



EXIM Digital Toolkit:

Content to better serve your clients



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Dear EXIM Partners,

In an effort to increase awareness of Export- Import Bank's (EXIM) products for U.S. exporters, the EXIM small business marketing team has invested a significant amount of time creating new digital content to explain trade finance and its benefits for American small businesses.

This kit provides an overview of that digital content. For each subject you will find a list of videos, eBooks, and blog posts with links to the landing pages where that content resides, and recommended social media posts for Twitter and LinkedIn to facilitate its amplification.

We have included these recommendations for you to broadcast; we encourage you to use our content and customize posts that are creative, engaging, and meet the needs of your constituency and organization.

For your convenience, we've included shortened links to share via your social media accounts. You'll also find EXIM's official social media accounts and handles, so feel free to tag us as you share this and other content you find interesting, as well.

We hope you find this useful, and more importantly, that your small business customers and constituents find it interesting. Additionally, if you have any questions or ideas for new content please feel free to reach out.

Thank you,

A handwritten signature in black ink, appearing to read "Jim Burrows". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

Jim Burrows
SVP Small Business Group
Export-Import Bank of the U.S.

Keep up with EXIM through the following channels:



YouTube

<https://www.youtube.com/user/EximBankofUS>

- EXIM Overview
- Small Business Overview
- Customer Testimonials
- “How it Works” Videos
- YouTube Username: EximBankUS



Twitter

<https://twitter.com/EximBankUS>

Handle: **@EximBankUS** Hashtags:
#exports #ExportTip #EXIM
#MadeInAmerica #smallbiz



LinkedIn

<https://www.linkedin.com/company/export-import-bank-of-the-united-states>

- News & Updates
- Employee Connections
- LinkedIn: Export-Import Bank of the United States



EXIM Blog

<http://grow.exim.gov/blog>

- Industry Insights
- Client Success Stories
- News & Updates



YouTube

Subscribe to our video channel, and embed our videos in your own websites!

URL <https://www.youtube.com/user/EximBankofUS>



Twitter

Follow us: **@EximBankUS** Retweet our posts, and mention our username in your own tweets!

URL <https://twitter.com/EximBankUS>





EXIM Blog

Subscribe to *Export Finance Solutions*,
The Official Blog of EXIM, to get news and
insights delivered right to your inbox!

URL <http://grow.exim.gov/blog>



LinkedIn

Share EXIM updates on your own company
page or with relevant LinkedIn groups.

URL [https://www.linkedin.com/company/
export-import-bank-of-the-united-states](https://www.linkedin.com/company/export-import-bank-of-the-united-states)

Explaining EXIM

Is EXIM a bank? Is it a government agency? What services can it provide?

This section covers how to explain, at a high level, EXIM capabilities and how EXIM products can help small businesses.



EXIM Testimonial
by EximBankofUS
99 views



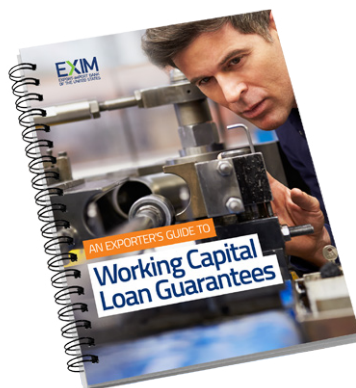
EXIM Overview
by EximBankofUS
45 views



Message from the Chairman
by EximBankofUS
170 views

Videos

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Introduction to the Export-Import Bank Provides a general overview of EXIM and what it can do for U.S. businesses.	Full URL: http://grow.exim.gov/bank-overview Short URL: https://go.usa.gov/3pR5t Alt URL: https://youtu.be/ulnwPzWD6A4	Introduction to the Export-Import Bank: https://go.usa.gov/3pR5t Could your firm use a partner in export finance? Learn how EXIM Bank could help: https://go.usa.gov/3pR5t	The Export-Import Bank provides U.S. businesses the financing they need to export abroad. Learn what they can do for you: https://go.usa.gov/3pR5t
Introduction to the Export-Import Bank for Business Decision Makers Provides an overview of EXIM and its products, specifically as it pertains to small business decision makers.	Full URL: http://grow.exim.gov/small-business-overview Short URL: http://go.usa.gov/3vPy4 Alt URL: https://youtu.be/ulnwPzWD6A4	Could your firm use a partner in export finance? Learn how EXIM Bank could help: http://go.usa.gov/3vPy4 Looking to export? You should know EXIM Bank. Get introduced: http://go.usa.gov/3vPy4	The Export-Import Bank has the tools and expertise to help your business compete overseas. Learn what they can do for you: http://go.usa.gov/3vPy4



eBooks

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
<p>Export Expertise: 10 Finance Tools to Grow Your Export Business</p> <p>Lists the top 10 ways EXIM products can add value to a U.S. business.</p>	<p>Full URL: http://grow.exim.gov/export-expertise</p> <p>Short URL: http://1.usa.gov/1cSNldj</p>	<p>Worried about foreign buyer nonpayment or accessing capital? Discover these 10 ways to finance your #exports: http://1.usa.gov/1cSNldj</p> <p>Check out these 10 ways to finance your #export sales: http://1.usa.gov/1cSNldj</p>	<p>Check out the essential guide to export finance from the Export-Import Bank of the United States. Discover 10 ways EXIM financing can work with your business to support your exports. http://1.usa.gov/1cSNldj</p>
<p>Small Business Product Guide</p> <p>Provides a basic overview of the products and services targeting small businesses that can be accessed through EXIM Bank.</p>	<p>Full URL: http://grow.exim.gov/compete-overseas-and-expand-your-business</p> <p>Short URL: http://1.usa.gov/1K6ahmR</p>	<p>Are you a #smallbiz exporter? Export confidently using EXIM. Get the FREE #smallbiz guide today! http://1.usa.gov/1K6ahmR</p> <p>Manage risk and unleash opportunity. Get the #SmallBiz Finance Guide & learn how to manage risk & grow your exports: http://1.usa.gov/1K6ahmR</p>	<p>Download the Small Business Finance Guide and learn how to grow your exports by accessing export financing and minimizing foreign risk. http://1.usa.gov/1K6ahmR</p>

eBooks (con't)

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Export Finance Solutions Guide A bi-fold flyer that lists out all EXIM products, their benefits, and estimated costs.	Full URL: http://grow.exim.gov/finance-solutions-guide Short URL: http://1.usa.gov/1cSTx50	Is your business exporting? Learn more about @EXIMBankUS tools that equip your business to export safely: http://1.usa.gov/1cSTx50 Grow your #export business using @EXIMBankUS! Learn more about the finance tools they offer #SmallBiz: http://1.usa.gov/1cSTx50	Get the FREE Export Finance Solutions Guide. Learn more about the tools the Export-Import Bank of the United States provides to U.S. businesses to export successfully. http://1.usa.gov/1cSTx50



Blog Post

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
<p>Export Finance Solutions</p> <p>Export Finance Solutions is the official blog of the Export-Import Bank. This page lists the most recent posts.</p>	<p>Full URL: http://grow.exim.gov/blog</p> <p>Short URL: http://1.usa.gov/1EC2SF0</p>	<p>Think trade finance is too complicated or expensive? Think again, find out more @EXIMBankUS: http://1.usa.gov/1EC2SF0</p> <p>Learn how trade finance can grow your exports, read @EXIMBankUS Export Finance Solutions: http://1.usa.gov/1EC2SF0</p>	<p>Interested in learning how to access financing for your international sales? Learn more by checking out Export Finance Solutions, the official blog the Export-Import Bank of the United States. http://1.usa.gov/1EC2SF0</p>
<p>Use Working Capital and Insured Receivables to Grow Your Business</p> <p>An example of using Global Credit Express and Export Credit Insurance together</p>	<p>Full URL: http://grow.exim.gov/blog/use-working-capital-and-insured-receivables-to-grow-your-business</p> <p>Short URL: http://1.usa.gov/1A0AY9g</p>	<p>We can help you grow your export business! Find out how to access financing and mitigate export risk: http://1.usa.gov/1A0AY9g</p> <p>Use working capital and insured receivables to grow your #Exports. Read: http://1.usa.gov/1A0AY9g @EXIMBankUS</p>	<p>Did you know the Export-Import Bank of the United States offers protection against export risk and can get your business the financing it needs to complete international sales? Learn more about Express Credit Insurance and Global Credit Express today: http://1.usa.gov/1A0AY9g</p>
<p>Mississippi Trade Office Empowers Mississippi Businesses to Export</p> <p>An example of EXIM and a city/state partner working together.</p>	<p>Full URL: http://grow.exim.gov/blog/mississippi-trade-office-empowers-mississippi-businesses-to-export</p> <p>Short URL: http://go.usa.gov/39F8A</p>	<p>Get Free Export Counseling: Check out how @EXIMBankUS & @MDAworks partner to grow #Mississippi Businesses exports: http://go.usa.gov/39F8A</p> <p>Did you know EXIM has export partners across the U.S.? Mississippi Development Authority provides export counseling http://go.usa.gov/39F8A</p>	<p>Did you know EXIM Bank has export partners across the U.S.? Learn how to access free export counseling from the Mississippi Development Authority today, and about EXIM's City/State Partner Program: http://go.usa.gov/39F8A</p>

Blog Post (con't)

Title & Description

Get Export Counseling: Learn how Slade Inc. Used North Carolina SBTDC

An example of EXIM and a city/state partner working together.

URL

Full URL:
<http://grow.exim.gov/blog/get-export-counseling-learn-how-slade-inc.-used-north-carolina-sbtcdc>

Short URL:
<http://go.usa.gov/39F54>

Suggested Tweet

Get Export Counseling: Learn how Slade Inc. used North Carolina SBTDC <http://go.usa.gov/39F54>

Did you know EXIM has export partners across the U.S.? North Carolina SBTDC provides export counseling. <http://go.usa.gov/39F54>

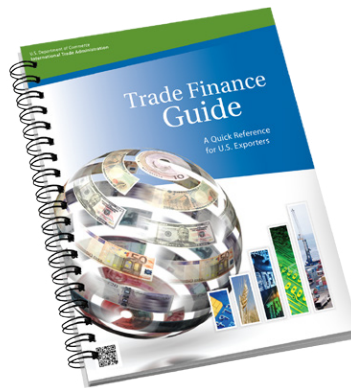
Suggested LinkedIn Post

Did you know EXIM Bank has export partners across the U.S.? Learn how to access free export counseling from the North Carolina SBTDC today, and about EXIM's City/State Partner Program: <http://go.usa.gov/39F54>



Explaining Trade Finance

Investopedia.com defines trade finance as “the financing of international trade, including such activities as lending, issuing letters of credit, factoring, export credit, and insurance.” However, for many U.S. small businesses, even this basic description may be confusing. Below are a few resources to get them up to speed.



eBooks

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Trade Finance Guide: A Quick Reference for U.S. Exporters Developed by the Dept. of Commerce, this guide provides U.S. companies an overview of trade finance so that they can turn their export opportunities into actual sales.	Full URL: http://grow.exim.gov/finance-guide Short URL: http://1.usa.gov/1B55OKV	Get the ultimate guide to accessing export finance from @TradeGov @CommerceGov @EXIMBankUS: http://1.usa.gov/1B55OKV Export confidently. Learn how to manage risk and access financing to export successfully @EXIMBankUS: http://1.usa.gov/1B55OKV	Unlock financing and grow your international sales. Download the FREE guide from the U.S. Department of Commerce, http://1.usa.gov/1B55OKV .

Blog Post

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
5 Ways to Maximize Your Exports 5 ways to optimize your cash flow, protect against risk, and compete overseas.	Full URL: http://grow.exim.gov/blog/5-ways-to-maximize-your-exports-with-trade-finance Short URL: http://1.usa.gov/1HhpElk	Learn more about financing your #exports @EXIMBankUS. Check out these 5 ways it can help your business: http://1.usa.gov/1HhpElk Think you're too small to be exporting? Read about 5 ways to access more financing for your #smallbiz: http://1.usa.gov/1HhpElk @EXIMBankUS	Learn more about how to access financing for your international sales. Read this post from the Export-Import Bank of the United States, and learn about 5 ways to get the capital you need to succeed exporting! http://1.usa.gov/1HhpElk
4 International Methods of Payment for U.S. Exporters Synopsis of 4 international methods of payment: cash in advance, letters of credit, documentary collections, and open account.	Full URL: http://grow.exim.gov/blog/4-international-methods-of-payment-for-exporters Short URL: http://go.usa.gov/39FB5	Check out these 4 methods of international payment. http://go.usa.gov/39FB5 Know the difference between open account terms and a letter of credit? http://go.usa.gov/39FB5	Know the difference between open account terms and a letter of credit. Check out Export Finance Essentials to learn more about 4 different methods of international payment. http://go.usa.gov/39FB5

Selling Export Credit Insurance

Export credit insurance is the most used trade finance product from EXIM. Nonetheless, many U.S. small businesses are still unaware of its availability and many valuable uses. Below are a few resources to catch them up to speed:



How it Works: Ex-Im Bank Export Credit Insurance
by EximBankofUS
1,019 views



Export Credit Insurance Testimonial DemeTech
by EximBankofUS
1,019 views

Videos

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
<p>Export Credit Insurance: How it Works video with case study</p> <p>An introductory video on how export credit insurance works, and what it can do for a business.</p>	<p>Full URL: http://grow.exim.gov/export-credit-insurance-video</p> <p>Short URL: http://1.usa.gov/1G68ps6</p> <p>Alt URL: https://youtu.be/pXmhoFuz1-8</p>	<p>Don't worry about foreign buyer non-payment. Use export credit insurance to protect your business, watch the video: http://1.usa.gov/1G68ps6</p> <p>Manage #export risk w/ @EXIMBankUS, use credit insurance to grow your exports. Watch the video to find out how: http://1.usa.gov/1G68ps6</p>	<p>96% of businesses exporting are small businesses. Minimize the risk of exporting by using export credit insurance. Learn how export credit insurance works by watching this video from the Export-Import Bank of the United States: http://1.usa.gov/1G68ps6</p>

Videos (con't)

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Ben Kaufman Sales Customer Testimonial Customer testimonial video explaining how this manufacturer uses export credit insurance.	Full URL: http://grow.exim.gov/ben-kaufman Short URL: http://go.usa.gov/3pRws Alt URL: https://youtu.be/qZOyh4_PZy8	EXIM Bank provides products to U.S. small businesses. See how Ben Kaufman Sales used credit insurance to grow. http://go.usa.gov/3pRws See how EXIM Bank helped Ben Kaufman Sales expand its business overseas. http://go.usa.gov/3pRws	Learn how U.S. manufacturer Ben Kaufman Sales uses EXIM Export Credit Insurance to extend open account terms and protect against nonpayment risk. http://go.usa.gov/3pRws
Demetech Customer Testimonial Customer testimonial video explaining how this manufacturer uses export credit insurance.	Full URL: http://grow.exim.gov/demetech Short URL: http://go.usa.gov/3pRfK Alt URL: https://youtu.be/G2Qnppf4rIM	Could your firm use a partner in export finance? Learn how EXIM Bank could help. http://go.usa.gov/3pRws Looking to export? You should know EXIM Bank. Get introduced! http://go.usa.gov/3pRws	Learn how U.S. manufacturer Demetech uses EXIM Export Credit Insurance to extend open account terms and protect against nonpayment risk. http://go.usa.gov/3pRws



eBooks

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
<p>eBook: Export Credit Insurance</p> <p>Provides an overview of export credit insurance, outlines how it works, and some of its many uses.</p>	<p>Full URL: http://grow.exim.gov/eci-ebook</p> <p>Short URL: http://1.usa.gov/1PiDXAP</p>	<p>Vet your buyers using credit insurance. Start managing export risk today, download the FREE eBook: http://1.usa.gov/1PiDXAP @EXIMBankUS</p> <p>Download the FREE Export Credit Insurance eBook today and learn how to access export financing! http://1.usa.gov/1PiDXAP @EXIMBankUS</p>	<p>Having trouble accessing financing? Get the financing you need by insuring your business's foreign accounts receivables. Get the FREE Guide to Export Credit Insurance from the Export-Import Bank of the United States to learn more. http://1.usa.gov/1PiDXAP</p>

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Export Credit Insurance Case Study: Collection 2000 Cosmetics Case Study on how a Florida based cosmetic firm used export credit insurance.	Full URL: http://grow.exim.gov/blog/export-credit-insurance-case-study-collection-2000-cosmetics Short URL: http://1.usa.gov/1HhntEH	Insure your #exports w/ @EXIMBankUS & protect against nonpayment. Find out how Collection 2000 saved \$100,000: http://1.usa.gov/1HhntEH READ: Learn how export credit insurance from @EXIMBankUS saved Collection 2000 \$100,000: http://1.usa.gov/1HhntEH	Did you know export credit insurance is an insurance policy for your business's foreign receivables? Learn how Collection 2000 used credit insurance to recoup \$100,000. http://1.usa.gov/1HhntEH
Manage Risk of Foreign Buyer Non-payment Using Export Credit Insurance Description of using export credit insurance to reduce nonpayment risk.	Full URL: http://grow.exim.gov/blog/trade-credit-insurance Short URL: http://go.usa.gov/39FcV	Better manage risk of nonpayment using export credit insurance. Read EXIM's blog to find out more: http://go.usa.gov/39FcV Don't worry about foreign buyer non-payment. Export Credit Insurance can help your business grow: http://go.usa.gov/39FcV	Don't worry about foreign buyer non-payment. Learn how to mitigate the risk of exporting and nonpayment by using export credit insurance. Read Export Finance Solutions to learn how export credit insurance can protect your business today. http://go.usa.gov/39FcV
Increase Your Exports by Offering Open Account Terms How export credit insurance can help firms sell profitably on open account terms.	Full URL: http://grow.exim.gov/blog/export-finance-essentials/expanding-international-sales-through-open-account-terms Short URL: http://go.usa.gov/39FZY	Learn more about offering Open Account Terms & if it's right for your business. Read EXIM's blog to find out more: http://go.usa.gov/39FZY Worried about offering open account terms to foreign buyers? http://go.usa.gov/39FZY	Worried about offering open account terms to foreign buyers? Concerned about nonpayment? Learn more about open account terms and options available to U.S. exporters. http://go.usa.gov/39FZY

Blog Post (con't)

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Factoring 101: Factoring vs. Export Credit Insurance Basic explanation of factoring and export credit insurance.	Full URL: http://grow.exim.gov/blog/factoring-101-factoring-vs.-export-credit-insurance Short URL: http://go.usa.gov/39FKz	READ: Protect against foreign customer nonpayment, learn how a Letter of Credit works: http://go.usa.gov/39FKz What is the difference between factoring and export credit insurance? http://go.usa.gov/39FKz	What is the difference between factoring and export credit insurance? Learn how both work and can improve your access to export working capital. http://go.usa.gov/39FKz
Discounting: Improve Cash Flow and Access Working Capital Basic explanation of discounting and export credit insurance.	Full URL: http://grow.exim.gov/blog/discounting-improve-cash-flow-and-access-working-capital Short URL: http://go.usa.gov/39FkF	Learn how discounting accounts receivables can access working capital: http://go.usa.gov/39FkF Learn how discounting works and how it can improve your business's cash flow: http://go.usa.gov/39FkF	Find out how discounting works EXIM Banks blog, Export Finance Essentials. Learn how discounting works, and how it can improve your business's cash flow: http://go.usa.gov/39FkF
Finance Capital Intensive Exports Using Medium-term Credit Insurance An example of medium term credit insurance.	Full URL: http://grow.exim.gov/blog/finance-capital-intensive-goods-using-medium-term-credit-insurance Short URL: http://go.usa.gov/39FXh	Need to finance your #smallbiz international sales? Find out how Air Tractor used EXIM to grow its foreign sales: http://go.usa.gov/39FXh How could your business grow if you financed U.S. made capital intensive goods up to 7 years? http://go.usa.gov/39FXh	As a small business, finding international financing can be a challenge. Find out more about how Air Tractor of Olney, Texas grew its export business using EXIM: http://go.usa.gov/39FXh

Selling Working Capital Loan Guarantees

EXIM Bank working capital guarantees allow U.S. businesses to borrow against export-related assets and obtain working capital to fulfill export orders. EXIM doesn't replace an exporter's bank; it works with their existing lender, providing a loan guarantee that backs the borrower's debt in the event something goes awry. Below are some resources to educate your customers on the details:

Videos

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
Working Capital: How it Works video with case study An introductory video on how the working capital guarantee program works and what it can do for a business.	Full URL: http://grow.exim.gov/capital-grow Short URL: http://1.usa.gov/1bP9Dev	Access working capital and grow your international sales. Learn how, watch this video: @EXIMBankUS Optimize cash flow & grow your exports. Learn how w/ @EXIMBankUS, watch this video today: http://1.usa.gov/1bP9Dev	Interested in exporting, but concerned about foreign buyer nonpayment? Get the FREE Export Credit Insurance eBook and learn how to manage international risk. http://1.usa.gov/1bP9Dev
Control Flow Customer Testimonial Customer testimonial video explaining how this manufacturer uses export credit insurance.	Full URL: http://grow.exim.gov/control-flow Short URL: http://go.usa.gov/3pR78 Alt URL: https://youtu.be/uqKI2gTItZQ	Need working capital for bid and performance bonds? Learn how EXIM can help. http://go.usa.gov/3pR78 See how EXIM Bank helped Control Flow meet its export working capital needs. http://go.usa.gov/3pR78	Learn how U.S. manufacturer Control Flow uses the EXIM working capital guarantee program to support bid and performance bonds. http://go.usa.gov/3pR78



Blog Post

Title & Description	URL	Suggested Tweet	Suggested LinkedIn Post
<p>Surety Bonds for Exporters: What is a Bid Bond?</p> <p>A basic explanation of one type of surety bond: a bid bond.</p>	<p>Full URL: http://grow.exim.gov/blog/surety-bonds-for-exporters-what-is-a-bid-bond</p> <p>Short URL: http://1.usa.gov/1EEVPug</p>	<p>Learn how to use bid bonds while exporting. Check out this piece from @EXIMBankUS: http://1.usa.gov/1EEVPug</p> <p>Find out how to use working capital from @EXIMBankUS to finance your bid bond: http://1.usa.gov/1EEVPug</p>	<p>Learn what a bid bond is and how it works in this blog post from the Export-Import Bank of the United States: http://1.usa.gov/1EEVPug</p>
<p>Surety Bonds for Exporters: What is a Performance Bond?</p> <p>A basic explanation of one type of surety bond: a performance bond.</p>	<p>Full URL: http://grow.exim.gov/blog/surety-bonds-for-exporters-what-is-a-performance-bond</p> <p>Short URL: http://go.usa.gov/39FNF</p>	<p>What's a Surety Bond? Learn how a performance bond works and how to finance it: http://go.usa.gov/39FNF</p> <p>Find out how to use working capital from @EXIMBankUS to finance your performance bond: http://1.usa.gov/1EEVPug</p>	<p>Learn what a performance bond is and how it works in this blog post from the Export-Import Bank of the United States: http://go.usa.gov/39FNF</p>

Title & Description

eBook: Working Capital Loan Guarantees

Provides an overview of the working capital guarantee program, outlines how it works, and some of its many uses.

URL

Full URL:
<http://grow.exim.gov/working-capital-ebook>

Short URL:
<http://1.usa.gov/1jCUlxU>

Suggested Tweet

Find out how an @EXIMBankUS guarantee can unlock financing from your bank, get the FREE eBook: <http://1.usa.gov/1jCUlxU>

Capital is the biggest challenge facing U.S. #exporters. Access financing w/ @EXIMBankUS. Get the eBook to learn more: <http://1.usa.gov/1jCUlxU>

Suggested LinkedIn Post

Find out more about what a working capital loan guarantee from the Export-Import Bank of the United States can do for your business. Get the FREE eBook today: <http://1.usa.gov/1jCUlxU>

