

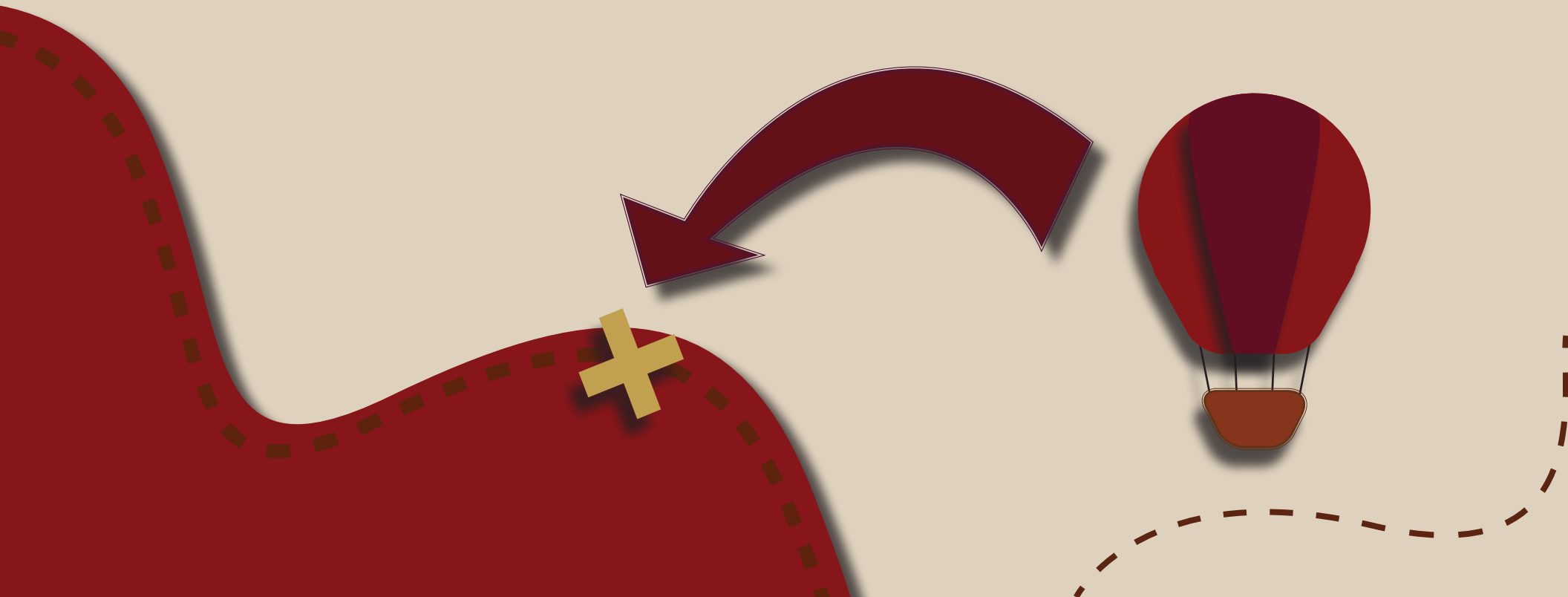
Guide to Launching Campaigns Across Borders

Expanding into new markets is exciting—but global campaigns require more than translation. They demand strategy, cultural intelligence, and precision execution. Use this guide to prepare your next cross-border campaign.



Step 1: Define Clear Objectives

- What do we want to achieve? (Awareness, Lead Generation, Sales, Brand Positioning)
- How does this align with business goals in the new market?
- What metrics will define success? (KPIs)



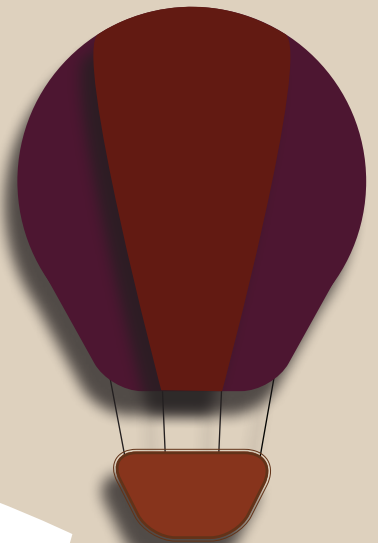
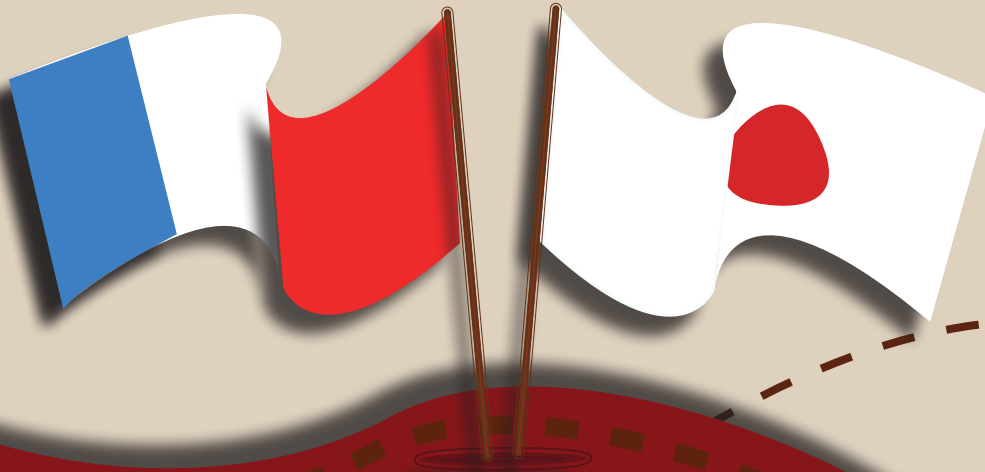
Step 2: Research the Local Market

- Understand cultural nuances (humor, colors, imagery, tones).
- Analyze competitors in the region.
- Identify local consumer behavior and preferences.
- Review regulations (advertising standards, data privacy).



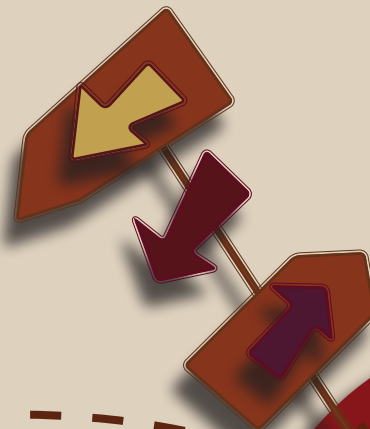
Step 3: Adapt Creative & Messaging

- Translate content with cultural sensitivity (not literal translation).
- Adjust visuals and symbols to resonate locally.
- Reframe messaging to reflect local values, aspirations, and needs.
- Review regulations (advertising standards, data privacy).



Step 4: Choose the Right Platforms

- Identify which channels dominate in the market (e.g., WeChat, WhatsApp, TikTok, Meta).
- Tailor campaigns for each platform's strengths.
- Test and Learn - What performs at home may not translate abroad.



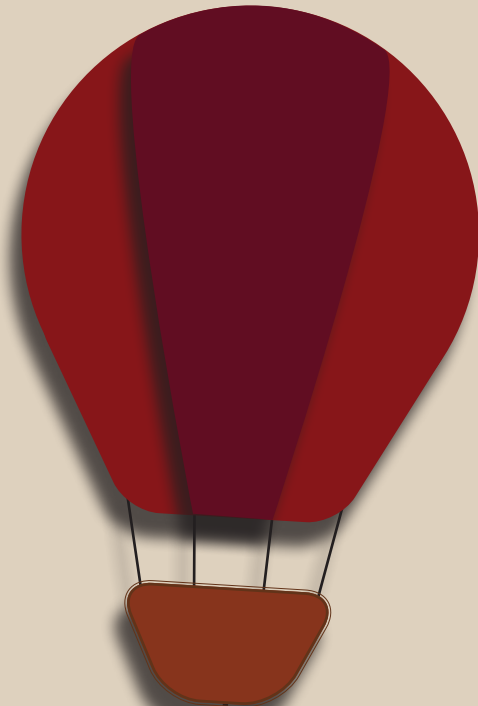


Step 5: Build Local Partnerships

- Engage local influencers and brand ambassadors.
- Explore partnerships with community organizations or events.
- Leverage local agencies/consultants for cultural insight.

Step 6: Plan Execution & Timeline

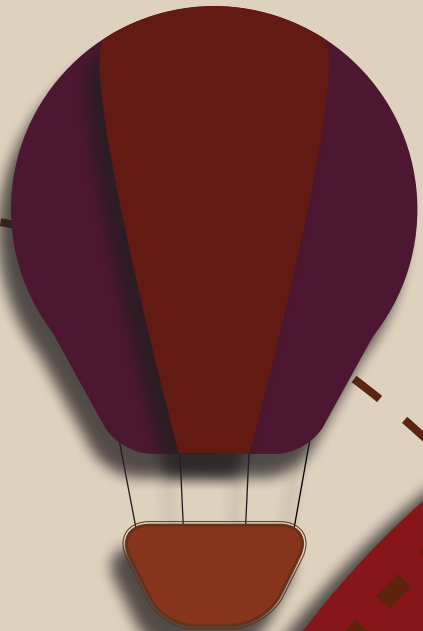
- Align campaign launch with local events, holidays, buying cycles.
- Account for production/shipping delays if physical products are involved
- Test messaging on a small scale before a full rollout.



Step 7: Monitor, Measure, Adjust

- Track KPIs across geographies.
- Collect feedback from local audiences.
- Adjust campaigns quickly based on early results.
- Document lessons learned for future market entries.

**Bon
Voyage!**



Pro Tip: Successful cross-border campaigns balance **global consistency** (brand identity, values) with **local relevance** (culture, language, platforms).