

Go-to-Market Support for B2B Firms Entering New Foreign Markets

The Challenge: New markets require new tactics

When you've achieved a certain level of business success in your home market, it might make sense to move into new markets to diversify revenue streams, fuel continued company growth, and build a moat to inhibit competition. Many companies see the opportunity to expand, but they are often not resourced to adequately carry out a fast-paced, multifaceted market entry program.

The Solution: Market entry managed locally, by an experienced team

We solve the resource problem for companies considering a new market entry initiative by offering market sizing and strategy before entry and "boots-on-the-ground" execution after entry. Our foreign market entry program gives you the end-to-end support you need to assess the market opportunity, assign very specific financials (costs and revenue outlook), and execute with a sense of urgency.

An Agile Framework: Data-driven, low-risk, adaptable

Our framework ensures you have the data you need to make calculated, low-risk business decisions, providing you with a reliable view of the financials to make sure we have consistent alignment and buy-in from home base.

- **Market Sizing and Financial Modeling:** Research into potential revenue streams (private and public sector), development of pricing strategy and financial models, P&L/Budget planning, identification of cost efficiencies across existing internal resources and external partners.
- **Marketing Strategy and Brand Management:** Identification and rollout of brand story and key messaging points for the market, selection of marketing channels and business case for investment, development of complete annual marketing plan including 90-day kick-start plan, in-market marketing employee recruitment and onboarding, selection and onboarding of local marketing service partners (i.e. creative services, web development, printers, PR agencies, etc.).
- **Marketing Content:** Development of online and offline communications to enable the sales team and establish a brand identity, including website design, corporate collateral design, blog, video, and social media strategy.
- **Communications and PR Execution:** Media outreach and media training, press releases, and strategic copywriting. *(These services are performed by a Digital Experience Co. partner)*

- **Sales Strategy:** Territory and named-account planning and recommended sales rep allocation, compensation plan recommendations, new or reinvented market training sessions for sales reps to truly understand the brand story and key messaging points. *(These services are performed by a Digital Experience Co. partner)*
- **Marketing and Sales Operations:** Identification, rollout, and training of marketing and sales technology to support the new market(s) including marketing automation platforms, customer relationship management (CRM) platforms, and reporting/attribution solutions.
- **Business Operations, Customer Support:** We believe that these functions can often be performed adequately by existing internal resources – nevertheless, the customer’s experience should be considered along with cost-saving measures. If your business needs assistance with these areas – we can work with you to identify partners and define requirements.

About Us

Digital Experience Co is led by Lateef Mauricio, a market strategy consultant who has worked on the client side of global businesses for over 16 years. Lateef’s accomplishments in foreign market entry include the evaluation of South Korean tech products for use in the U.S. federal government supply chain in partnership with the Korea Trade-Investment Promotion Agency (KOTRA) and Korea International Trade Association (KITA); and, successful market expansions for U.S. firms into Asian markets including Indonesia, Malaysia, India, and Pakistan.

In addition to data-driven business rigor, our firm takes pride in developing market strategy and marketing programs that are culturally sensitive. We lead with empathy and aim to build strong relationships of trust between the company and its communities.

Get in Touch

To see if we’d make a good partner for your business, please send us an email at solutions@digitalxp.co or call +1 571 314 0321. You can learn more about us at www.digitalxp.co.