

# HOW TO RUN AN EFFECTIVE **X-BORDER** CAMPAIGN



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If you run a successful business in your home market, there might be a time when you decide to launch abroad.

This checklist will guide you through the best practices of structuring a cross-border marketing campaign.

Frankly, while there are some nuances, it is not dissimilar from running a good campaign in your domestic market.

The most important things remain the same: conduct your audience research, develop clear positioning and messaging and be consistent across your comms.

Let's get into the specifics.



## 1. Get to know your target market:

I was born in the Soviet Union, and we have an old saying that originated sometime after WWII “What’s good for the Russian is death for the German”. The differences even between the neighbouring countries can be significant when it comes to how buyers perceive problems or think of solutions they deem success.

Imagine a German B2B and a French B2B CEO facing the same challenge: they need to transition to a CRM.

### Things a typical German CEO would prioritise:

1. Efficiency and data integrity.
2. Integration with current processes and systems.
3. Mitigating potential risks associated with the new technology.
4. Data accuracy and customer tracking.

### Things a typical French CEO would prioritise:

1. Focus on how the new CRM can strengthen relationships with clients and enhance customer engagement.
2. Tools that facilitate collaboration and communication among team members.
3. A CRM that is intuitive and easy to use, promoting quick adoption among the team.
4. Solutions that allow for creative approaches to customer interaction and engagement.

You figure out what those different prioritise are by conducting qualitative research, running customer surveys and by getting out there in the ‘field’.



## **2. Organise your learnings in a systematic way that will translate into the foundation for your messaging framework:**

- Outline the context – what is shifting in their market?
- What challenges do they experience?
- How does this affect their business?
- How are they going about solving their challenges now?
- Why the current solutions may not be working?
- What are the stakes of remaining with the status quo?
- What is their ideal case scenario?

## **3. Build messaging that reflects your audience's language:**

Let's say you've heard, "None of the systems take into account the local regulations," during your research a few times. Don't reinvent the wheel. If your product solves the problem, use this language to describe your solution. Talk about the benefits and features of your product in the context of the issues your new target audience refers to.

## **4. Adapt your marketing assets:**

Use all the intelligence you've gathered to create localised ads, landing pages, outbound email campaigns and whatever else you may have in your arsenal.



## **5. Mind your tone:**

If you're a US company entering, say, the Middle East, drop the casual 'hey!' and the familiarities. Cultural differences are real. A poorly written (tone-wise) email sequence may leave a very bad taste with your prospects if you have not considered Geert Hofstede's cultural dimensions theory.

## **6. If sales-led, prepare your sales team:**

Remember to brief the reps on the new market and update the demo decks with the new language. It is important there is consistency around your narrative across all comms.

Your sales team should be clear on a few things before they run demos with the new audience:

- The buyer persona profile - how it is different from the one they are accustomed to
- The buyers' perception of the problems your product solves
- The language that is most likely to resonate in the new market

## **7. Test and iterate.**

Launch small-scale tests of your messaging in the target market to gauge effectiveness. Do not put your entire budget behind the distribution all at once.

Give it a little bit of time and see if it is working.

Use feedback from sales, wynter.com or any other fancy tool to refine your approach before a full rollout.



## 1. Get to know your target market.

- Conduct qualitative audience research
- Run a survey
- Study your competitors

## 3. Build messaging that reflects your audience's language.

Talk about the benefits and features of your product in the context of the issues your new target audience refers to.

## 5. Mind your tone.

If you're a US company entering, say, the Middle East, drop the casual 'hey!' and the familiarities. Cultural differences are real. A poorly written (tone-wise) email sequence may leave a very bad taste with your prospects if you have not considered Geert Hofstede's cultural dimensions theory.

## 6. If sales-led, prepare your sales team.

Brief the reps on the new market, update the demo decks with the new language and do your best to make sure there is consistency across all comms.

## 2. Organise your learnings in a systematic way.

Translate them into the foundation for your strategic narrative and the messaging framework:

- Outline the context - what is happening in their market?
- What challenges do they experience?
- How does this affect their business?
- What are the stakes of remaining with the status quo?

## 4. Adapt your marketing assets.

Use all the intelligence you've gathered so far to create localised ads, landing pages, outbound email campaigns and whatever else you may have in your arsenal.

## 7. Test and iterate.

Launch small-scale tests of your messaging in the target market to gauge effectiveness. Use feedback to refine your approach before a full rollout.

