



Tips for creating a presence in the UK

1.



Our first and most important tip is to **do something!** "Best kept secret" is not really what you should be aiming for in terms of your UK market entry. Obviously, what you do is going to be determined by how much resource you can throw at it in terms of time and how much budget you can allocate but still, do something.

Get to **know your market**

– each market has a dynamic and rhythm of its own. Do you know it well enough? The key dates/times of year? The key opinion formers? How does it work – is that different from another territory?

2.



3.



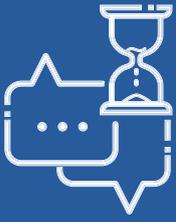
Take a look at your **competition and your sector**. Is it a dynamic sector, lots going on, lots of brands competing for attention? How do they position themselves? What media are important in the sector? If you're thinking of engaging with the media, make sure you read/listen/view them regularly. Are there groups that represent the sector – could be a trade association body or a consumer group. What do they say and do? How could you stand out? Do you have something genuinely new to say or offer?

Work out why the UK market is going to want to hear from you. **How are you relevant in the UK?** Who is going to be most interested in your brand, product or service? Why should they be interested? What problem do you solve? For UK consumers and media, it's not always what you do but why you do it. Brand purpose is as, if not more important, than the product or service itself. Be clear about what you stand for.

4.



5.



Take a long hard look at **your collateral**. Really look, don't just assume you know it all. Review what sort of content works in your home territory. If you've not been looking at metrics hard enough, look again. Then ask yourself whether any of this could work for the UK (taking into account what you have discovered from Tips 1 – x). Get a UK native's opinion on your website for example – does its style and use of language resonate?

Look at your **Paid Owned Earned Shared media** options. If you're not familiar with this, you'll find loads of different visuals on the web.

6.



**Done with all that navel-gazing?
Now's the time to start putting it into action!**

7.



Start with a **plan** – set some objectives for your profile-raising activity. How will you measure it? How will you decide whether it has been successful? What time period are you going to evaluate against?

Don't overstretch yourself and **don't over promise**. For example, don't set up every possible social media account and either post the same content on them all or fail to update more than one. Far better to find the most successful channel and keep that up to date and engage with your audience, then add to that as time and resources allow.

8.



Be authentic. More important than ever before, be honest and transparent. Don't set yourself up for a fall. If you're not the leading x or the most innovative y, don't say you are. People will remember if you've over-claimed and been found wanting.

Choose the **right combination of PR and marketing activity** – the elements that will give you the greatest return/greatest chance of being successful in the UK. Don't stubbornly stick to what works at home if others (customers, consumers, local professionals) are telling you to think differently in the UK. If you trust them, trust their advice.

9.



10.



**And finally, remember that you don't necessarily know the UK market yet.
Be open and flexible. Adapt to feedback.**