

Going Global with Strategic Storytelling

How brands can prepare for new markets

Regardless of the specific factors that push a brand toward expansion, going global is never a decision made lightly. You can't prepare for everything that might happen, but you can position your brand for the best results.



1

Prioritize markets where you can achieve success.

Avoid spreading the business too thin — focus on markets where you have existing and scalable infrastructure.



2

Ensure existing marketing assets won't be lost in translation.

Expanding shouldn't mean reinventing the wheel, but you might need to hone your messaging for local markets.



Markets move at different speeds.

What may have been a distinctive, innovative message in your home market may seem behind the curve, or simply irrelevant, elsewhere.

3

Consider whether the brand narrative needs a refresh for a global audience.

Tailor your brand story to meet a new audience where they are — without losing sight of what sets you apart.



4

Contextualize your strategic story.

If a new audience won't be familiar with your brand at first, ensure they will at least understand what you can offer.



5

Assemble a team of global storytellers.

Brand advocates — whether they're employees, customers or clients — will be your greatest asset in any new market.



Markets are primed for expansion.

71%

of customers by products and services they did not know would exist five years ago.

(Salesforce)