

PLACE FOR
LOGO

EXPORT MARKETING PLANNING TEMPLATE

for IT Services

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BRIEF EXPORT PROFILE OF THE INDUSTRY

Kyrgyzstan is actively developing the export of IT services, including software development outsourcing, UX / UI design, digital systems support, and DevOps solutions. The growing level of qualification of specialists and competitive rates make the market interesting for foreign clients. The main challenges are low recognition, limited cases on international platforms, and a lack of project management by Western standards.

PROMISING MARKETS

Market

USA and Canada

Germany and the
Netherlands

UAE and Saudi
Arabia

Features

High demand for outsourcing, reliability and English-speaking management are important

Value quality, data security, availability of ISO / GDPR standards

Active demand for digitalization, especially in e-commerce, fintech

TARGET AUDIENCE

- **Technology startups** (search for teams under MVP)
- **Medium-sized businesses** (task outsourcing-frontend, support)
- **IT consulting companies** (subcontracting on projects)
- **Financial and e-commerce sector** (platform development)

UNIQUE TRADE OFFERS (USPS)

English-speaking engineers with
experience in international projects

Possibility of dedicated commands and
Staff Augmentation models

Flexible pricing compared to
India/Eastern Europe

QA, DevOps, UI/UX, Mobile/web software
support + PM with time zone adaptation



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RECOMMENDED PROMOTION CHANNELS



Online:

LinkedIn (personal profiles + company pages)
Upwork, Clutch, and GoodFirms (cases, reviews, and visibility)
Cold mailing lists for startup and SMB databases
Webinar series and demo sessions



Offline:

Participation in IT conferences (Web Summit, Slush, GITEX Dubai)
Partner roadshows with sales representatives
Meetups in coworking spaces and technology hubs

EXAMPLES OF MESSAGES



"Flexible team for your product:
UX, development, DevOps —
without overloading the budget"



"We don't just write code — we
build into your business logic"



"Quality outsourcing from
Kyrgyzstan: 100+ projects in the
US, EU, and the Persian Gulf"

Month	Action
1	Preparation of cases and customer reviews in English, website redesign
2	Publication on Clutch, Upwork, LinkedIn, launch of the email outreach campaign
3	Demo presentations and trial calls with potential clients
4	Participation in an online hackathon or exhibition (for example, GITEX Remote)
5	Retargeting by site visitors, a series of video
6	Conversion analysis, SEO and content marketing optimization

ESTIMATED MARKETING BUDGET

300\$

Translation and
copywriting of cases

500\$

Promotion on Clutch,
GoodFirms, Upwork

800\$

Targeted advertising on
LinkedIn / Google

500\$

Demo/video preparation
and editing

1000\$

Participation in an online
event

Additionally: what should an IT company have to export?

- At least 3 cases in English with results and reviews
- One-page website with service presentation and application form
- LinkedIn-profiles with cases, reviews, and clear team roles
- Availability of GitHub/Behance / Dribbble profiles depending on the service type
- Willingness to quickly demonstrate a product or MVP



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