

TAG Primary Research

Identifying the biggest challenges brands face when entering the US market

Key Painpoints

"Taste is more specific in the US, takes a lot more money to get the **same reach**." *Founder, fashion ecommerce, UK*

"We feel like **audience** is the part we don't have the handle on but we have a good product." *Founder, food B2C, Asia*

"We had to make sure our site is **relatable** to local customers." *Founder, beauty brand, Latin America*



OBJECTIVE



Identify the most significant marketing challenges faced by global brands when entering the US market.

METHODOLOGY



Interview founders of global retail and D2C companies across Europe, Latin America, Asia, and the Middle East.

RESULTS & TIPS



Brand awareness, brand trust, and target audience collectively account for 50% of all marketing pain points.



Brand Awareness

Generating awareness requires consistent effort and is a gradual process. To understand how brand awareness is improving, utilize tools such as brand awareness surveys and track branded search volume, social media mentions, backlinks, and earned media coverage.



Target Audience

Investing in research to understand your audience is crucial as this will form the foundation of your marketing strategy. Research will clarify your audience's pain points, and enable you to effectively address them in your marketing messaging.



Brand Trust

Low-effort tactics such as featuring user testimonials in your marketing collateral can yield high-impact results in a short time frame. In the longer term, implementing strong customer service and developing an authentic social media presence are important in developing trust with your audience.

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