

FREE CHECKLIST:

Key Steps for a Successful Market Entry Strategy





How to develop a plan for expanding your business and dominating a new market.









How to ENTER A NEW MARKET

Market Entry and Expansion Checklist

Think you're ready to take your B2B technology company global? Before you make the big move, you have to dot all your I's and cross all your T's. Follow this checklist to make sure you've covered everything.

	TASK	DUE	IN PROGRESS	DONE
	Analyze your business. Examine your finances, and determine if you afford this expansion. Is your team is prepared, and do you have the manpower to support a new market?	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Identify your market and target audience. Determine which country you plan to enter and the specific audience segment/s that will be comprised of your main customers.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Perform thorough market research. Who are your main local competitors? Does your target audience differ at all from that of your current market? How is the economy? Are there any special regulations?	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Prepare your team. Teach your team about the cultural nuances, mentality, and customs of your new target audience. Consider hiring local representatives.	_____	<input type="checkbox"/>	<input type="checkbox"/>

	TASK	DUE	IN PROGRESS	DONE
	Localize your website. Adapt your website to meet the standards of the new market. Translate the content, redesign the homepage and consider what certain fonts, phrases, and colors mean in other markets.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Plan your marketing strategy. Use international SEO to target local keywords. Publish articles on popular local publications. Use social media to engage your new target audience where they hang out.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Partner with local influencers. The best way to get your new target audience to trust you is by getting local influencers who they trust to trust you. Find them, connect with them and work with them to build your brand.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Set goals and benchmarks. How many new clients do you want in a month, in 6 months, in the first year, etc.? Determine if your market entry strategy is successful is by setting goals, KPIs, and benchmarks.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Run a small test in a portion of the new market. Before launching in a new market, run a test on a sample of your local target audience to see how well you perform and where you can improve.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Measure your success and report on your results. Are you achieving your goals and meeting your benchmarks? Measure the results of your market entry strategy and report to investors, board members, and your team.	_____	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT US

KeyScouts was founded in 2004 as an SEO firm with one goal in mind: To deliver superior results to our clients. Since then our company has evolved into a full-service inbound marketing agency, providing website promotion services and diverse Internet marketing solutions to B2B technology companies worldwide and across various major industries.



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