
Best Marketing Strategies for the USA

American World Services

Introduction

Overview of AWS

- Based in Washington D.C
- Over 20 years of experience
- Ongoing industry relationships
- International business specialists

*AWS offers over 20 years of
successful US international marketing services.*



1. Market Check - Questions

- Growth – Where are the pockets of growth?
- Trends – What are consumer 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

2. Develop Story

2.1 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

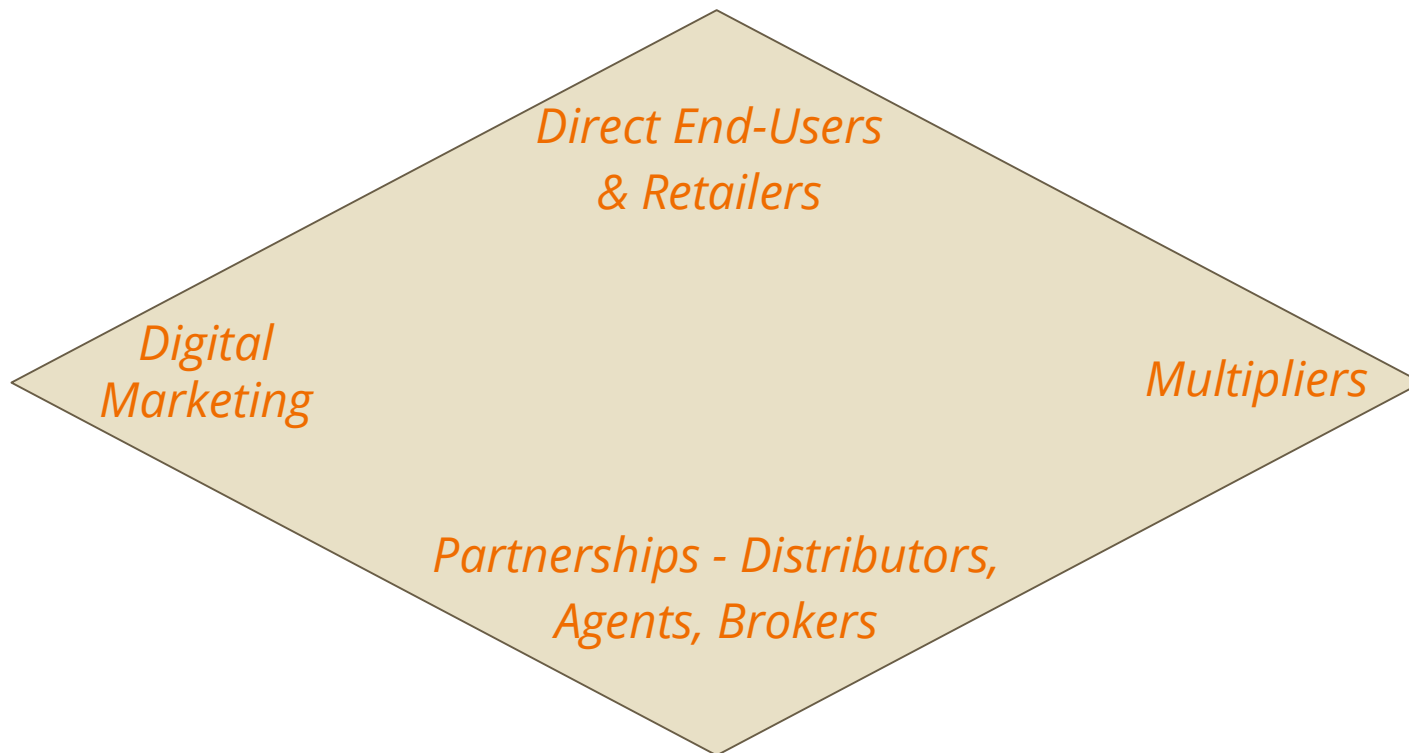


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Emphasize features of products based on trends

3. Sales Channels

3. Main Sales Channels to Market



3. Sales Channels

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

Covid 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

Covid Trend – 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

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

3. Sales Channels

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

4. Keys to Success

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

*No response
does not
mean no
interest*

Thank you!

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