

Brand Expansion Checklist



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Market research

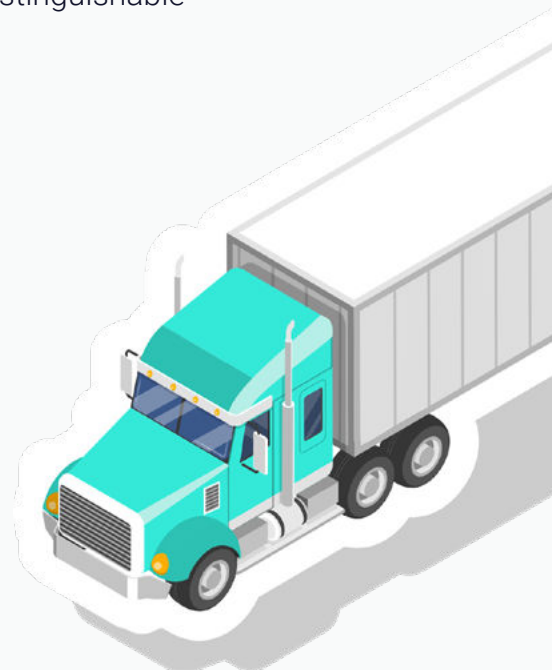
- Gather and utilize reports, articles, and studies related to the target market
- Determine market size and key metrics for market analysis (GMV, CAGR)
- Prepare a comprehensive analysis of historical data and future projections
- Research consumer attitudes toward technology and ecommerce, check the Internet penetration rate
- Identify the target audience
- Understand the growth potential
- Identify and research direct competition
- Set a unique selling proposition

Local preferences

- Research shopping preferences and consumer behavior
- Identify past and current trends
- Tailor the approach to align culturally
- Provide buyers with a fully localized shopping experience indistinguishable from their native experience.

Optimized online presence

- Research strategic keywords for better visibility
- Fine-tune product listings with visuals and persuasive copy
- Assess retail readiness of listings for maximum conversion



Maximized advertising

- Invest strategically in sponsored ads that are likely to bring optimal results
- Target the right audience
- Craft attention-grabbing ad copy
- Track performance metrics for insights
- Adapt strategy based on actionable data analysis

Seamless logistics

- Revise shipping and returns strategies
- Select fulfillment facilities close to international customers

Tax compliance

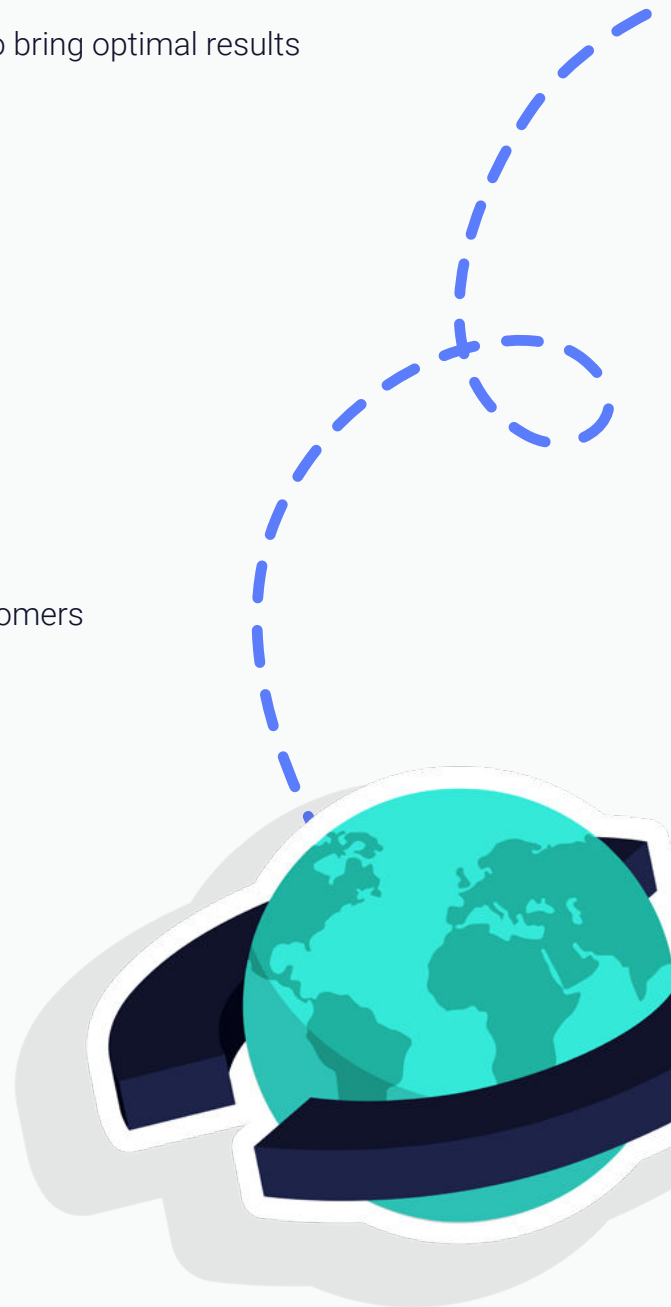
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- Fulfill compliance standards

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Customer-centric approach

- Prioritize customer satisfaction
- Gather and act on customer feedback
- Manage the buyer feedback in local languages to increase listing visibility and satisfaction



Conclusion

- Take these actionable steps toward brand growth and success.
- Research your target markets' nuances and unique characteristics for a strategic approach.
- Remember: it's not a one-size-fits-all scenario.



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