or resources for SMEs)
- Footer

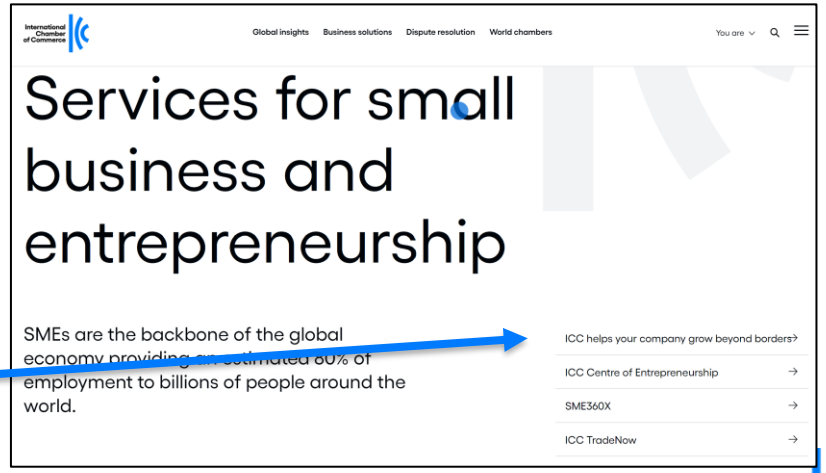
Page about ICC:
https://www.ccb.org.co/en/chamber-commerce-bogota/international-chamber-of-commerce-icc





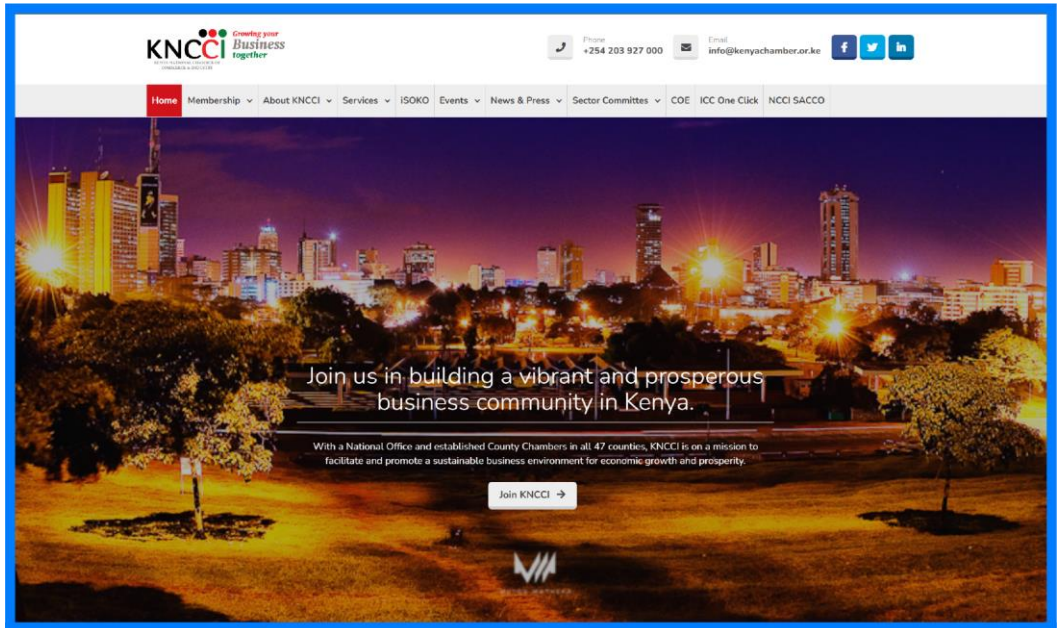
Page with resources for SMEs:
https://www.pymesalmundo.com/capacitaciones

Page tailored to SMEs:
https://iccwbo.org/business-solutions/services-for-small-business-and-entrepreneurship/



Chambers offering **ICC One Click** to their current and prospective **SMEs Members**

Argentina Chamber of Commerce and Services



The Kenya National Chamber of Commerce and Industry

Step 4: Discover pre-made assets, content and toolkits

Part 1 – Visual assets

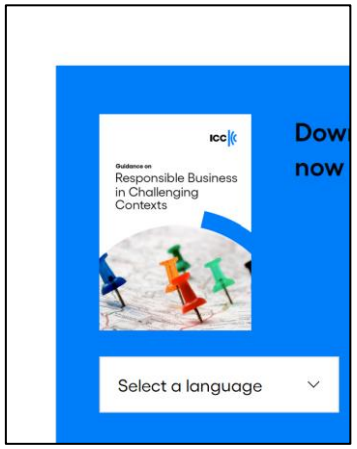
All visual assets are available on our public folder.

Tip: Embed link within the image to increase click rates

Header image

Step 4: Discover pre-made assets, content and toolkits

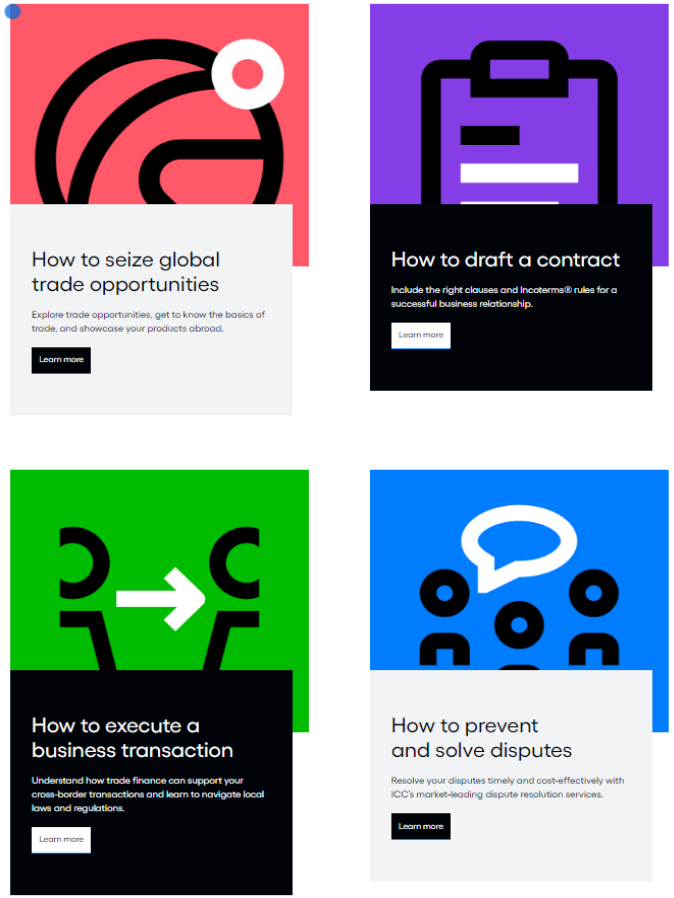
Part 1 – Visual assets



Sample vertical thumbnail

Sample horizontal thumbnail

Icons/pictograms



Header images for the four main sections

All visual assets are available on our public folder.

Step 4: Discover pre-made assets, content and toolkits

Part 2 – Content

Short teaser:
For buttons or small text boxes

- ICC One Click, your all-in-one toolkit to export and grow your business globally. Access here.
- Grow your business beyond borders with ICC One Click. Discover more.

For translations, please cross-check available content on https://iccwbo.org/icconeclick

Long teaser:
For use on existing pages or a new page presenting ICC One Click

Grow your business beyond borders with ICC One Click

Are you a business looking to export and trade across borders? ICC One Click serves as a gateway to trade tools, solutions and guides to help businesses export and grow globally.

ICC One Click offers step-by-step guidance for first-time and experienced exporters. By providing easy access to resources that are being used by millions of businesses every day, ICC One Click aims to simplify each step of the cross-border trade journey, from identifying opportunities and drafting contracts to executing transactions and solving disputes.

Discover ICC One Click, your all-in-one toolkit for export and global trade at https://iccwbo.org/icconeclick

ICC One Click is an initiative by the International Chamber of Commerce (ICC), the world's largest business organisation. We, (insert partner name), are a proud supporter of the available trade tools.

Step 4: Discover content, assets and toolkits ready-made for Chambers and NCs

Part 3 – Toolkits

Official ICC boilerplate:
We invite you to use this text to provide more information about ICC

The International Chamber of Commerce (ICC*) is the institutional representative of more than 45 million companies in over 170 countries. ICC's core mission is to make business work for everyone, every day, everywhere.

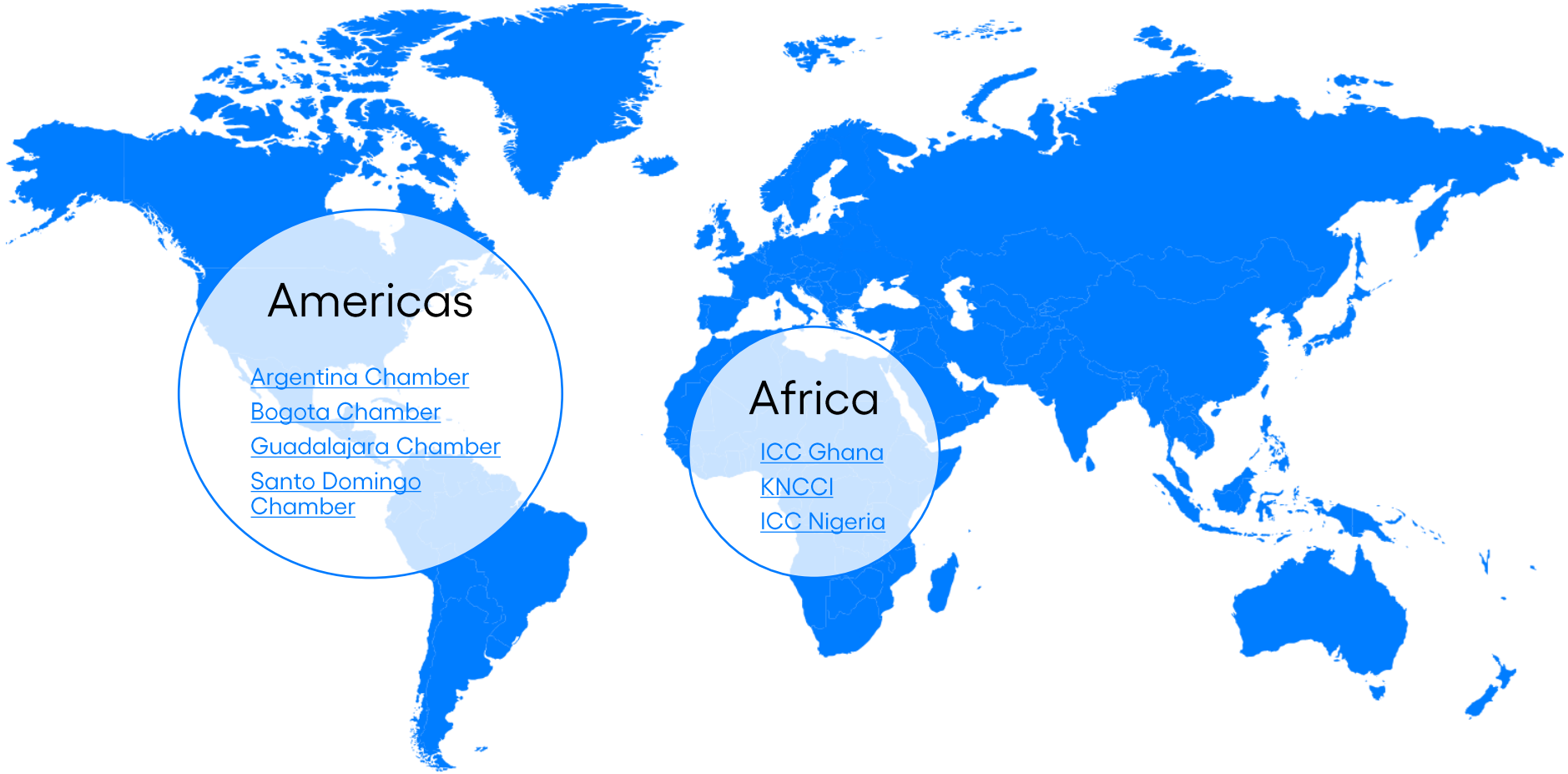
Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, MSMEs, business associations and local chambers of commerce.

*When translating the boilerplate, please note that the acronym "ICC" should remain **unchanged** regardless of the language used.

More resources will be available soon to help you talk about and promote ICC One Click on your communications channels.

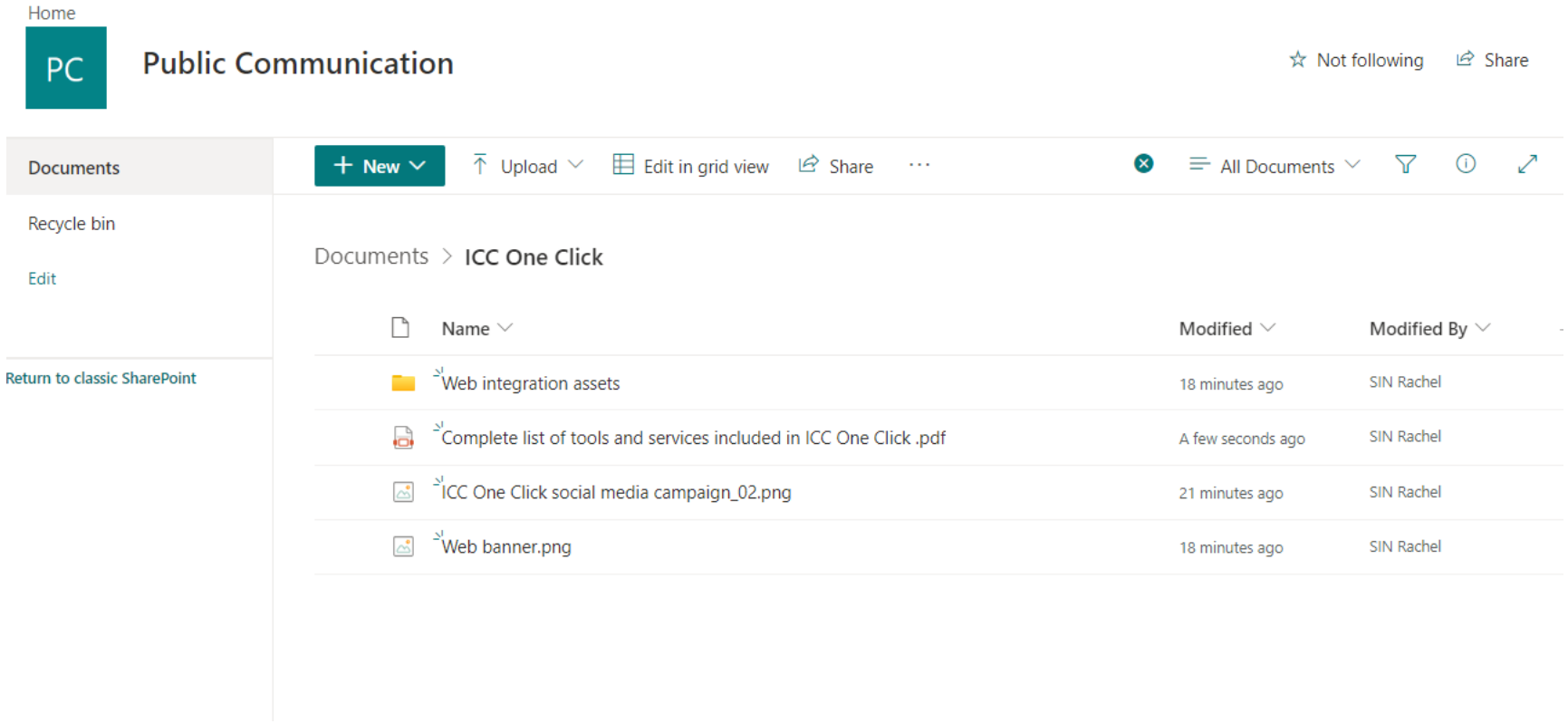
Hear from chambers

Successful web integrations



Marketing kit

Additional assets for marketing and promotional purposes are available public folder.



Language options

The ICC One Click portal is now available in 10 languages!

We **strongly** recommend you embed the most appropriate language option on your website to make ICC One Click more accessible to your local community.

If you have previously embedded the SME One Click pdf document on your website, please kindly remove it from the website as the content is now outdated.

Languages available and corresponding links:

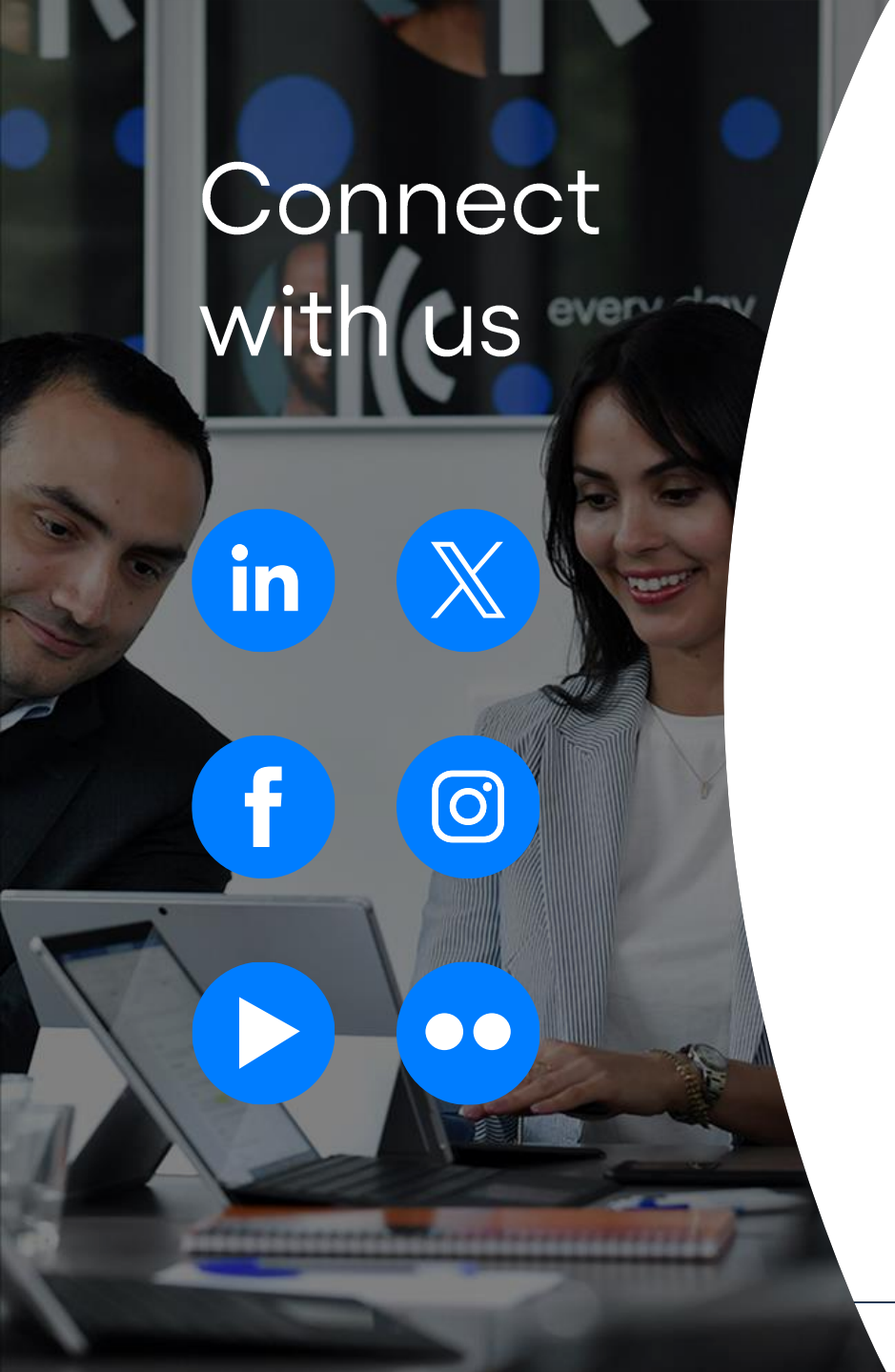
- Chinese (simplified): https://iccwbo.org/icconeclick/zh
- English: https://iccwbo.org/icconeclick
- French: https://iccwbo.org/icconeclick/fr
- German: https://iccwbo.org/icconeclick/de
- Japanese: https://iccwbo.org/icconeclick/ja
- Hindi: https://iccwbo.org/icconeclick/hi
- Brazilian Portuguese: https://iccwbo.org/icconeclick/pt-br
- Portuguese: https://iccwbo.org/icconeclick/pt
- Spanish: https://iccwbo.org/icconeclick/es
- Turkish: https://iccwbo.org/icconeclick/tr

ICC is the institutional representative of over

45 million businesses

in over **170 countries.**

We are the voice of the real economy, championing the needs of businesses, large and small, in global decision- making and leveraging private sector know-how to deliver solutions that turn interconnected challenges into opportunity for all.



Connect with us

Contact

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Phone: +33 1 49 53 30 39

Learn more

iccwbo.org