



TIPS

Expanding Your Business Internationally

Tips for Expanding Your Business Internationally

How to minimize the risks and maximize your chances of success when emerging into international markets.

Internationally expanding your business requires:

- **Research & Planning.** Prior to expanding internationally, spend time on market research, current and future opportunities, your potential customers as well as competitors
- **Study the culture.** Avoid misunderstandings and "do as the Romans do in Rome". Understanding the language, business attire, cultural norms, and other customs is critical
- **Join forces with a local business partner.** Partner with a local distributor or reseller who has connections in the industry, and serves as a liaison between you and the country where you would like to expand your business
- **Know the law.** Get to know the local rules and regulations. Understand the banking, tax and labor laws where you intend to do business
- **Pitching is different.** Adjust your pitching to local standards in order to set expectations and avoid surprises
- **Be ready to translate.** Language barriers can present significant challenges for global businesses, so be prepared to offer a translation of your promotional materials

Turn the disadvantages into your advantages by outsourcing tasks to a professional marketing team who can support you in unravelling the language barriers, is familiar with intercultural differences, can find the right partners for you and conduct market research. It will save you lots of time

Advantages of going international

- Create new revenue stream and become less dependent on one particular country's economic cycle
- Find international consumers
- Enter possible unexploited markets
- If you don't, your competitors will
- No need to relocate - internet is your gateway to expansion
- The risk, reward and challenge are alluring

Disadvantages

- Language barriers
- Unfamiliarity with cultural differences and practices
- Unacquaintance with local law and politics
- Challenging to find a trustworthy partner
- Time consuming and complex



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What services do we offer?

- Research for identifying potential distributors and resellers
- Communication and engagement with channel partners (distributors and resellers)
- Planning, managing and executing joint marketing activities including event management and execution, budget control, online and offline event promotion
- Creating a Channel Partner Program with working procedures and policies
- Producing brand awareness and promotional activities through e.g. newsletters, brochures, email campaigns
- Creating a lead generation plan, process and follow up

To learn more or set up a consultation meeting, please contact:

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