



BICOM GLOBAL

**EXPANDING TO THE US:
HOW TO PREPARE FOR PR**

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Bear Icebox partners with brands **around the world** looking to expand in various international markets. Our agency is equipped with tools and resources to **maximize growth** and **share of voice** as your brand makes moves across the globe. Specifically for brands looking to make their mark in the U.S., we work with many companies on **brand messaging**, understanding the **PR landscape**, identifying **key areas** to focus on, and much more.

WHAT SHOULD I CONSIDER WHEN ENTERING THE US MARKET?

*You must be prepared to adjust your message to fit the **media landscape** of the U.S. market.*

This can be tough for brands who are well established in the countries where they were founded. But it's extremely important to **get a quick grasp** of how the media works in the U.S

Language isn't the only barrier; there's **tone, culture, and relevancy** in whatever industry you're jumping into. The right PR agency can help you navigate all of these points and more.

HOW CAN I GAIN INSIGHTS INTO CURRENT CONSUMER TRENDS IN THE US?

One way to gain insights is to conduct **market research** in the given industry or segment you're looking to expand in the U.S. Specifically take into account **regional differences** as well as industry specific nuances.

Bear Icebox has experience working with clients seeking to tap into new markets and we have research partners who can provide you with robust data to make informed decisions about your growth in the U.S.



HOW CAN I ENSURE THAT MY BRAND'S MESSAGE IS BEING CONVEYED PROPERLY IN THE US?

TIP ONE

You can conduct surveys or do A/B testing to figure out what words are resonating with your intended audience.

You can also take a close look at your engagement online via social media channels.

TIP TWO

TIP THREE

Are you receiving any type of feedback that indicates unclear messages? Are you receiving feedback at all?

ARE THERE ANY CULTURAL DIFFERENCES BETWEEN INTERNATIONAL BRANDS AND THOSE BASED IN THE US?

Yes, there are.

The U.S. is a large country with differing demographics that can **make** or **break** a brand from New York to Los Angeles!

But it's all about how you're speaking to **decision makers** within your industry. You can sell warehouse equipment that has amazing power and can do high-tech things. Or, you can sell warehouse equipment that saves 5,000 lives per year because of innovative safety features.

HOW CAN I DIFFERENTIATE MY BRAND FROM COMPETITORS ALREADY ESTABLISHED IN THE US MARKET?

It's all about telling compelling and **impactful stories**. That is what sets brands apart.

PR pros find those **unique and special stories** that demand attention from reporters, influencers, and everyday consumers.

Why?

Because **people buy from people**, not brands.

HOW CAN I MAXIMIZE MY ROI WHEN EXPANDING OUTSIDE OF MY HOME COUNTRY INTO THE USA?

We have a **9-Point ROI Framework** that we stand by.

Measuring ROI on a PR campaign can be tricky and often frustrating but following **steps to track** your efforts can give you a solid snapshot of your ROI on the earned media side

Any highly effective PR push will be integrated with your larger organization goals (sales, marketing, culture, etc.)

Working with an agency is most effective with an internal member of your organization who can be the day-to-day contact.

TIPS FOR COMMUNICATING IN THE US

- 1** DON'T MAKE GRAMMATICAL ERRORS
- 2** ASSOCIATE WITH KNOWN U.S. BRANDS
- 3** ASSERT YOURSELF AS A THOUGHT LEADER
- 4** COMB THROUGH YOUR DATA
- 5** CHOOSE THE RIGHT OUTREACH PLAN FOR YOU
- 6** ALIGN SALES & MARKETING

READY TO LEARN MORE?

Let's connect
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