

# Brand Expansion into a New Geographic Market



## Action Checklist:

### Research the New Market

- Learn about local customers — who they are and what they value
- Check how well people already know your brand
- Study competitors and what makes them stand out
- Understand local trends and culture
- Review any regional laws or advertising rules

### Know Your Local Audience

- Identify your main customer groups
- Learn what problems or needs they have
- Find out which platforms and content they use most
- Collect feedback through surveys or local contacts

## Use the PESO Model

- Plan for Paid, Earned, Shared, and Owned media
- Make sure all channels share a clear, consistent message

## Plan Paid Media

- Run local ads online (search, social, display)
- Try sponsored posts or local event ads
- Adjust visuals and language to fit the region
- Test which ad types perform best

## Earn Local Media Coverage

- Create a list of local media and contacts
- Pitch stories to local news outlets
- Work with regional influencers
- Seek interviews or features to build trust

## Localize Your Own Content

- Build region-specific website or landing pages
- Write local blog posts and customer stories
- Match tone and visuals to the local market
- Send email campaigns for the local audience

## Connect on Shared Media

- Introduce your local team on social media
- Partner with local groups or events
- Encourage locals to share content or stories
- Respond to feedback and engage with the community

## Coordinate Your Campaign

- Keep all messaging aligned across channels
- Schedule multiple updates, not just one launch post
- Keep brand style and tone consistent everywhere
- Coordinate timing between your main and local teams

## Measure and Improve

- Track results (awareness, engagement, conversions)
- See which channels work best
- Adjust your approach based on performance
- Share results and lessons with your team