



EXPERT EXPORT GUIDES

10-POINT MARKETING CHECKLIST FOR INTERNATIONAL MARKETS

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Once you have taken your first steps into the market you may be contemplating a marketing campaign to coincide with your approaches and first visit. Looking to create awareness so your approaches are not totally cold. Whilst there is something to be said for this, I have consistently found the direct approach to be more worthwhile and cost-effective.

That said there are some effective and relatively low-cost ways you can get your name out there and set yourself/company up as an expert in your field.

First and foremost, make sure your website is prepared and available in the language of your target market. Yes, English is the business language, but generally, customers will prefer to read in their own language. They will grasp the messages you are trying to convey, your Value Proposition, better in their mother tongue.

For that reason, it is important to have a professional translation by a trained and qualified translator. We can recommend a specialist company in this area. [Contact us here](#) for further details. We cover the fundamentals you need for an effective campaign with real-life examples. From research through to the latest digital marketing and e-commerce techniques, you'll gain a wealth of ideas to take into your own international marketing planning.

Use social media and digital marketing to announce your arrival and drive traffic to your website. Create a lead magnet, a white paper or article of interest to your target market which shows your expertise. Make sure this is available in the language of your target market!

This is a whole topic which could take up a book on its own. So we have written a detailed Whitepaper on International Marketing which you can download for FREE [here](#). It will help you complete the 10-point checklist to developing your international strategy below on the following pages.

STEP ONE Define your Market

- Look at inhouse data
- Review Competitor's Markets
- Market Research/Size
- Barriers to Entry
- Evaluate & Compare

STEP TWO Know your Market

- Language & Culture
- Product Fit
- Route to Market
- Local Pricing
- Marketing Channels

STEP THREE Competitor Analysis

- Which markets does their website target?
- Where do they advertise?
- What is their social media strategy?
- Where do they exhibit?
- What is their route to market?
- What is their pricing strategy?

STEP FOUR Website

- Optimise your website for international SEO
- Including translations that search engines can index
- Make sure your site is secure and install an SSL certificate
- Ensure compliance with privacy and data protection regulations

STEP FIVE Digital Marketing

- Decide which channels to focus on
- Optimise your website for international SEO
- Centralise leads into one place
- Measure, optimise and repeat each month

STEP SIX Ecommerce

- Is e-commerce right for your business?
- Choose the right platform with scope for growth
- Localise languages and currencies
- Offer relevant payment methods and delivery options
- Set up distribution & customs system

STEP SEVEN Conferences & Exhibitions

- Which ones are right for you?
- Assess budget required & ROI
- Attend or exhibit?
- Market your attendance
- Make appointments for the event

STEP EIGHT Direct Marketing

- Compile a list of Dream Customers
- Send personal email
- Send email campaign over 4 - 8 weeks
- Send direct mail
- Telemarketing
- Arrange meeting/Zoom

STEP NINE PR & Advertising

- Compile a list of key publications & journalists
- Send Press Releases of noteworthy news stories e.g. product launch, major contracts
- Support journalists with their articles
- Decide levels of Targeted and Brand advertising
- Set Budget & Timescale
- Monitor results

STEP TEN Marketing Strategy

- Agree Overall Marketing Budget
- Plan your complete strategy
- Define the Channel Mix and Budget Split
- Set benchmarks & milestones
- Plan a detailed marketing schedule by day/week/month
- Review Monthly



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We recommend using an expert digital marketing service to support your efforts with regular tweets, blogs, building backlinks etc etc in order to build your online presence and accompany your launch. Go Exporting can offer this service. [Click here for details.](#)

Also find the relevant local trade magazines, local and national press, online news outlets, blogs, whatever publications may be relevant and send them a Press Release on your product/service now being available in their country. It's free and any articles published will enhance your presence and reputation.

Look for forthcoming exhibitions, conferences or trade association meetings which you could attend and arrange your visits around them. At this stage, depending on your budget, it's okay to just visit the events, not to take an expensive stand for example. Walk the floor, network, make appointments beforehand from the delegate list or exhibitor profiles. Use the time wisely to meet the right people. The organisers will often be a great source of information for you and can make introductions to key players.

You will have plenty of approaches to spend your hard-earned money on advertising, directories, exhibition stands etc. Resist the urge to splash the cash initially until you are sure the expenditure will be worthwhile. In these early stages, you are trying to gain a feel for the market and make contacts. Being proactive in your approaches will be more effective.



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