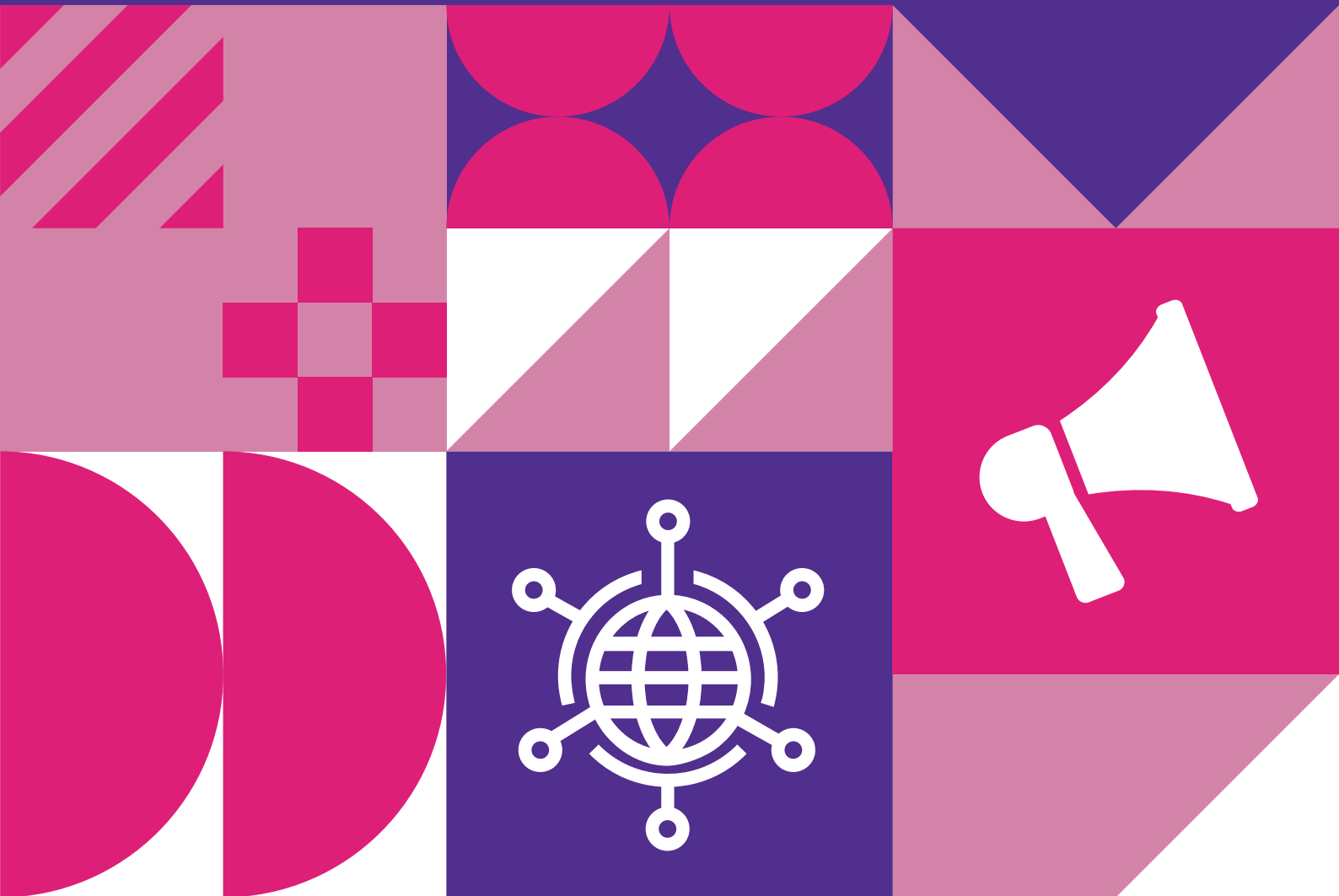
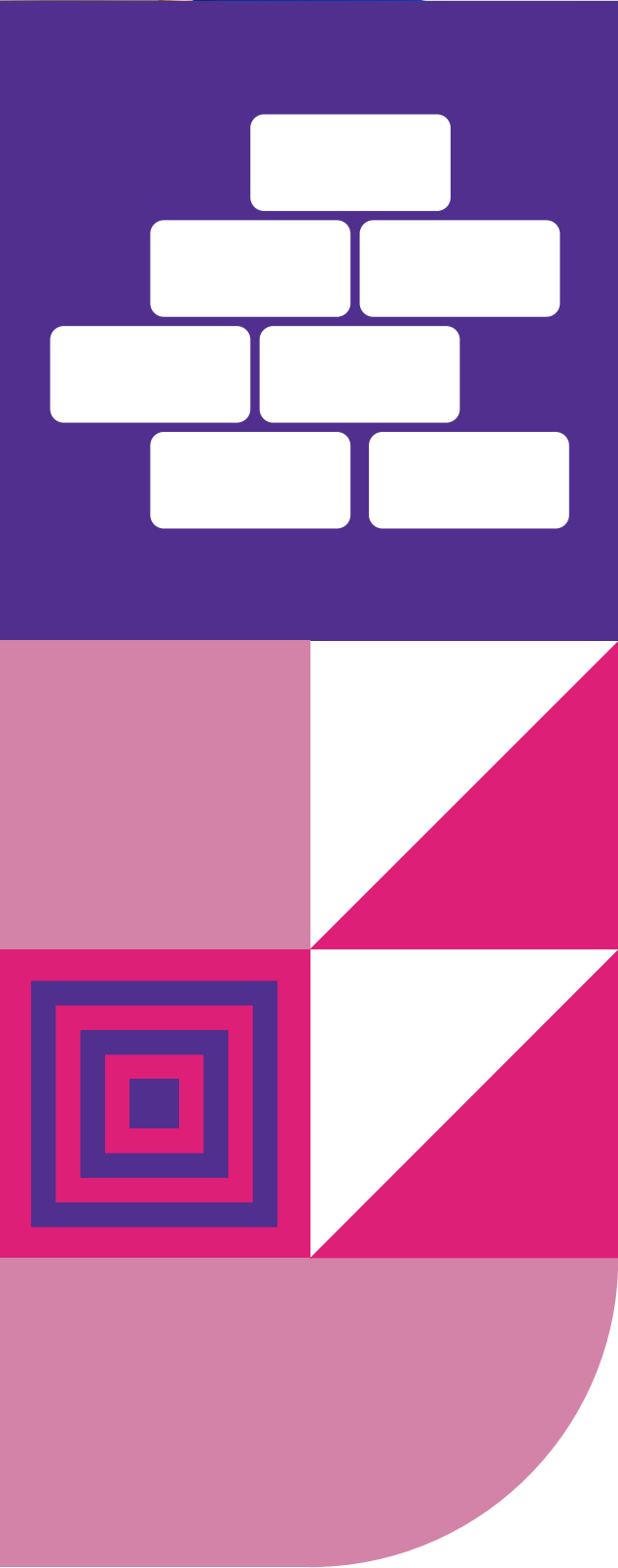


## How to market internationally - supporting export activities and raising profile

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# Introduction

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While entering new markets is never easy, marketing in them doesn't have to be nearly as risky as it might seem at first if you put the right building blocks in place.

For companies already overwhelmed by the number of marketing options they have in their home countries, international marketing can seem like a daunting challenge. Globalisation has created countless market opportunities for a lot of businesses. But exploiting them isn't always easy.

It's crucial to understand the market you are entering to ensure that your marketing efforts are successful. The opportunity for your products and services may be different overseas, requiring an entirely different go-to-market strategy.

This guide will take you through the building blocks you need to put in place for successful international marketing and will examine how to break down communication barriers and connect with prospects overseas.

**Samantha Vassallo**  
Managing Director

# 1. Understanding your market.

## Research is key to success.

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There are huge differences between markets and countries, which prevents the use of a 'one size fits all' approach.

It's important to talk to people in the market you are looking to target first to validate your assumptions about the nature of the market and its state of development.

Entering foreign markets can be a daunting task, especially if you have little connection to the market you wish to enter. Consider building relationships with potential clients and customers in foreign markets before you decide to officially launch in them.

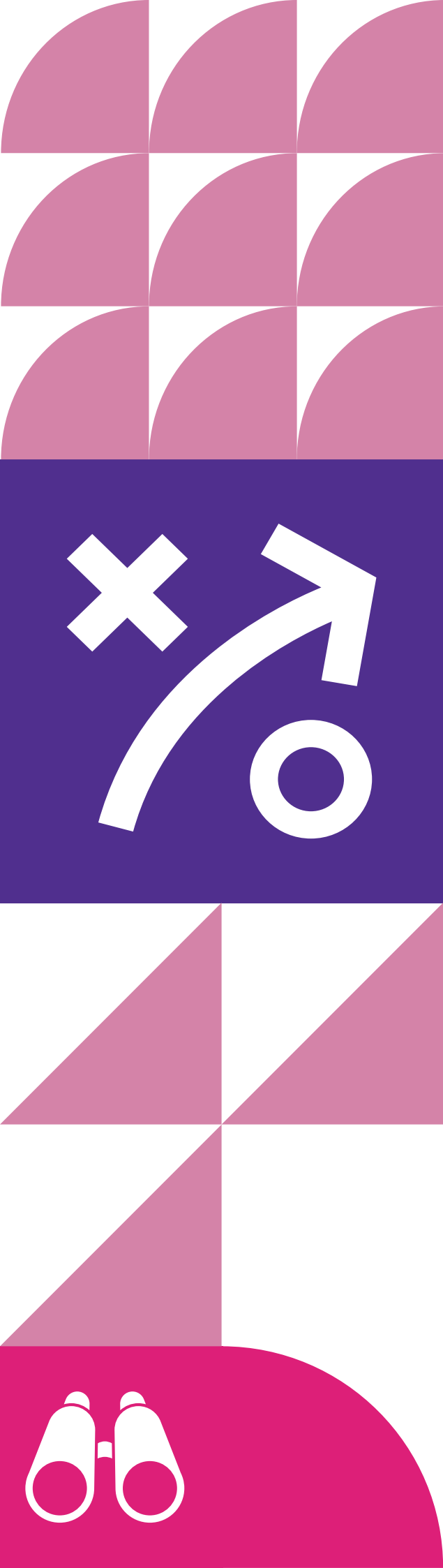
Firstly, ask yourself these questions:

- Where do you want to export?
- Why are you choosing these markets?
- What are the opportunities?
- What do you want to export?
- What activities do you intend to perform?
- How much in sales do you expect to generate and in what period?
- What are the barriers to entry?
- How will you sell your products?
- What are your routes to market entry?
- Are your marketing channels geared up for international trade?
- Do you have the resource and commitment to serve international markets?



“It's important to talk to people in the market you are looking to target.”





## 2. Putting the building blocks in place. Your map to success.

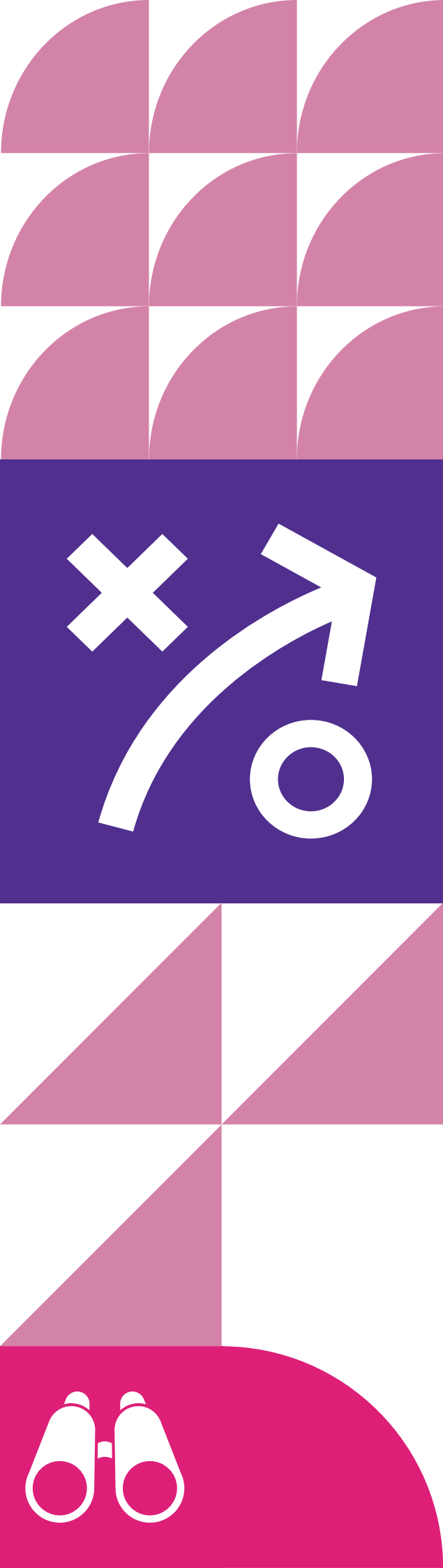

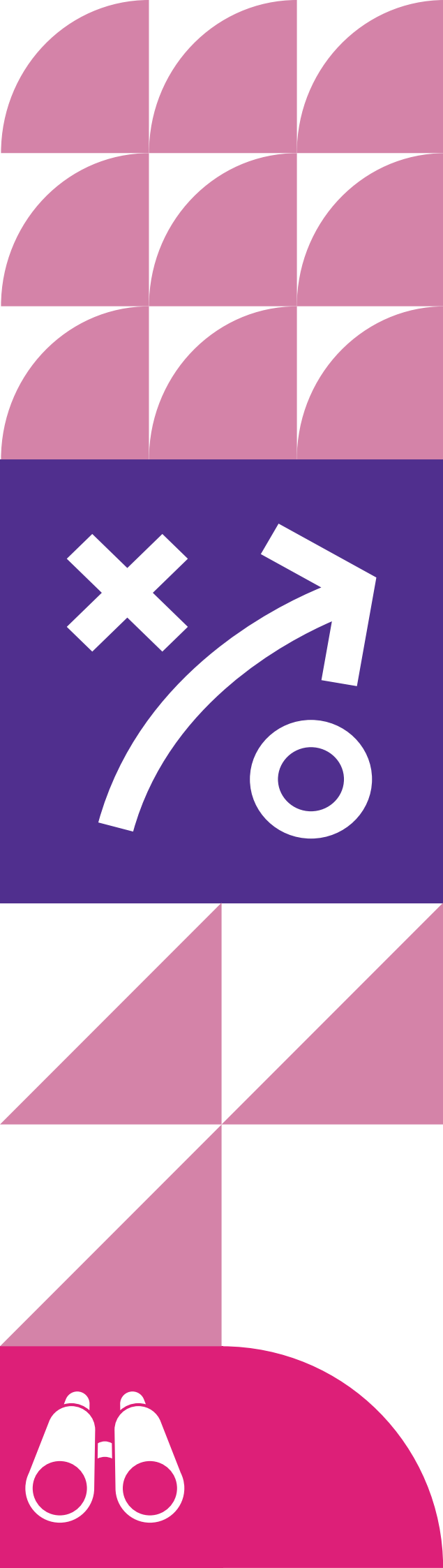
Your export marketing plan should be based on your market insight in order to support your plans for each overseas market. Without a clearly thought-out plan in place to help you prepare for export markets, success may be difficult to achieve.

You should have well-defined objectives and a clear strategy to help you navigate your activities. It should consider your chosen approach to the market and your plans for logistics, order fulfilment, customer service and supplier management.

Your export marketing strategy will have elements like your domestic strategy; however, it needs to appeal to different ideals, cultures and tastes.

What you should include:

- Insight conclusions.
- SWOT analysis of your current position.
- Overall export marketing objectives.
- Which markets and audiences you are targeting.
- Your chosen market entry options.
- Your marketing approach, channels and tactics.
- A marketing schedule outlining the above.
- Budget and measurements.



**“You should have well-defined objectives and a clear strategy to help you navigate your activities.”**

# 3. Choosing the right channels. Adapt them to your market.

## The basics

Never assume that the marketing channels you have focused on in the past should work in other foreign markets.

Utilising a range of options within your marketing mix will be crucial towards your success.

What works in one country may not work in another due to cultural differences, language, levels of formality and business etiquette. These are issues that could make or break your expansion plans. Therefore, it's really important to translate and localise your marketing messages.

Working with affiliates, partners, distributors, licensees, or agents can help you get established in a new market. Close consultation with business partners on the ground will ensure that your marketing materials and approach have local appeal.

## Brand considerations

Is your product trademarked in its target country? Does its UK name clash with a name abroad? Could there be confusion?

Check your brand name across different countries – it is better to do some research on what the word(s) mean in that country. Does the product name mean something 'naughty' in another language?

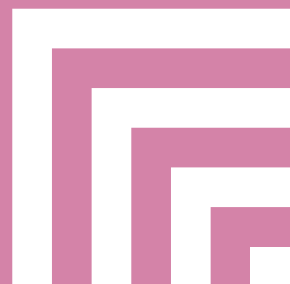
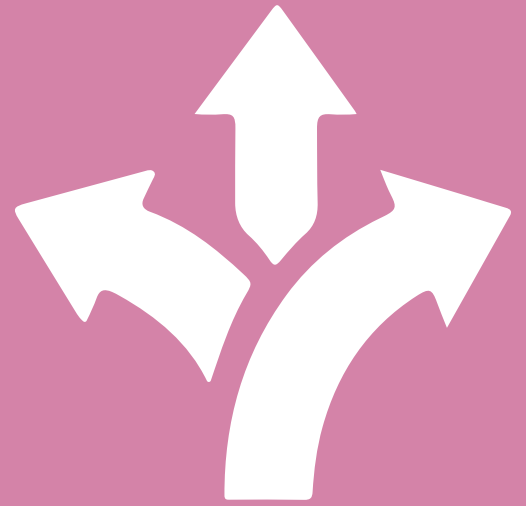
Remember cultural dos and don'ts. Seek to customise images and visual aspects in your materials and website to suit the market and understand how your brand visual style will be received abroad, particularly photography.

And don't forget, the importance of the British brand still plays an important role. Emphasise your UK manufacturing and engineering heritage if possible.

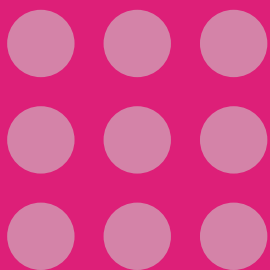
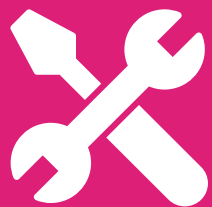
## Translation is not localisation

Whether you're putting together collateral for an ad campaign or developing content for a blog, it's important to understand that marketing success requires localisation, and this does not mean translation.

Invest in relevant content that is tailored to the market, localised and relevant and make sure your messages and



“Never assume that the marketing channels you have focused on in the past should work in other foreign markets.”



ideas translate accurately. Knowing the culture, local features and differences is crucial.

Think about your audience and market on your stationery, websites, brochures and sales materials. Make an impression by getting them all professionally translated and invest in actual translation from an expert and don't rely on Google translate!

### Tailoring your approach

Make sure your messages are well researched and aligned and you think about what your audience wants. Take into consideration the differences in business approach and culture.

Attention to detail goes a long way so consider mobile numbers on sales materials with international codes. What can you leave with people? Brochures, USB sticks, case studies or a sales presentation?

Think differently – how can you demonstrate your product and break down language barriers in translating your complex message?

There are some great tools you can use to break down language barriers such as:

- Animated product demonstrations.
- Virtual reality product experiences.
- Product gamification.
- 3D product communications.
- Video walk throughs.
- Explainer videos.

### Internationalising your website

Having your website translated into other languages is a huge advantage, but understanding a culture is also important. Don't rely on Google translate as literal translations are not going to work for international digital marketing strategies. Just translating your content from English to another language won't work either – it needs to be localised.

Avoid tight layouts and smaller fonts, and make sure that your mobile design allows for plenty of room for your text. Photography on your website is a powerful component of good user experience, as well as a crucial factor in conveying your brand messages.

Purchasing overseas URLs is important too. It will help with SEO, build trust with search engines and will support

your overall digital marketing strategy for each market territory. There's no use in paying for a website to be built to target a certain country if SEO fundamentals are not considered.

Invest in competitor and keyword research and remember, Google is not necessarily the main search engine in every country.

### **Building profile and credibility**

Taking a stand at international trade shows is a good way of dipping your toe in the water, meeting contacts and making your first sale in a new market.

International PR will help raise your profile - a lot of trade magazines have an international reach, they have HQs in USA, UK, across Europe etc. but are distributed internationally. PR can warm up international markets and help communicate your message to a global audience.

Case studies are crucial in showcasing your work in international markets or with 'big names' based there. They can be powerful in explaining your process, features, benefits and results.

Email marketing is a great way to reach out in a direct and targeted way. But remember to take into account time zones when you press send – and consider scheduling your email sends.

On a global scale nothing has more power than social media to reach a wide audience and for sharing industry news, globally.

However, you must adapt your social media marketing to suit various languages for your chosen markets.

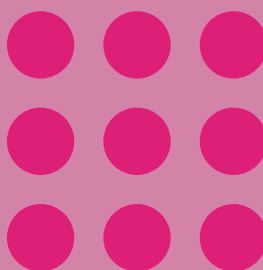
### **Keeping it local and personal**

Building personal relationships is important – but think about which marketing tools and materials will help with that, and how you might enhance face to face presentations.

Identify local business and sector experts in your target countries as this can help open doors to opportunities quickly as they understand their market.

And finally, check if there are any relevant networks and clusters in your target countries. They can act as a great accelerator to meet industry connections as well as tap into their sector and market knowledge too.

**“Case studies  
are crucial in  
showcasing  
your work in  
international  
markets.”**



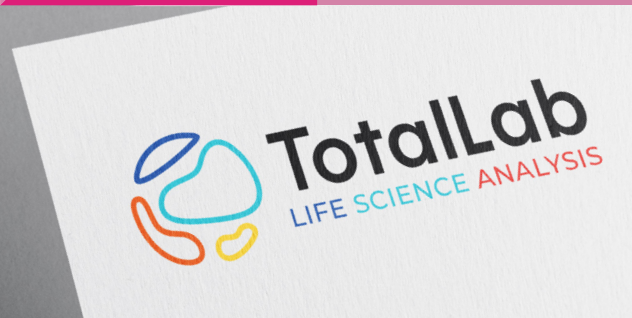
# Summary

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There are many advantages to marketing your products and services internationally – going global can open up a lot of opportunities for your business.

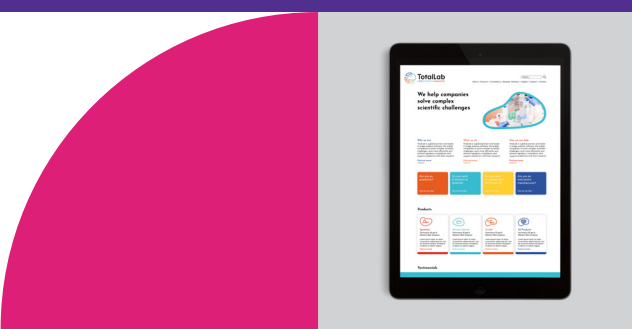
But before you reach out to these new markets and embark on any marketing, it's important to put the time in and do your homework. Put the foundations in place and ensure you have the right marketing strategy and tools in place for each country to ensure its tailored and relevant and meets the needs of your audience.





“We are delighted with the work that Horizon Works has delivered for us so far, it's really set the groundwork to support us in our next period of growth. We have lots of exciting announcements in the pipeline and new products to launch and through our marketing partnership with Horizon Works we're looking forward to the next 12 months and continued success of the business.”

**Dr Steven Dodd,**  
Head of Sales and Business  
Development



# TotalLab - Case Study

## Project

Creating a new brand and marketing strategy to raise the profile of a developer of image analysis software to the life science sector.

## Background

Based in Newcastle upon Tyne, TotalLab specialises in the development of image analysis software for the life science sector.

## Problem

TotalLab has a strong customer base, especially in the US, that has been built up through years of providing high-quality image analysis software solutions. Its growth to this point had been driven by word of mouth – due to its excellent reputation – and through generating leads from specialist conferences. However, the company identified the potential benefits of having a stronger online presence. TotalLab also felt its brand and visual style needed to be updated to, more efficiently, convey its specialist solutions and wanted to further build its profile in key target markets.

## Solution

- A newly created brand and visual style
- Introduction of a strapline and a new suite of messages to target TotalLab's audiences
- A new website and social media graphics to reflect the new brand, bringing into use the new brand and messaging
- The creation of a marketing strategy and content schedule

## Results

- TotalLab has a much stronger online presence, allowing potential customers to engage with the company's products and services more easily
- New content will support TotalLab's SEO strategy and public relations campaigns will help to raise TotalLab's profile

## Services

- Marketing research
- Marketing strategy development
- Branding and design
- Website design, build and management
- Search Engine Optimisation
- Messaging and content development
- Social media management

# snapshot360

## The **B2B** Marketing Diagnostic

Snapshot360 is our free online diagnostic which reviews your marketing in minutes.

It measures your marketing strategy and focus, brand and market awareness, client relationships and experience, tactics, implementation and how you review results.

On completion you will be emailed a report outlining your scores in each of these areas and advice and tips on improvements.

### What will Snapshot360 measure?



Market Focus and Direction



Brand Awareness



Market Awareness



Client Experience

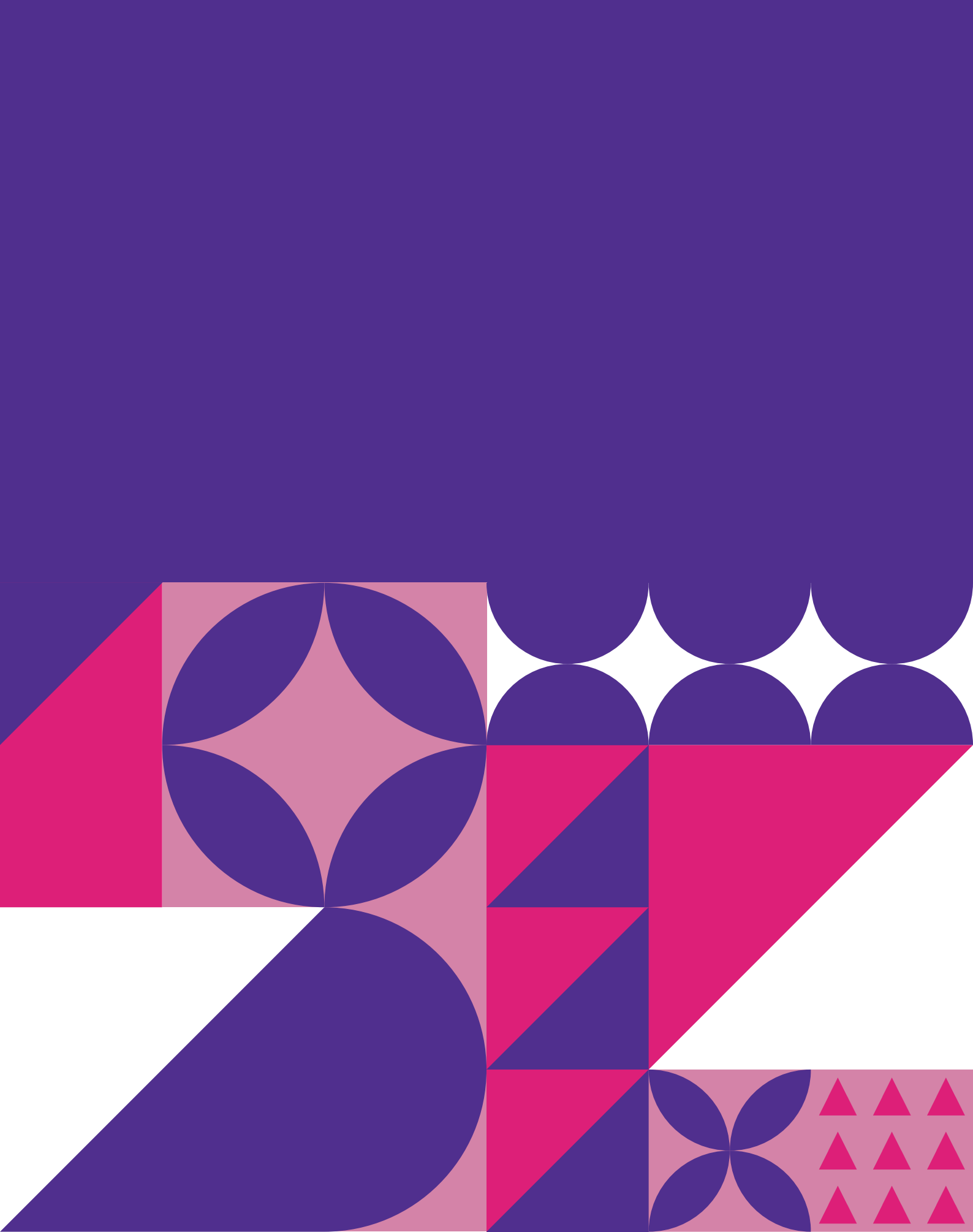


Market Implementation



**TAKE THE TEST**

[www.horizonworks.co.uk/free-review](http://www.horizonworks.co.uk/free-review)



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