

Leads²Results

Influence Marketing Management



#ComingtoAmerica: The L2R Playbook for Successfully Entering the US HR Technology Market

"America seemed to us to be a place where anything was possible." - George Harrison

"It's easy to think that because you're successful in your home market, you'll be successful in America. But the reality is, the US is a unique market, and what works in one place doesn't always work in another." - Sir Richard Branson, Virgin Group

You've spent years growing your business, and you're ready for the big move. You have conducted an extensive audit to understand the US market and its customers. Your team has identified target customers, put your finger on their needs and preferences, and you have a solid handle on the competitive landscape. Everything appears to be in place, and you're ready to launch.

Months and several major course corrections later, you've hardly made a splash. Time, money and opportunities have been squandered, and you're out of "pivots." What happened? What could you have done better? In mere months you went from market audit to marketing autopsy to figure out how it all went wrong.

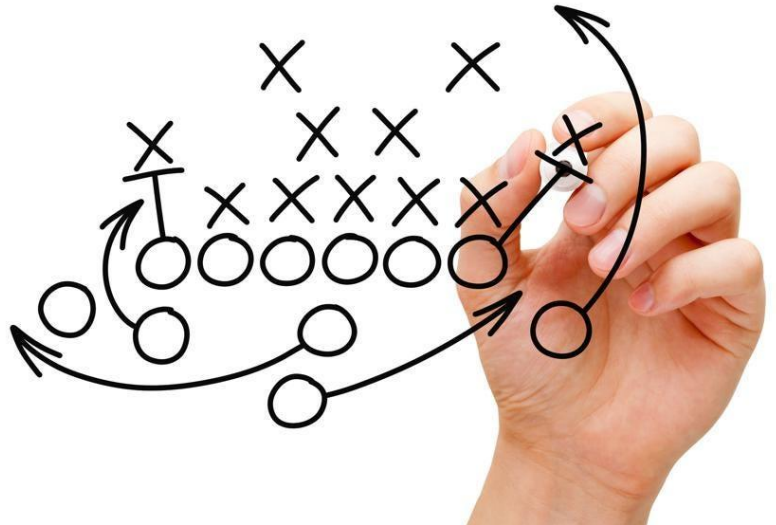
What Did You Miss?

Entering the US market can be particularly challenging due to the fierce competition, regulatory requirements, cultural differences, and costs. While no two companies fail for the same reasons, the high rate of failure can be attributed to any combination of the following:

- The USA buyer market and buyer behavior are very different from what you are accustomed to in your native country; these differences can be subtle and aren't easily inferred from your market research.
- The USA market for certain technologies is very mature and segmented across all SMB, mid-market, and Enterprise segments.
- Your technology may be less (or significantly less) valuable/relevant in the USA.
- Your existing customer references may not carry the same weight and value here as they do there.
- Your solution will be subjected to the technology adoption lifecycle.
- There were concerns over tactical support, decision-maker access, not invented here, and cultural fit.
- Vendors couldn't overcome the legacy thinking and "network effects" that their solution was developed to address/overcome, posing insurmountable barriers to adoption.

The #ComingtoAmerica Playbook: Influence Marketing Management

Influence is our currency. It's what's enabled us to cost-effectively help companies from all corners of the globe enter this market – from Paris, London, Moscow, Stockholm, Australia, Bangalore, Buenos Aires, São Paulo, etc. Tech company CEOs, influencers, analysts, reporters, HR tech purchasers know us and our work. It's why they give our clients their time and attention. We make our influence felt in several concrete ways:



- **Pre-Launch Stress-Testing.** Entering this market without properly "stress testing" your messaging and positioning can be costly. Our influence enables us to get "free" feedback from our network of trusted analysts, influencers, senior execs, and other vendors. We also have structured frameworks for pre-launch vetting that position you for success. This also includes our "marketing audit" that reviews all existing marketing materials to make sure they align with a US audience (adjusting language and phraseology, updating materials to address current concerns/needs, and filling gaps).

- **Ecosystem Fit.** We accelerate your entry into this market by finding the right fit with partners already well-entrenched here. We can also plug you into several “ready-made” ecosystems offering a continuum of complementary solutions:
 - **“People Provisioning”** collective integrates solutions enabling companies to efficiently and securely manage their assets, improve engagement and promote learning in the flow of work.
 - **“Team Tech”** initiative improves team cohesion and efficiency by giving leadership better tools to “listen, learn and lead.”
 - **“All-In”** program integrates solutions that promote belonging across the organization.

Each ecosystem provides participating vendors a seat in a “shared Uber ride,” with L2R in the driver's seat to coordinate marketing, lead gen, and sales activities for the "collective."

- **Market Recognition.** Our influence extends to multiple channels that put companies entering the US market in front of important, highly targeted audiences, fast-tracking market recognition, brand awareness and trust.
 - **Media Relations:** we maintain relationships with key reporters, influencers and analysts covering the HR tech space and niche US markets. Our targeted and creative outreach gets attention and secures coverage.
 - **HRTA Collaboration Zone”** (co-founded by L2R’s Larry Cummings): a destination for HR Tech and Service vendors wanting to have pre-scheduled, 20-minute 1:1 in-person meetups. (One-fourth of 350+ Collaboration Zone presentations have been non-US HR Tech vendors.)
 - **Podcast Platforms:** we produce several popular podcasts in the HR space, including:
 - [Workspan](#): sponsored by WorldatWork, a global association of total rewards professionals (benefits, compensation, rewards, wellness)
 - [EAPA Podcast](#): sponsored by the world’s largest association of employee assistance professionals.
 - [Public Eye](#): sponsored by the Public Sector HR Association.
 - [HR Roadshow](#): a national showcase for HR innovation.
 - [Branded Podcasts](#): turnkey production of public-facing podcasts.
 - **Tradeshow Support:** There is no better place to make personal connections, which are critically important in overcoming initial cultural barriers and building trust. We set up appointments at the show, walk the floor to make introductions, and make sure that the 2-3 days you’re at the show translate into meaningful partnerships, increased market awareness and qualified business leads.

<p>Companies We've Helped Launch in US</p>	<p>CodeBot - Pakistani-based developers of RPA implementation tool. Created their US-facing messaging; spearheaded lead-gen campaign, facilitated "land and expand" initiative with Ernst & Young US.</p>
<p>Harbinger Systems - Indian-based software developers; onsite support at 20+ US-based trade shows lead to fast-growth of their integration business.</p>	<p>360Learning - French-based providers of collaborative learning and upskilling platform; focused influence campaign led to first key strategic partnership in the US.</p>
<p>PeopleSpheres - Paris-based providers of employee experience platform; helped build their US team, made their messaging US-centric and helped land their first US customers.</p>	<p>RChilli - Indian-based recruitment management platform. Coached their sales and marketing teams, provided onsite trade show support/navigation, driving significant company growth.</p>
<p>Zigtal: Australian-based provider of an AI-driven coaching/mentoring platform. Repositioned for the US market: <i>"Zigtal's platform gets you to "all-in" by facilitating meaningful relationships where knowledge, expertise, and resources are shared across the organization."</i></p>	<p>The French Technology Hub, a quasi-governmental agency that helped French companies enter the US market. We worked with them to develop strategic "roadmaps" for their HR tech portfolio of companies, promoting successful launches here</p>

Let Us Be Your American Concierge

When you've checked into a hotel in a new country, the first person you turn to is the concierge who knows the ins and outs, the shortcuts, and best deals to effectively navigate a foreign city.

We have the know-how and the influence to help you navigate and sell into this market. We speak daily to HR thought leaders, "market makers," vendors, and CHROs; we know what messages will resonate - what will get purchasers to "[exactly!](#)"...and from the "aha" moment to a signed agreement. Let's schedule a call to discuss how we can be your US concierge in getting the right message to the right people, enabling you to establish and grow your footprint in America.