
Top Marketing Strategies for the USA

American World Services

Overview of AWS

- Based in Washington D.C
- Over 25 years of experience
- Ongoing industry relationships
- Offering market studies & partner searches

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



Market Check - Questions

- Growth – Where are the pockets of growth?
- Trends – What are product and industry trends?
- Competitors – Who are the competitors?
- USP’s – Do USP’s generate interest?
- Pricing – How does pricing compare?

Case Study – Hospital Washer Units

Case Study: Hospital Washer Units	
Opportunity	<i>Few competitors and large market</i>
Challenges	<i>Use of disposables prevalent</i>
Strategy	<i>Education through associations</i>

Understanding the market will guide strategy

The “Story” & Pitch

What are the unique elements of the company and products

- History of company - Family-owned? Passion for the business?
- Innovations and “firsts” for the company
- Quality certificates – ISO, BRC
- Association memberships and professional organizations
- Prominent board members
- Current well-known clients - *Example: White House wine*
- Differentiating factors
 - Eco-friendly? All-natural? Recyclable?
- Awards, ratings, press info

Emphasize unique points based on trends



Prelim Marketing Plan: Strategic Marketing Plan

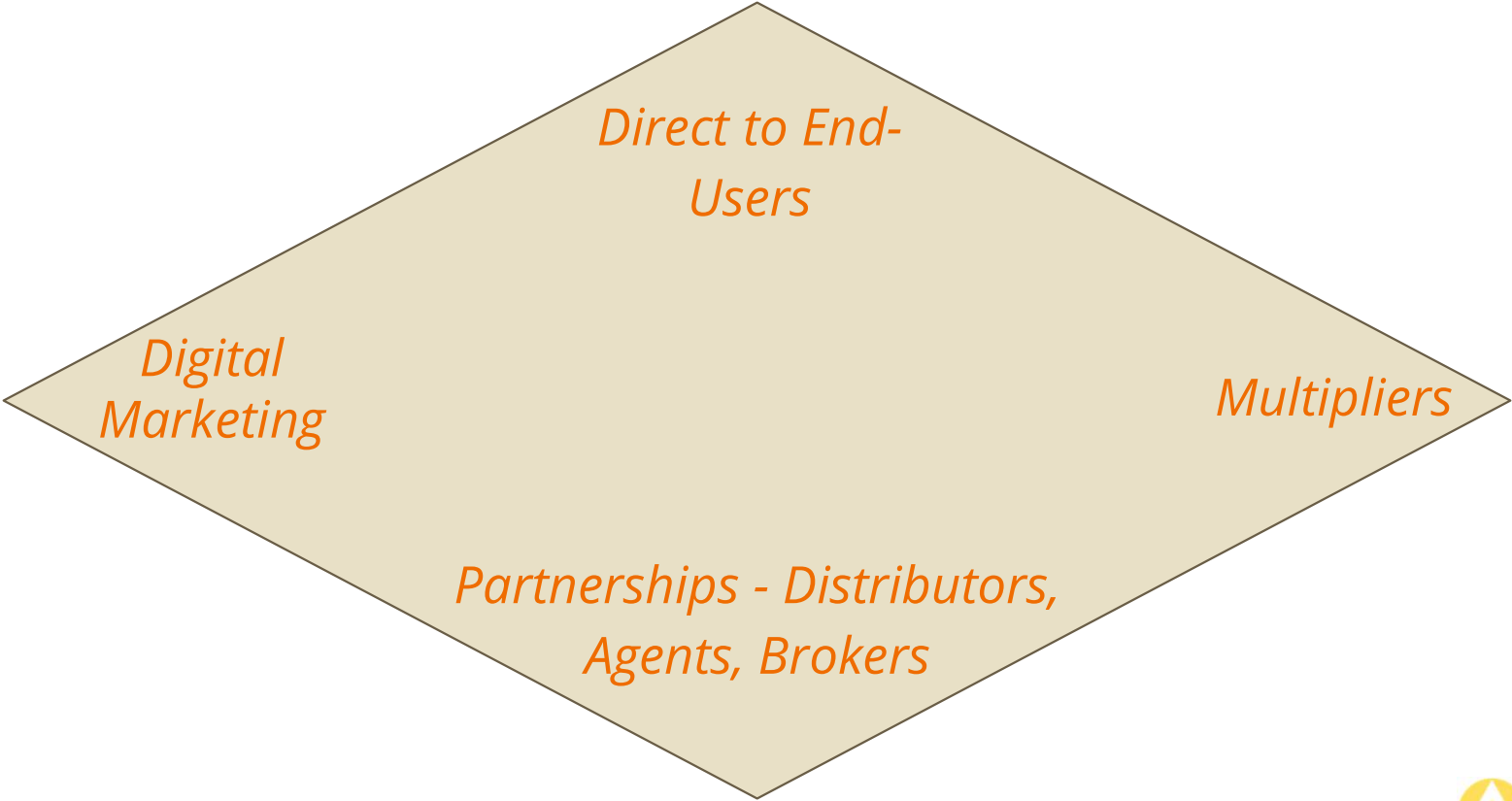
Develop a “basic” action plan – how will you support your partner?

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
- **Marketing Activities & Budget** – Discuss the budget and promotional activities
 - Used for events, promotion, trade shows

Main Sales Channels to Market



1. Sales Channels: Direct to End-Users

Target end-users directly if....

- No distribution partners exist
- The number of end-users is limited
- The product requires significant customization or 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
• <i>Develop a personal relationship with the client</i> • <i>Greater control over marketing and technical discussion</i>	• <i>Requires a significant amount of time to develop</i> • <i>Must be ready to “strike out” or hit a “home run”</i> • <i>Low trust factor among potential clients</i>

2. Sales Channels: Digital Marketing

Especially important if....

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

Recent Trend – Digital is now de rigueur but the results are not keeping up with the transition. The trust factor is low which means it takes time and an investment to find the right approach.

Advantages	Disadvantages
1. Can be affordable if cost-effective tools are used (earning vs. buying) 2. Excellent for many consumer products 3. Offers branding in addition to sales	1. Limited demographic reach 2. Can be highly inconsistent 3. Low trust factor among potential clients

Digital marketing costs can vary dramatically depending on approach

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 & Ag App

Recent Trend – More industrial companies are using multipliers to educate.

Advantages	Disadvantages
• Offers an opening to well-targeted companies • Gives credibility in industry • Can provide regular leads over time • Cost effective marketing approach	• No direct control over marketing process • Results will vary from year to year • Must continue to stay involved

Multipliers offer a cost effective strategy to establish trust

4. Sales Channels: Partnerships

Identifying well-targeted industry partners is also an important sales channel

Partnership options include:

1. Importers/Distributors/VAR's
2. Agents, Brokers and Manufacturers' Representatives
3. Complementary Manufacturers & Service Providers
4. Acquisition/JV Partners

Case Study: Contract Research Organization

Keys to Success: Story & Follow-Up

- Tell Your “Story” – important in the US market – present all the unique elements of the company in half a 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

*No response
does not
mean no
interest*

Thank you!

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