
Best Marketing Strategies for the USA

American World Services

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Overview of AWS

- Based in Washington D.C
- Over 25 years of experience
- Ongoing industry relationships
- International business specialists



AWS offers over 25 years of successful US international marketing services.

1. Market Check

1.1 Growth Trends

How is the market evolving? Where are the growth trends?

- Growth in a certain sector? – *Life Sciences*
 - Biotech – slow growth in recent years
- Growth in a certain sub-sector? – *Animal Health*
 - Expected growth of 9% a year to 2028

Case Study – Vaccine producer

Look for evolving pockets of growth

1. Research Phase

1.2 Market Trends

Examine product and market trends

- What industry trends are occurring – consolidation, distribution?
- What product trends are occurring – eco-friendly, price sensitive?
- How is the product used – certain desired features, new products in the market?

Case Study - Cleaning Machinery for Hospitals

GOAL: Determine how to position yourself in the market

1. Research Phase

1.3 Pricing

Examine aspects of pricing for the targeted products

- Is the market price sensitive? Is there a niche for quality products?
- How does pricing compare to what is available in the US?
- Is current pricing competitive? “Must give information to receive information!”

Case Study - Netting machinery

Pricing: Must give information to receive information

1. Research Phase

1.4 USP's

Are the product's USPs interesting for the market?

- Are the USPs seen as being unique?
- Do they generate a "Wow" reaction?
- Do they fit with the activities of the market?

Case Study - Blood testing machine

USP's may be different for certain market segments

1.5. Competitors

Look at the activities of direct and indirect competitors in the product area

Competitor Overview

- Who are they?
- How many are there?
- What is the market structure?
 - Many small companies with low market share
 - A few large companies that dominate the market

Top Competitor Evaluation

- Who are the top competitors?
- What is the size and structure of their company?
- What is their market share?
- **Case Study: Machine controls**

1.6. Next Steps

Based on the research, develop initial strategy for entry into the US market

- Is there an opportunity?
 - Almost always yes IF READY TO WORK/ADAPT
- What are some of the challenges?
 - Can be anything from competitors to market regulations to consumer trends
- Who are possible partners to target?
 - Determine the characteristics of an ideal partner
- What are possible strategies to pursue?

Hospital Washing Units	
Opportunity	<i>Large addressable market with few competitors</i>
Challenges	<i>Current use of disposable products</i>
Strategy	<i>Education through multipliers</i>

2. Market Preparation

2. Develop Story

2.1 The “Story”

Creating and developing your “story”

- What are the unique elements of the company and products?
- History of company
 - Origin story: Family-owned? Passion for the business?
- Association memberships and professional organizations
- Innovations and “firsts” for the company
- Quality certificates – ISO, BRC
- Prominent board members



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* Names/graphics used for referential purposes only to educate audience about potential certifications

2. Develop Story

2.1 The “Story”

Creating and developing your “story”

- Current well-known clients
 - *Example: White House wine*
- Differentiating factors
 - Eco-friendly? All-natural? Recyclable?
- Awards, ratings, press info
- Emphasize features or products based on trends



2. Develop Story

2.2 The Pitch

Prepare your “elevator pitch”

- Summarize all of your company’s unique elements in a concise manner
- Provide a summary—not details
- Revised for different markets and market segments
- One minute maximum!

Idea of an “elevator pitch” is that it is short enough to be presented within the time of an elevator ride

2. Develop Story

2.3 Sales Material & Presentation

Design two brochures for use in different contexts

- Five-page “teaser” with story and pitch
- Longer brochure with additional details



ABOUT THE PRODUCTS

- Jumbo Cashews (typically 3cm) are offered in 7 exciting flavors including Chili Garlic and Cheese & Onion.
- Coconut oil is organic, extra-virgin, and packaged in 460g plastic tubs.
- Cashews are packed at the factory in Sri Lanka, produced with 100% food-grade materials, and imported in hygienically sealed, metalized 100g pouches.
- Production is completed under ISO 22000 2005 certified conditions and handled by well-trained staff.





ABOUT THE COMPANY

- [Redacted] is a dynamic new Switzerland-based food brand offering gourmet food products from Sri Lanka.
- [Redacted] a native Sri Lankan, launched the brand to highlight the food products from her country and share the products she loves with the world.
- Already well-received in Europe, [Redacted] is now seeking to develop the American market and share her story in the US.



Client brochure developed by AWS

2. Develop Story

2.4 Prelim Marketing Plan: Strategic Marketing Plan

Scenario 1 – Targeting Mid-sized or B2B Partners

Develop a “basic” action plan for the US

1. Target Market and Expected Volume

Who is the targeted market in the US and what are the expected revenue/volumes?

- **Expected Volumes** – Discuss expected volumes and addressable market potential in the US market
- **Target Market** - Discuss the target market in the US
 - Ex: Large pharma, research institutes, etc.
- **Promotional Activities & Budget** – Discuss the budget available to promote the products
 - Used for events, promotion, trade shows

2.4 Prelim Marketing Plan: Strategic Marketing Plan

Scenario 2 – Targeting a Large Company (especially B2C)

Developing an “advanced” action plan for the US requires the previous steps AND....

- 5 to 10 year strategic marketing plan
- Yearly sales forecast
- Correlation between sales forecast and marketing activities
- Detailed and progressive actions with associated dollar amounts
- **Case Study:** *French Cider producer*

The larger the partner, the longer the plan

2. Develop Story

2.4 Prelim Marketing Plan: Strategic Marketing Plan

Scenario 2 – Targeting a Large Company

Yearly Marketing Plan

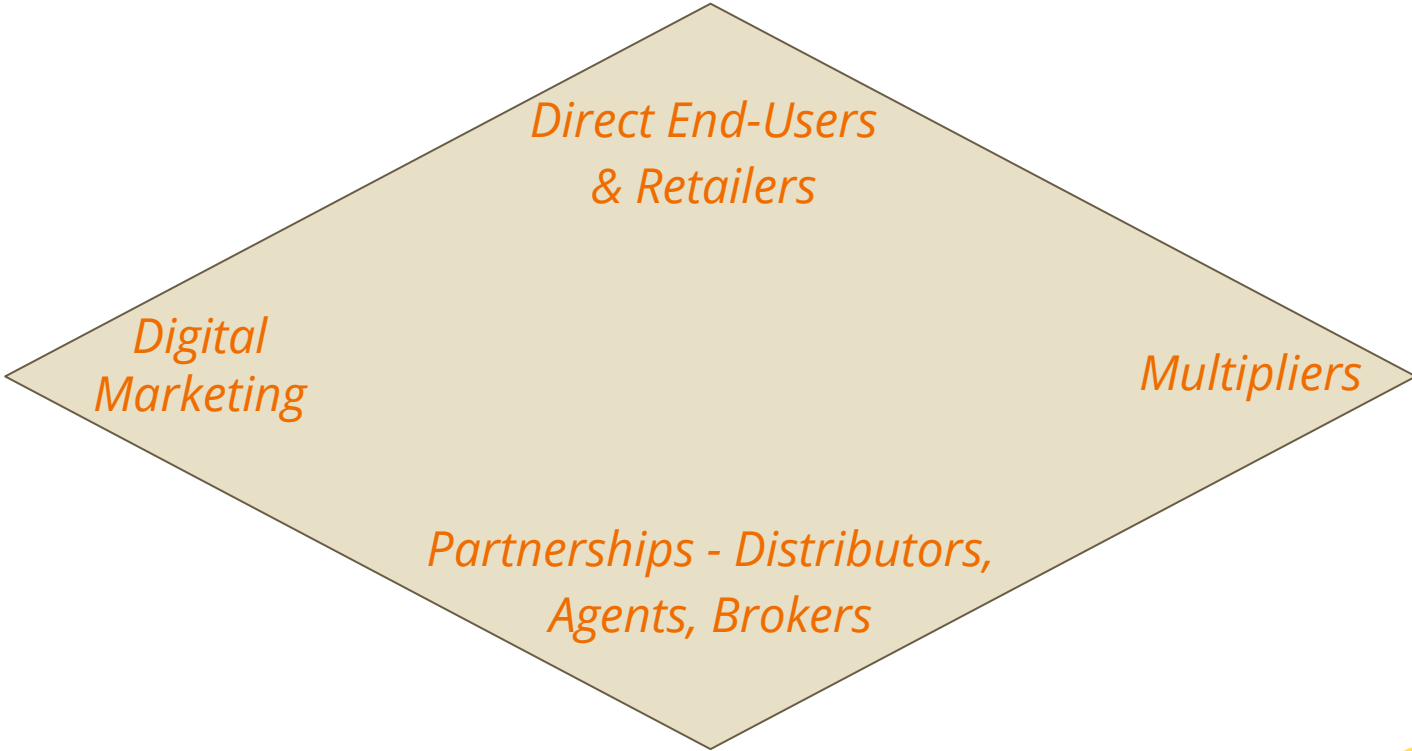
						TOTAL
		January	February	November	December	
MARKETING EXPENSES		USD 75'000	USD 75'000	USD 75'000	USD 75'000	USD 900'000
1	Marketing Material	USD 15'000	USD 15'000	USD 15'000	USD 15'000	USD 180'000
2	Marketing and Sales measures	USD 50'000	USD 50'000	USD 50'000	USD 50'000	USD 600'000
3	Others	USD 10'000	USD 10'000	USD 10'000	USD 10'000	USD 120'000
PROMOTION EXPENSES		USD 90'000	USD 90'000	USD 90'000	USD 90'000	USD 1'080'000
1	Promotion Material	USD 20'000	USD 20'000	USD 20'000	USD 20'000	USD 240'000
2	Give aways	USD 20'000	USD 20'000	USD 20'000	USD 20'000	USD 240'000
3	Samples	USD 30'000	USD 30'000	USD 30'000	USD 30'000	USD 360'000
4	PR measures	USD 20'000	USD 20'000	USD 20'000	USD 20'000	USD 240'000
SALES EXPENSES (TRAVEL AND PRESENTATIONS)		USD 10'000	USD 10'000	USD 10'000	USD 10'000	USD 120'000
RESERVE		USD 10'000	USD 10'000	USD 10'000	USD 10'000	USD 120'000
TOTAL		USD 185'000	USD 185'000	USD 185'000	USD 185'000	USD 2'220'000

Content adapted from AWS client material



3. Channels to Market

3. Main Sales Channels to Market



3.1 Sales Channels: Direct End-User & Retail

Target end-users or retailers directly if...

- No distributors exist
- The number of end-users is limited
- The product requires significant technical ability

Case Study: Vaccine producer

Keys: Specialization, focus on underserved areas, identify a champion

Recent Trend – Making contact is more difficult but once contact is made a serious conversation is possible

Advantages	Disadvantages
<ul style="list-style-type: none">• <i>Develop a personal relationship with the client</i>• <i>Greater control over marketing</i>	<ul style="list-style-type: none">• <i>Requires a significant amount of time to develop</i>• <i>Must be ready to “strike out” or hit a “home run”</i>

3. Sales Channels

3.2 Sales Channels: Digital Marketing

Especially important if...

- Company is “B2C” or consumer focused
- Product is downloaded or sold online
- Target is younger millennials

RecentTrend – Digital is now de rigueur but the results are not keeping up with the transition. It takes time and an investment to find the right approach.

Advantages	Disadvantages
<i>1. Can be affordable if cost-effective tools are used (earning vs. buying)</i>	<i>1. Limited demographic reach</i>
<i>2. Excellent for many consumer products</i>	<i>2. Can be highly inconsistent - faddish</i>
<i>3. Offers branding in addition to sales</i>	<i>3. Requires some expertise in digital marketing</i>

Digital marketing spending is flexible—costs vary dramatically depending on approach.



3. Sales Channels

3.3 Sales Channels: Multipliers

Multipliers include industry associations and business groups - especially effective if...

- You need to establish credibility within the industry (ex. new products, innovations)
- You are a service company (ex. consultants, software, engineers, design)
- Education about the product is needed

Case Study: Hospital Washer Units

Recent Trend – Well-positioned as a strategy as multipliers have a captive audience and they are looking for new ideas to present to members.

Advantages	Disadvantages
<ul style="list-style-type: none">• Offers an opening to well-targeted companies• Gives credibility in industry• Can provide regular leads over time• Cost effective marketing approach	<ul style="list-style-type: none">• No direct control over marketing process• Results will vary from year to year

3.4 Sales Channels: Partnerships

Identifying well-targeted industry partners is the most popular sales channel

Partnership options include:

1. Importers/Distributors
2. Agents, Brokers and Manufacturers' Representatives
3. Complementary Manufacturers
4. Acquisition/JV Partners

3.4 Partnerships: Importers/Distributors

Trends

Offers regional expertise...

- Importers are becoming more demanding and want to be supported
- Many regional distributors now manage e-commerce sites – there has been a mixing of roles
- E-commerce sites often do not import so product must be drop-shipped to client or warehouse
- E-commerce sites often request to work on consignment at the start

Advantages	<ul style="list-style-type: none">• <i>Maintains own warehouse and stock</i>• <i>Can cover multiple states or national level</i>• <i>Has significant knowledge and power at regional level</i>• <i>Has capacity to manage large volumes</i>
Disadvantages	<ul style="list-style-type: none">• <i>Certain distributors do not import</i>• <i>E-commerce often requests to work on consignment</i>• <i>Can be “box movers” - little capacity or desire to do marketing</i>

3.4 Partnerships: Agent/Broker/Rep

Trends

Still going strong - especially in certain sectors...

- Well-placed to educate clients
- Often has well-developed network
- Especially relevant for customized and engineered products
- Technical sales use agents extensively
- But overall fewer agents exist

Advantages	Disadvantages
<ul style="list-style-type: none">• <i>Understands new product development – willing to pioneer a product and complete marketing activities</i>• <i>Willing to educate clients about the product</i>• <i>Motivated by commission</i>• <i>Maintains close relationships with regional and national clients or retailers</i>	<ul style="list-style-type: none">• <i>Does not import products</i>• <i>Rarely offers warehouse facilities</i>• <i>Usually small with 1-5 people</i>• <i>Covers a regional area</i>• <i>Works on a commission basis</i>• <i>Can request a monthly fee</i>• <i>Mark-up generally ranges from 5-12%</i>• <i>Often requests marketing plan & budget</i>

3. Partners

3.4 Partnerships: Complementary Manufacturer

Trends

A complementary manufacturer is a producer of non-competing products who is active in a similar industry and can act as a distributor for another producer.

Especially relevant when significant competition exists or fewer marketing resources are available.

Case Study: German machine controls

Advantages	<ul style="list-style-type: none">• <i>Offers warehouse, national coverage and after-sales-service</i>• <i>Understands how to pioneer a product</i>
Disadvantages	<ul style="list-style-type: none">• <i>Difficult to identify a good partner that is not a competitor</i>• <i>Often controls the complete marketing process</i>• <i>Can demand to use their own brand name on products</i>

3. Partnerships

3.4 Partnerships: Acquisition/JV

Ideal in Certain Cases

An acquisition provides complete control and an immediate entry but the risk and cost is much greater than working with a distributor.

And with the current “baby boom” generation retiring, many companies are seeking an exit strategy - it is a buyer’s market!

Advantages	Disadvantages
<ul style="list-style-type: none">• <i>Significant control over entry and marketing</i>• <i>Immediate entry into the market</i>• <i>Provides entry into closed markets</i>• <i>Demonstrates commitment to the market</i>• <i>May have tax benefits</i>	<ul style="list-style-type: none">• <i>Managing and merging a new entity is always a challenge</i>• <i>Requires significant investment</i>• <i>Identifying a partner to purchase can be time consuming</i>

4. Keys to Success: Story & Follow-Up

- Tell Your “Story” – important in the US market – presents all the unique elements of the company in 1 minute!
- Follow up, Follow-up, Follow-up
 - Follow-up is perhaps the key to finding a new partner
 - Follow-up is much more aggressive in the US than in other countries
 - US companies expect pushing to show that a partner is serious
 - Expect months of pushing and follow-up....with interested companies!
 - If a company says “no” ask why?
 - Americans are always positive....that does not mean they will do business
 - Remember the “pyramid”

*No response
does not
mean no
interest*

Děkuju!

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