

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