



Successful companies use digital platforms to navigate the three phases of international expansion.





Successful international marketers go beyond quick wins and drive their businesses towards long-term international expansion.

They gather international intelligence from digital platforms such as:

CRM data

Customer profiling

Competitor analysis

Brand performance

Predictive analysis of future revenue cycles

Hiring & marketing trends

High-intent segments

Audience targeting

Product-market-fit assessment



Stage 1. Know your high-potential markets



Know your high-potential markets.



How big is the market?



Where am I already seeing organic interest?



What does the competitive landscape look like?



Know your high-potential markets.

How big is the market?

Market Signals

- Short and long-term revenue opportunity.
- Size of potential buyers.
- Health of the market.

Where am I already seeing organic interest?

Organic Signals

 Segments who are already aware of your brand, suggesting short-term revenue potential through quick wins.

What does the competitive landscape look like?

Competitive Signals

 Market saturation to know whether to play head-tohead in a crowded market or carve out an unserved segment.



Know your high-potential markets.

International intelligence with **Linked** in

Market Signals

- How many companies and professionals fit my ideal customer profile?
- What is the health of a market as seen through hiring and company growth trends?

Organic Signals

Who is visiting my website and following my LinkedIn company page without paid promotion?

Competitive Signals

How do competitors operate their marketing mix, speak to the market, structure their organisation and position their products & services?



Stage 2. Secure quick-win revenue



Secure quick-win revenue.



Who are my quick-win customers?



How long could my quick-wins last?



When have I exhausted my quick-wins?



Secure quick-win revenue.

Who are my quick-win customers?

Intent Signals

 Identify high-potential customers based on their previous engagements, awareness levels or similarity to current customers.

How long could my quick-wins last?

Predictive Signals

- Estimate the longevity of quick-win revenue.
- Set expectations on customer acquisition and return on investment sustainability.

When have I exhausted my quick-wins?

Quick-win Exhaustion Signals

- Show plateauing marketing and sales performance.
- Confirms it's time to pivot to a long-term growth strategy.

Secure quick-win revenue.

International intelligence with **Linked** in

Intent Signals

- LinkedIn members who previously engaged with your paid and organic activity, including your website, lookalikes of your ideal customer profile, or a matched set of accounts.
- Intelligent auctions to optimise towards LinkedIn members most likely to convert.

Predictive Signals

- Historical performance data from similar campaigns/brands to predict future outcomes.
- Predictive forecasting based on potential audience size, bid, budget and marketing activity.

Quick-win Exhaustion Signals

Declining marketing performance over time such as:

- High reach and frequency, but low quality/quantity of leads
- Fully capitalised share of voice
- Increasing cost per acquisition
- Fewer MQLs and SQLs*

Stage 3. Invest in long-term growth



Invest in long-term growth.



What is my untapped opportunity?



How do I build a local brand?



How do I invest in local talent?



Invest in long-term growth.

What is my untapped opportunity?

Opportunity Signals

Divide the market into subgroups based on high, medium, and low intent, and connect investment needs to gain a larger market share.

How do I build a local brand?

Marketing Signals

- Adapt strategies from global to local, localise beyond translation, across full-funnel marketing strategy.
- Set expectations on customer acquisition and return on investment sustainability.

How do I invest in local talent?

Talent Signals

- Guide office location decisions based on hiring hotspots and top local employers.
- Build a talent pipeline.
- Measure and optimise employer brand.



Invest in long-term growth.

International intelligence with **Linked** in

Opportunity Signals

- Share of market based on subsegments.
- Predictive forecasting based on potential audience size, bid, budget and marketing activity.

Localisation Signals

- LinkedIn Company Page and paid advertising on local apps and publishers through the LinkedIn Audience Network.
- Learn about markets through competitor activity, buyer insights and industry trends.
- Measure impact through A/B testing content, Brand Lift Studies, and down-stream conversion tracking.

Talent Signals

- Trending industry hires split by metropolitan areas.
- Distribution of talent among competition.
- Showcase workplace culture through current employee activity on LinkedIn Company Page.

Know your high-potential market.

The United States shows the largest opportunity based on your serviceable addressable market

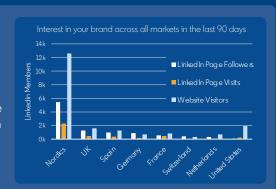


Your Serviceable Addressable Market

Filtering criteria: Members with 5-12 years experience AND working in Function: Business Development, Marketing, Media & Communication, Sales, Art & Design AND Industry: Technology, Information & Internet, IT Services & IT Consulting, Advertising Services, Business Consulting & Services, Media & Telecommunications

Customer: Storykit

LinkedIn members in the United States have low organic awareness of Storykit, which may require higher costs per acquisition and time to close during initial market entry.



Being 3.3X more expensive

than the Nordics, a larger initial investment will be needed to ensure the same lead volume in the USA.

* Brands like you defined as all Marketing Servic





Long-term international expansion is a journey.











Agenda

- Benefits & impact of localization
- Building a successful localization strategy
- Localization best practices for success
- Mey takeaways

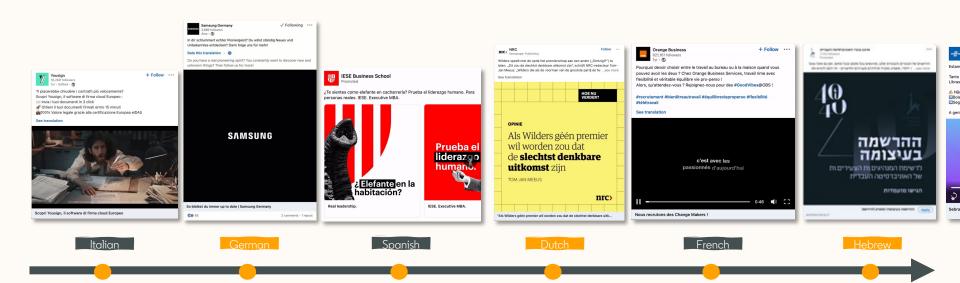




In 2024, 75% of the world's population does not speak English as their first language. Customer 🔨 Source: Statista. November 2023

9 out of 10

global users will ignore your ad if it's not in their native language.





80% of LinkedIn Ads targeting key non-English countries, are in English

Source: LinkedIn Internal Data including campaigns from FR, DE, NL, BR and ES, 2023

Businesses tend to use a one size fit all approach on LinkedIn

Yet, **80%** of the LinkedIn members targeted in these non-English countries, have their native language set as preferred.

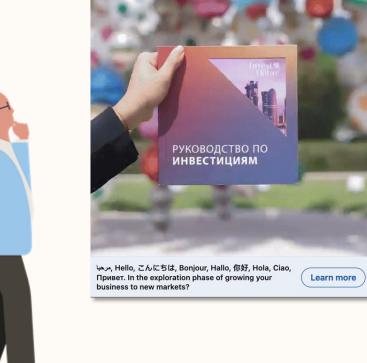




Treasure those words

6x

Across the 12 markets analyzed, updates in the native language generated 6x more engagements compared to updates in English



, Hello, こんにちは, Bonjour, Hallo, 旅好, Hola, Ciao, Привет. In the exploration phase of growing your business to new markets? Our Guide to Investment is available in multiple languages and provides Comprel ...see more

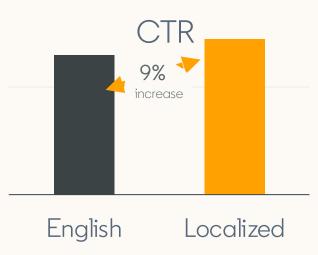
invest♥ Invest Qatar
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Promoted



Translations drive better conversions and ROI

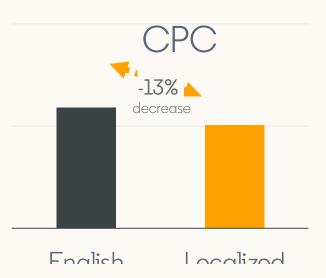
Anonymized Tech Clients

Exposing members to ads in their local language versus English increased CTR of local campaigns by 9%



Anonymized FinServ Clients

Exposing members to ads in their local language versus English decreased CPC of local campaigns by -13%



Anonymized Services Clients

Exposing members to ads in their local language versus English increased CTR of local campaigns by 20%





84% of Marketers attribute revenue growth to localization tactics

More pressure than ever for content to appeal to global customers to drive conversions





As businesses expand globally and enter new markets, localization becomes crucial for their bottom line" – Sophie Vu, CMO, Unbabel



Brand Recognition



Customer Acquisition

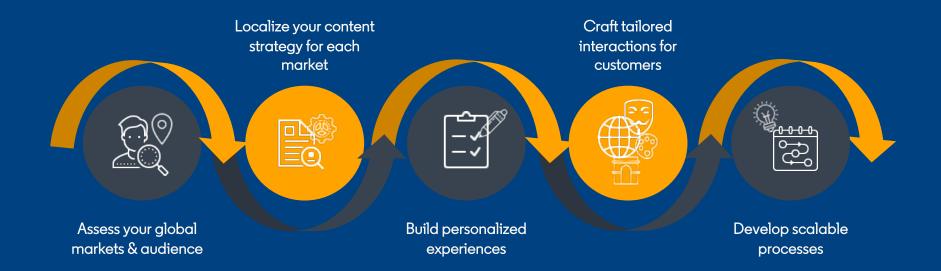


Competitive Differentiation





Developing a successful localization strategy





Keep the focus on your target audience: Profiling customers

Take a look at how you're currently targeting your audience

Get the most from the data you already have Enhance & enrich your data with 3rd-party data sources

Create profiles that tell the whole story: who, wants & needs

Customer
demographics
Market Insights

- Customer Behaviours
- Customer Buying
 Journeys

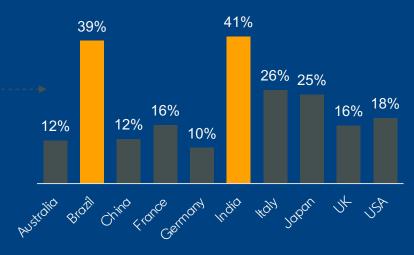


Use customer insights to refine creative messaging

- US audiences engage well with content that helps them understand the world, their place in it and how to succeed (equal opportunities, team building, value investing)
- Brazil & India prioritize customer reviews when looking to buy a product or service.
- Australia, China and Germany are less inclined to check reviews before buying.
- Members from the UK are more sensitive to security & privacy issues
- In DE, members are less sensitive to pricing and privacy than other regions but looking for more information. UK and FR members are more sensitive to price and promotions than Germany.

"When looking to buy a product or service, how often do you read customer reviews?"

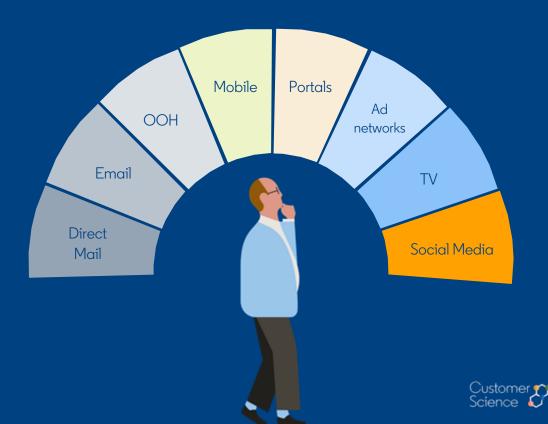
LinkedIn members over indexed for 'Always':



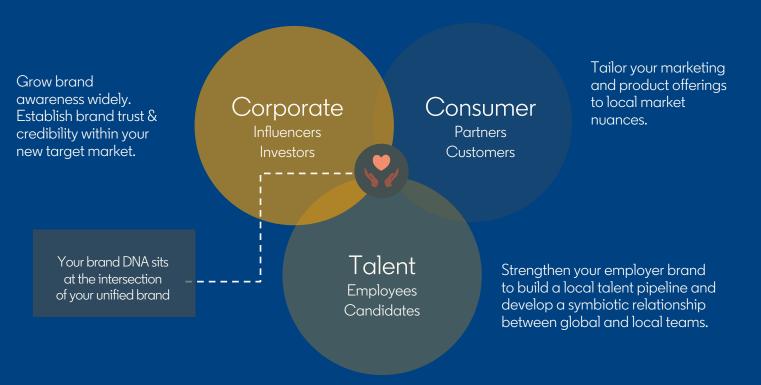


Plan how your global content will be distributed

Determine the channels you need to reach your global audience on. Engage with them consistently across the ones that matter to them.

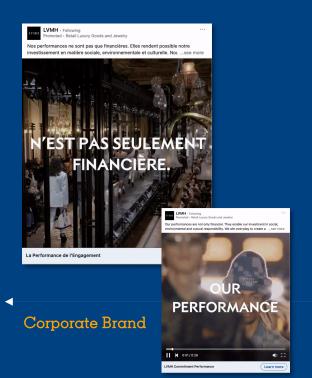


Invest in localization across your corporate brand, employer brand, and marketing/product offerings to build trust





LVMH adapts its messaging across the 3 facets of the brand













Use a full funnel approach adapting each steps to local nuances



Objective: Be Remembered

Enjoyable, helpful content that showcases the brand and thought leadership. Build emotional connection through local values.

Objective: Be Relevant

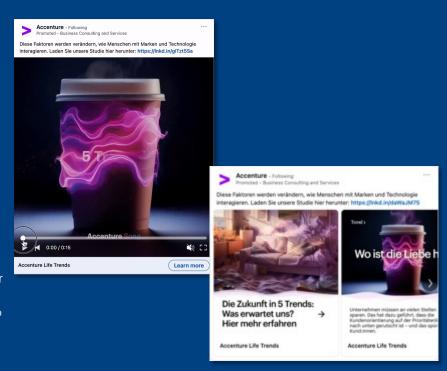
Helpful, engaging content that demonstrates trust and credibility. Use opportunity to highlight local leadership/customers.

Objective: Convert

Specific content that demonstrates whether and how the audience should connect with your brand. Adapt your value proposition to the local needs.

Objective: Drive Advocacy

Content that gives an experience to remember & show you care.





Understand cultural differences



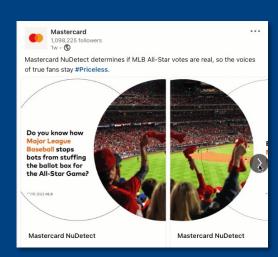
Diversity & Inclusion



Celebrations & Religion



Embracing local Communities



Local Passions



Understand what's unique to each market



US, Microsoft - Chinese New Year



US, McDonald's - Halloween



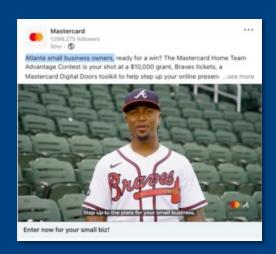
Brazil, Google - General Election 2022



Feature local, relatable and recognisable figures



Of millennials trust product recommendations from influencers

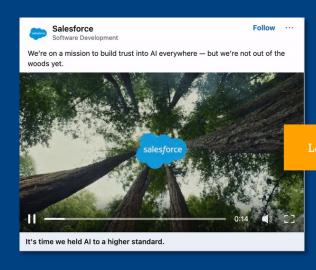


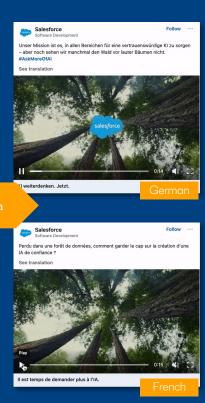


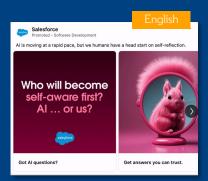


Be smart about what you localize first

Reuse, recycle, repurpose



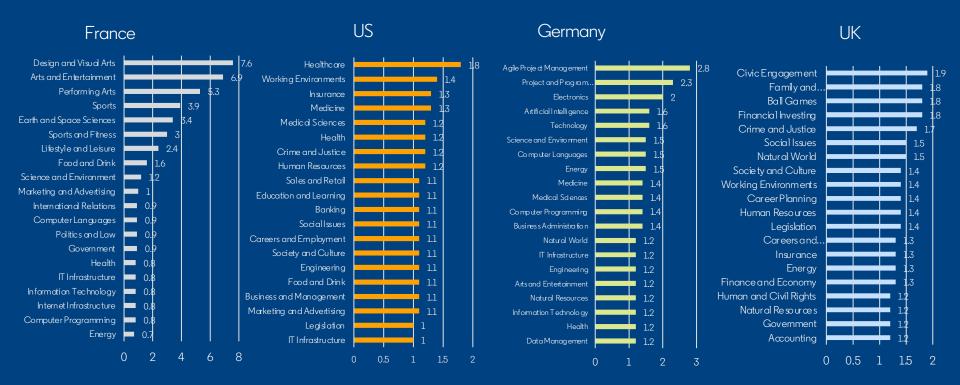








Find out which topics resonate with your audience the most





Craft tailored interactions

Ensure a seamless experience from post to landing page









India

Customer Science

India Example

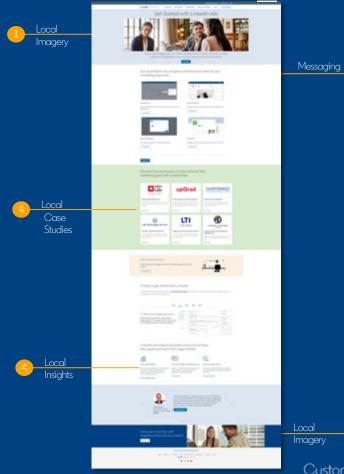
- Swapped out generic images & videos to focus on local imagery.
- Updated messaging to focus on what's most important for India (e.g., Lead Generation).
- Updated all stats and insights to be market-level to ensure relevance.
- Replaced existing case studies with local successes and applied a verticalized approach to better the user journey.

+55% lift in activation & reactivation

+39% lift in activation rate

+7.15% lift in total page CTR





Decide on the right structure for your team

Four primary ways to structure your international marketing organization.

High Consistency, High Touch

Global-driven strategy and content creation. Locally supported.

High Consistency, High Scale

Completely <u>Globally-driven</u> strategy and content creation. No Local input.

Less Consistency, High Touch

Completely <u>Locally-driven</u> strategy and content creation. No Global input.

Less Consistency, High Scale

Locally-driven strategy and content creation. Globally supported.



Introduce Al into your translation process

Al input can absolutely help produce better and faster translations at scale — but only if used in the right way.

- Empowering your team to take charge of translations internally
- Maintain consistency in the use of special terminology
- Convert videos into any language at speed



Top Tip:

Be creative using dubbing AI tools & Avatar cloning in any language for your video content







Access Industry-Leading Custom Content Developed by LinkedIn Certified Content Partners

Opportunities that include our partners' content outperform engagement rate benchmarks by



Tap into LinkedIn Certified content marketing creators from prestigious organizations like TRANSMISSION. and vidmob for your localization needs.

Harness content partner expertise to produce high-performing content based on your objectives.

Access our Content Partners directory





Maintain creative consistency & distinctiveness







Top Tip:

Leverage your own IP to help build brand equity and increase mental availability



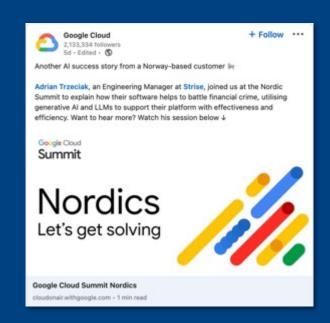
Make use of local landmarks, call-outs & hyper-localization



Use iconic local landmarks to make content more relatable



Clear market call-outs in the introductory copy make your audience know it's about them.



Meet customers where they are, with hyper-localization



Make your local customer success stories consistently Global.



Organic





Brazil





















American members are 50x more likely to use reactions.

French members are 13x more likely to use reactions.

English members are 18x more likely to use reactions.

German members are 7x more likely to use reactions.



Emojis & hand gestures can mean different things to different people







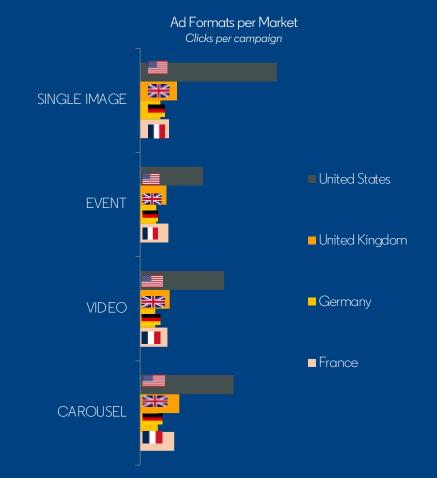
DID YOU KNOW?

Emoji	UK Meaning	Alternative Meaning	Country
	Giving praise	Making Love	China
	Raising hand for attention or acknowledgment	Stop, considered an insult	US, Pakistan, Greece
8	Approval or Agreement	Sign of anger or displeasure	Brazil
U	Positive, relaxed, metalheads lovers	Sign of Adultery	Latin America, Spain, Czech Republic, Italy
ď	Wishing for luck	Female Genitalia	Vietnam
00	Silliness, self-mockery	A sign of good luck	Japan



Cracking the code on specific ad format across nations

- In France, carousel ads have the highest click per campaign ratio.
- Single image ad is the most engaged LinkedIn format in the US followed by video & carouseI.
- Event ads format have the highest CTR in the US compared to other market.





Consider subtitles as critical to localization



Germany

80% of videos on LinkedIn are watched with the sound off



Other English-speaking markets



Key Takeaways

Go beyond translations. Act Local. Pay attention to imagery, tone, cultural norms, attitudes & behaviours and device preferences.

Place smaller big bets. Don't

localize everything—focus on big breakthrough content to nurture new markets.

Invest in Brand.

Creative has no borders. Invest in a distinct, repeatable look across your creative for alobal brand recall.

Be human. Be emotional. Do it ocally. Spotlight real people, share real stories.

Operationalize localization.

Develop cultural guides for each region and include within your content development process.

Turn insights into Action.

Leverage country specific insights to inform your future strategy and gain a competitive advantage.



IN-based HireQuotient builds a global business with LinkedIn

- Assessed Total Addressable Market on LinkedIn by looking beyond their own ABM contact list to identify profiles that fit their target audience in markets like the US and UK.
- Shifted from a pure lead gen play to a full-funnel strategy as quick-win opportunities were converting but at a lead relevancy rate of just 55%.
- Pivoted from a globalised marketing strategy to launch localised campaigns for each market to tailor messages and test targeting, content and creative approaches.

90% lead relevancy

50% decrease in Cost Per Lead
Achieved in 45 days

"LinkedIn delivers the most value for the least effort. It has enabled us, as a relatively young brand, to gain a foothold in key international markets like the US and UK. Given the lead quality that we're seeing, we now invest 85% of our performance marketing budget in LinkedIn Ads."



Amit Thokal AVP, Growth & Marketing HireQuotient



Case Study: Secure Quick Win Revenue.

US-based O'Reilly secures quick-win revenue in APAC via lead gen optimisation

- ldentified high intent segments
- Studied competitor activity/trending topics to understand markets
- Identified key metrics to infer audience exhaustion and refined strategy — reach, frequency, and creative resonance via Content Marketing Score
- Deployed <u>Lead Gen Forms</u> for pre-filled member data and optimised auction strategy and metrics to monitor

Read the full story

- 2-3x likelihood of conversion

 Among audiences who saw 6-10 impressions
- 3x Lead Gen Form completion rate

 With expanded targeting criteria
- 65% reduction in Cost Per Lead
 vs previous quarter by leveraging LinkedIn insights

"To build and expand our enterprise business presence in APAC, we are in a test-and-learn phase to cater to specific audiences in different market territories. LinkedIn's insights have been very useful in helping us refine our strategy, especially given our modest budget. We are pleased with the results and gearing up to extend our efforts to grow in APAC."



Audrey Deng
Senior Manager, Demand Generation,
International Markets (APAC), O'Reilly



Case Study: Secure Quick Win Revenue.

Australia-based Circle In targets the right professionals in the right mindset across APAC, UK and USA

- Identified high intent segments based on mindset and purchase stage
- Used intelligent auction to drive quality leads
- Adopted test-and-learn approach to lay the foundation for deeper market localisation

Read the full story

42% lower Cost Per Lectivity With no impact on lead quality

2x Clickthrough Rate

"LinkedIn will continue to be a part of our marketing strategy as we look forward to expanding our business across the APAC, UK and US markets. As an early stage start-up, our ability to test and learn is critical. LinkedIn allows us to do just that by being flexible with our approach while maximising our investment."



Phil HeysDirector of Sales
Circle In



Case Study: Secure Quick Win Revenue.

Global SaaS firm Whatfix responds to quick-win exhaustion signs in North America and Europe

- Took campaign-level optimisation actions to counteract plateauing marketing results
- Broadened targeting beyond its quick-win audience to engage the entire buying committee
- Started investing in brand marketing efforts to nurture long-term demand and lay the foundation for sustainable growth

Read the full story

- 59% increase in lead volume
- 64% lower Cost Per Lead
- 48% increase in opportunities
- 62% lower Cost Per Opportunity

"LinkedIn has been a strategic partner in our international marketing journey, equipping us with valuable insights and solutions to drive short-term business results while seeding long-term growth."



Reetesh Pandey
Director, Performance Marketing
Whatfix



Fuji Electric drives quality leads internationally after pivoting from in-person tradeshows

- Segmented audiences into high- and medium-intent and engaged them with brand awareness and conversion campaigns respectively
- Built high-intent segments using <u>Lookalike Audiences</u> and <u>audience</u> <u>retargeting</u>; engaged with <u>Lead Gen Forms</u>
- Built brand trust by investing in content that demonstrated product value and optimising paid and organic opportunities on LinkedIn

Read the full story

- 1.4x Lead Gen Form completion rate
- 1.2x Engagement Rate
- 1.3x Clickthrough Rate

"Industry tradeshows used to be our main marketing channel. While we used to get more leads from tradeshows, LinkedIn leads are of much higher quality. The accurate targeting capabilities ensure that we reach the right decision makers in the right companies. From the leads generated on LinkedIn, we have been able to secure business meetings with companies on our target list."



Marika Hashiguchi Product Promotion, Fuji Electric



Taiwanese semiconductor firm ASE Group invests in brand to sustain growth internationally

- Identified medium- and low-intent audience segments globally
- Invested in full-funnel marketing while building brand trust via a strong organic presence
- Developed domain-specific, localised content to build meaningful digital communities
- Adopted a test-and-learn mindset to deepen understanding of different markets and audience segments

Read the full story

- 389% increase in Content Marketing Score
 Within 3 months
- 29% reduction in Cost Per Follower
 Vs industry benchmarks
- 23% growth in Clickthrough Rate
 Within 3 months

"Digital marketing was a natural next step for us. LinkedIn enables us to speak directly to our industry audiences around the world, reinforce our brand awareness, and engage our professional community authentically. This will positively impact our worldwide business in the long run."



Jennifer YuenSenior Director, Worldwide Marketing & Communications, ASE Group



India-based tech consultancy LTI warms up net-new accounts in USA with ABM

- ldentified new, untouched segments in the USA
- Built audience segments that covered the entire buying committee
- Applied full-funnel marketing principles to their ABM strategy to create awareness and interest among 'cold' accounts
- Ensured sales and marketing alignment between HQ in India and local field marketing teams to ensure marketing is engaging the right accounts

Read the full story

- 92% of target accounts engaged
 Including meaningful conversations with 20% of them
- 5x increase in members engaged
 Within target accounts
- 73% Share of Voice against peers and 83% Share of Engagement against peers

"Our ultimate aim is to drive conversions but, given that we had no existing relationships with any of the companies on our list, brand marketing had to come first. Identifying the right people within these accounts and serving our content to them with precision was an essential success factor. And we knew that we could only achieve this on Linkedln."



Khuzem Batawala Head of Field Marketing, North Americas Larsen & Toubro Infotech



Japan's NEC Corporation unifies its corporate brand globally on LinkedIn

- Developed a structured way to communicate brand messages globally via a single <u>LinkedIn Page</u>
- Used <u>organic targeting</u> to share content with relevant audience segments
- Adopted an <u>integrated organic & paid strategy</u> by investing in follower acquisition to build a digital community with the intention of identifying, nurturing and converting potential leads

Read the full story

53,000 new followers acquired globally

"Segmentation (or the ability to determine who sees what content) is an exceptionally powerful advantage that LinkedIn offers.

It allows us to easily narrow down our target audience based on our objectives and content. It is also excellent for targeting by country, region or industry, which is particularly beneficial for us, given our diverse business interests."



Kensuke Takagi
International Advertising Group Expert
Customer Relationship Management Division
NEC Corporation



Publicis Media scales reach in emerging APAC markets with LinkedIn Audience Network

- Developed a brand campaign for a digital payments client to grow in emerging APAC markets like the Philippines
- Combined LinkedIn feed activity with <u>LinkedIn Audience Network</u> to serve ads on trusted local apps and publishers
- Used a custom blocklist to ensure the client's global brand standards were adhered to at a market level

Read the full story

- 16% greater reach across target audiences
 From activating LinkedIn Audience Network
- +61% video views
 As a key performance metric
- 2.6x more landing page clicks

"We didn't expect LinkedIn Audience Network to deliver such strong incremental reach and improve our total performance so significantly. We were able to reach more of the same high quality audiences while upholding our client's strict brand safety standards, so we're very happy with the results."



Francesca Delvaux
Regional Media Planning Manager
Publicis Media



Chinese tech brand OPPO localises brand campaign to engage Gen Z consumers in Europe

- Identified a problem to be solved (costly portrait photography) in the local market and leveraged their product (smartphone) as a solution
- Partnered local universities to reach young consumers offline and worked with LinkedIn for digital reach
- Made the brand authentic and locally relevant to audiences

1.8x video view rate
 Vs industry benchmarks

1.9x Engagement Rate
 Vs industry benchmarks

"At OPPO, we often ask ourselves: as our tech products are becoming increasingly powerful, what can be our practical contribution to the society? The decision to do the Futureproof campaign came from a meeting when we learned it usually costs students 200 Euros to take a professional portrait, and that's where OPPO can contribute. We are also proud to collaborate with our like-minded partners Linkedln and Royal College of Art to celebrate and support the freedom of self-expression through our technology and innovation."



