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Accessibility and Attractiveness:
**A Guide to Selecting Markets
for B2C Brands**

Learn the steps to take to find new global markets.

Introduction

For B2C brands seeking global expansion, there are two factors to consider when selecting new markets: *attractiveness* and *accessibility*.

Attractiveness can be summed up as the potential to make money in a global market, while accessibility refers to the level of difficulty entering a market. Evaluating these factors requires asking some key questions, and gathering and examining data that will inform those answers.

Keep reading to learn how to identify which markets are the most attractive for your company, and which provide the most accessible opportunities for your brand's global growth.

Determining Accessibility and Attractiveness

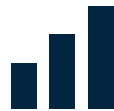
The attractiveness of a market is determined by how likely your brand is to be successful there in the long term, and how valuable the market can be to your overall business goals.

To determine *attractiveness* of a market, you'll need to know: accessible opportunities for your brand's global growth.



HOW LARGE OR SMALL IS THE POTENTIAL MARKET?

Analyze the demographics and buying power of the potential market to determine its size. You can also examine the data from your current sales in that market, and extrapolate what the results could be with larger-scale sales efforts.



HOW MUCH OF THE MARKET CAN WE EXPECT TO SERVE?

Evaluate competitor data and market share. Also analyze your company's average conversion rate for purchases in that market, as compared to the overall market size. This estimate can help determine whether there's enough opportunity to make the new market lucrative for your business.



IS OUR OFFERING DESIGNED WELL FOR THIS MARKET?

Customers in global markets have different demands from the goods and services they'll purchase, and what they're willing to pay for them. Look at what competitors already sell to determine if the market will be welcoming to both your offerings and your pricing.



IS THIS MARKET ALREADY AWARE OF OUR BRAND?

Determine if there is already some level of brand recognition or access to your products or services in the market. Entering a market in which customers know about your brand can be more attractive than starting from scratch.



HOW CAN WE BUILD CUSTOMER RELATIONSHIPS AND ENGAGE WITH THIS MARKET?

Other than your website, learn what channels you should use to engage with potential customers. The influence of traditional channels like TV and radio, as well as digital channels like email and social media, vary from market to market. Be prepared to customize your omnichannel strategy.

The accessibility of a market is about how costly and logistically complex a market will be to serve. Some key questions to ask include:



ARE THERE SIGNIFICANT LOGISTICAL OBSTACLES TO ESTABLISHING A BUSINESS IN THIS MARKET?

Whether it's regulatory concerns, legal compliance or fulfillment logistics, every market has its hurdles. Carefully study the local laws and business practices to understand what your challenges will be, and whether they're compatible with your business strategy.



IS THE LANGUAGE BARRIER EASY TO MANAGE?

When you're establishing a business in a new global market, you'll want to determine your capability to do business in the local language. There may also be cultural barriers to consider, or nuances that make some international markets more complex than others.



IS IT AFFORDABLE TO ENTER THIS MARKET?

Ongoing investments and long wait-times for approval may be required in some markets, which can affect time to value and revenue. Some markets require a local, in-market partner before you can even do business.

Carefully evaluate the investments you'll need to make in order to establish operations in a new market, and any ramp-up time required to accommodate licensing, laws or partnership requirements. In addition, carefully assess the tax and financial structure required to adhere to local policy and procedures. This may involve establishing relationships with tax, payroll and banking providers in the area to leverage their expertise.



WHAT WILL MY INFRASTRUCTURE REQUIREMENTS LOOK LIKE?

Most companies can't establish operations in a new market without significant overhead. This can include new warehouses, new technologies, and in-market teams to serve customers—from sales to marketing to customer service. Local partners may be helpful for navigating distribution needs, third-party providers and vendors.



Beyond Attractiveness and Accessibility: 3 Key Questions

Examine your existing website analytics to determine:

- ▶ From which countries are customers visiting?
- ▶ What languages do they browse in?
- ▶ What do engagement metrics like bounce rate and time-on-site look like, per market?
- ▶ What is the conversion rate and average value per conversion?

The numbers will tell you where you have opportunities to better serve global markets, or regions where it can pay to test the viability of your brand through localized websites.

Evaluating your metrics by country and language will inform you how your current global customers behave, and which markets might be a great fit for your business.

Where are your competitors doing business?

Competitive analysis is critical when entering a new market.

Examine what markets your competitors are serving, and how they're positioning themselves in different countries. This can help you determine where markets are oversaturated and ultra-competitive, and avoid the hurdles and expenses that can make a market less attractive.

Competitive analysis can also highlight underserved markets. There is rich opportunity where there's minimal competition and unmet local demand.

Be careful when you come across markets with no competition, however. This could mean there's a ripe opportunity waiting for you ... but it can also be a sign that a market isn't ready or willing to invest in the products and services your brand provides.



What might the future hold?

The markets you currently serve, as well as potential expansion areas, may look a certain way today—but they'll almost certainly look and behave differently in the future.

Think about what economic, political, legal or sociological changes might affect your business in a year from now, or in five years.

Consider political changes like Brexit and its implications for UK-based businesses today, or how changes in laws and regulations like the General Data Protection Regulation (GDPR) in the EU will impact marketers.

Industry trends and indicators from economists, journalists and market analysts can help you plan for factors that can impact your business both in the short and long term.



Test, Test and Test Some More

Now that you have an idea as to what global markets might work best for your brand, the next step is to test those markets through cost-effective, low-risk initiatives.

Start by evaluating your online presence and looking for opportunities to localize your existing marketing efforts to address global markets.

Consider the low-cost, low-risk act of translating and localizing your website and digital content channels—such as email and social media—to provide content in the local languages of your target markets. Evaluating site and content performance, and customer feedback, can provide important insights before you make the investment.

You can also consider establishing distribution partnerships with local partners or wholesalers—or utilize local virtual marketplaces—to test product sales.

Translation solutions can help you localize your website and content for your own channels, as well as provide technologies like APIs to integrate your content into third-party systems and marketplaces.

Conclusion

Going global poses challenges for B2C businesses, but you can make it less daunting with careful analysis, planning and smart testing.

By evaluating target markets, taking a critical look at your current efforts as well as those of the competition, and testing the waters in new markets through a comprehensive, localized digital strategy, you'll be well-informed about the markets that hold the most promise for your business.



About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.

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