



MARKETING AND COMMUNICATIONS TIPS FOR USA



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INTonomous (Internationalisation for Autonomous Driving Actors) is a project that aims to create strategic European value chains that bring together innovative SMEs in the field of autonomous and connected vehicles and to develop them outside Europe. INTonomous is particularly aimed at markets in the United States, Canada and the United Arab Emirates. The strategic cluster partnership offers European and COSME countries SMEs and start-ups acceleration program and tailor-made missions for each target country.

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DOING BIZ IN THE USA

Starting a business or moving an existing business from Europe to the U.S. can, indeed, be an exciting time for an entrepreneur.

The roots in the United States often come from European and other countries of origin when it comes to the diversity and multiculturalism of society. It's informal and it's friendly. Modern thinking is mixed with European traditions in a comfortable mix.

In the United States, time is highly valued. And wasting time is not liked by the population. Openness and flexibility are also good characteristics for the American population.

Through this guide, we want to give you tips and advice for meeting the American environment with your company.

If you compare the USA with other markets around the world, the USA is very unique. International companies often have a hard time finding the right one to meet American buyers with the right cracked code!

But if you crack the code in the US, it's quite likely that you can succeed anywhere in the world. When you work with your brand, it must be credible, reliable and you must be able to find information about it. Trust is important and an area that must be prioritized to create value before sales can take over. ¹

FACTS & WORTH KNOWING ABOUT USA

- » **The modern motto of US was established in 1956 "In God we trust".**
- » **The population is about 330 million in the entire country.**
- » **The biggest city is New York (18,3 million) and Washington DC is the capital with 700 000 in the population.**
- » **More than 32.5 million businesses in total.**
- » **California, followed by Texas, Florida, New York and Illinois has the most number of small businesses.**

SHORTCUT TO NORTH AMERICA

USA is the world's largest economy. In 2024, the forecast for nominal GDP of USD 25.3 trillion. ²

It can sure be a long road to start a business based in US - but the country has made it quite easy to both register and open your business, once you have all the fact. You need to make up your decision on where, what state you want to register your business in to a start. ³

¹ <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2020/03/16/how-to-make-your-brand-stand-out-in-a-global-marketplace/?sh=5831432e1ace>

² <https://www.focus-economics.com/blog/the-largest-economies-in-the-world>

³ <https://www.investopedia.com/articles/personal-finance/032615/start-your-own-us-business-foreigner.asp>

GOOD CONDITIONS FOR SUCCESS

You need to learn to understand the US market. Consumers have all the power. Retailers have in the past shown the way, brands have set trends and consumers have followed this. Today it is different.

A good foundation facilitates your work and way forward and some parts that you need to look at more closely can be: - Understand your target group, be searchable and give customers all the facts they need, build networks with ambassadors (community), be active in social media.

By being prepared, you can create a brand with a good proof of concept.⁴

CULTURAL DIFFERENCES & BUSINESS ETIQUETTES

The United States has many roots in Europe and many other countries when it comes to diversity and a society with multicultural sides. Kindness and informal structures prevail among Americans. The culture is adapted to a modern way of thinking and mixed with European traditions.



TITLES AND HIERARCHY

Americans have a different attitude to work and hierarchy than many Europeans and it is therefore worth learning how to take these into account. Learning how the business hierarchy works can facilitate understanding of how the business world works. Many companies use frameworks to define the structure of employees and improve communication. Take a moment to learn about the differences between board chairman, CEO, CFO, C-suite titles, CEO, directors and executives, and it will help you navigate more easily.⁵

BUSINESS CARDS

Are business cards still relevant nowadays? There are divided opinions on whether it is necessary to have a business card or not, but if you choose to have it, keep in mind that your business card conveys the value of your company, so make sure it reflects your company brand and that you have the right info and contact information. Your business card can be a sharp direct marketing tool and can help you out on networking and lasting relationships.

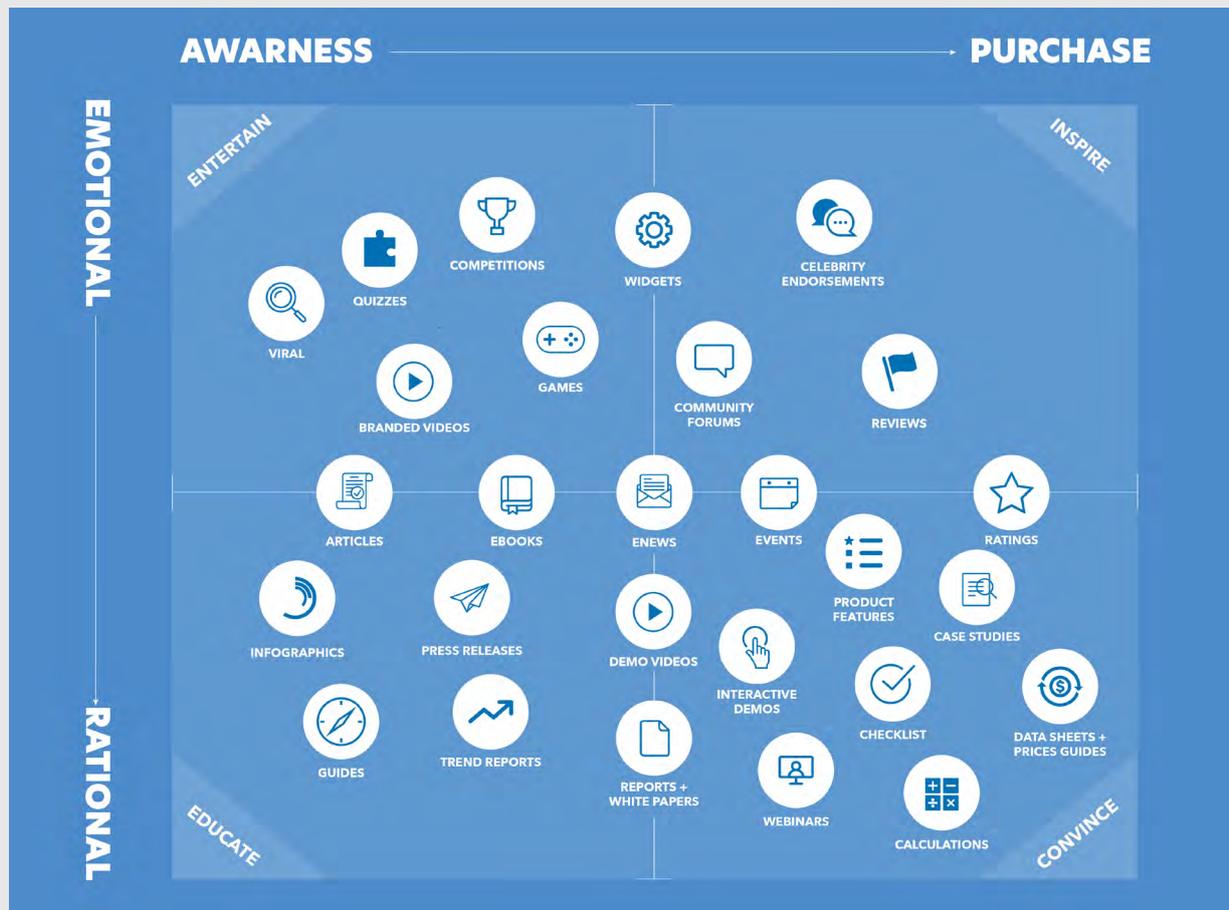


BEHAVIOUR IN BUSINESS

To navigate in a new corporate culture can be tricky. It is both exciting and challenging.⁶

- » **How are you?" This is the standard greeting which sometimes confuses people from other parts of the world. Putting on a happy face and reply "Fine, how are you" is the appropriate answer.**
- » **"Time is money" is a concept that is taken seriously in this business culture.**
- » **Americans work about 20% more than Europeans and take less time off per year. Business hours are generally 9 to 5 pm, but long hours are quite common.**
- » **Sport terms in business speech is quite common and adopted to business. ("Touch base", "Call the shots", "Ballpark figures" and "Game plan" are a few examples)..**
- » **Meetings. Often with a clear agenda. Be on time, although the boss might be late. Reporting employees are always expected to be on time.**
- » **Decisions are usually made quite quick and decisively. Straight to-the-point is appreciated and Americans are both opportunistic and willing to take chances. The pace in business is often very fast.**

This diagram⁷ shows several ways to enter a market. Try to find a method that suits you and your business, although it can be tempting to try all the different marketing channels at once. You can find out what gives the best effect by going through some methods that you think fit your company's profile. Your communication strategy will create a coherence if you use the emotionally rational axis and the consciousness-buying axis as a reference when making your decisions.





ABOUT BRANDING

Of course, it is important to brand your business in all parts of the world. Without thinking about how your company will be perceived, talked about and - yes - potentially even criticized in your chosen market, you will lose momentum and risk lagging behind your competitors. In the North American market, undoubtedly the region in the world where branding and image building play the most important role in a company's success, it has always been extra important to consider these issues. If you want to successfully run a small business in USA, then building trust is a must!

Further, branding creates a unique image for your small business that distinguishes you from the rest of your competitors. With effective branding techniques, creating brand awareness, conveying your brand message, and improving your reputation becomes a piece of cake!

TIPS TO CREATE A GREAT IDENTITY FOR YOUR BUSINESS:

- » Find out the interest of your stakeholders.
 - » Make an analysis of your competitors' brand strategies.
 - » Your brand needs to use the right tone.
 - » Show off your brand with the right visual identity when it comes to logos, colors, typography and anything else that presents the focus of your business.
 - » The content you create should be unique, for example when it comes to social media, videos, blogs and podcasts.
 - » Be consistent when upgrading your identity.
 - » Giving a product a review from the subconscious usually takes 90 seconds, according to statistical facts. If the brand identity is attractive, you can speed up the process of capturing customers' interest.⁸
-

It is better to be transparent about your products and services than to complicate your brand in an unnatural way. Do something that your competitor failed to do instead of copying the same techniques. If you find it difficult to maintain both your brand and your core business, then hire a professional team that can take care of your branding activities.

Do not complicate things. Be transparent in your way of telling about your services and products.

Do not copy your competitors' strategies, do something unique and unique instead.

There are professionals in branding and visual identity. If you want to focus on your core business, be sure to hire teams that are good at that business part of your business.

BRANDING STRATEGY

Research clearly shows that companies that have invested in creating reputable brands tend to provide higher profits and sales. Enormous competitive advantage can be gained by investing time and effort to build a brand.⁹

- » Market research - make an effective one!
- » Unique value proposition - keep your focus right
- » The brand - let it convey a clear message
- » Emotional connection always wins
- » Consistent communication over time



PROTECT YOUR BRAND

Protecting your brand and the products and services it stands for, is critical to your future sales. Your trademark is an important part of your brand, and registering it gives you the exclusive right to use it to sell your products and services.

Trademarks include letters, words, logos, product and service names, slogans and more. If you do not protect your trademark, a competitor could use it or something similar, which could confuse your customers.

FIVE REASONS TO REGISTER YOUR TRADEMARK:

- » It shows that the trademark is yours.
- » Your trademark will remain valid for a period of 10 years, once your trademark is successfully registered in the USA and it is possible to renew it after the validity period.
- » It stops others from using a confusingly similar trademark.
- » It allows you to flag infringements by others.
- » It helps you license your trademark, which you can use to make money and increase your brand's popularity.

USPTO is short for United States Patent and Trademark Office and is the federal agency for granting U.S. patents and registering trademarks. You can file online trademark registration application through USPTO's Trademark Electronic Application System (TEAS).¹⁰



TIPS FOR TAKING YOUR BRAND TO USA

Figuring out how to stand out in a new market such as this, is critical and largely depends on the thought and consideration you put into navigating this space. The key is to recognize cultural differences and plan for them. Here's how:

- » The essence of your brand - this is where you should keep your focus!
- » Global compliance - make sure that your product is compliant with your new market.
- » Study the basics: demonstrate intellectual curiosity.
- » Engage in local events. Familiarize yourself with the media.
- » Define your goals and tactics: Plan for both the long term and the short term. Your marketing plan should be comprehensive and involve everything from target audience, social media, stakeholder generation and more.
- » Raise awareness: Be consistent in informing your existing and new stakeholders such as customers, journalists and others about your corporate news to drive and increase awareness of your brand...
- » Join the national conversation: Be active on social media and make sure to participate in discussion forums so that you show your interest in what Americans talk about and are interested in.
- » Track your results: Stay up to date and make sure you have knowledge of the most current and latest marketing tools so that you can adjust your efforts in the best way.. ^{11 & 12}

BUSINESS INTELLIGENCE

For organizations to be able to make more data-driven decisions, a combination of best practice, business analysis, data mining, data visualization, data tools and infrastructure is needed. That is - when you have an overall picture of the organization's data and use it, you will be able to drive and implement changes to be able to better adapt to the market. This is what Business Intelligence is about.

It is very important for a company to know how the company is perceived from the outside. It is also very important to know what the large field looks like, and how it behaves. Who are your competitors? What are they doing? How do they stand out? What is new and trendy? What are the needs and challenges? Is there anything that is not done?

How does your company compare to everyone else? Make sure you identify the answers to these important questions regularly. Take part in and read current news on social media and make sure that you do a good analysis of the world around you continuously. In this way, you can both protect your company, but also keep track of a market that is constantly changing.

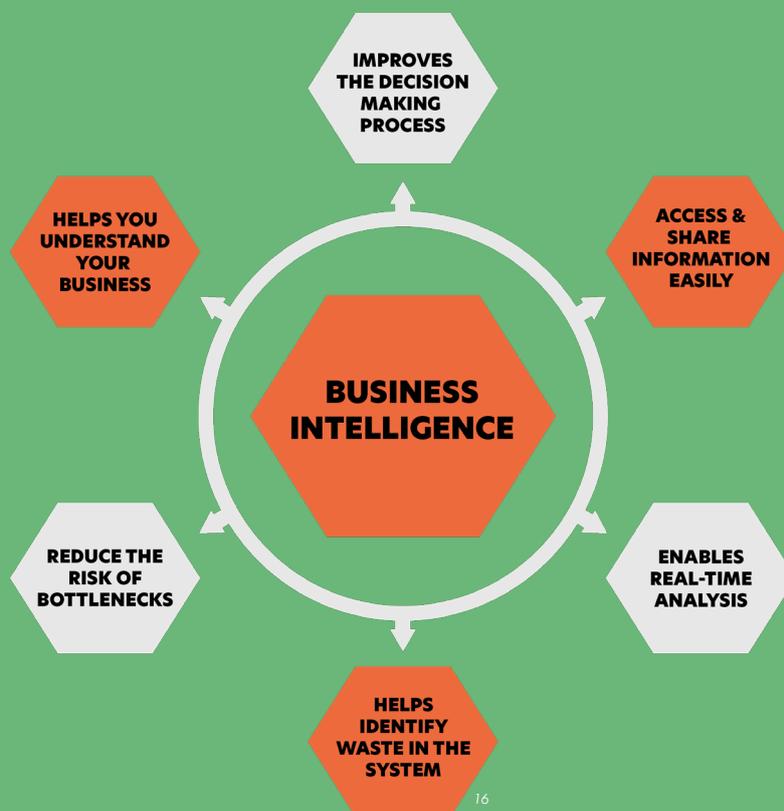
Make sure to keep an eye on companies, startups, manufacturers, laws, policies, local urban planning committees and other stakeholders. You do not have to do what they do, but it is important for you to have an insight to be able to better understand the market and decide where you yourself should be in this field. It is also important to keep track of sociopolitical developments and public discussions.¹³

SO AGAIN, WHAT IS BUSINESS INTELLIGENCE (BI)?

Literally, business intelligence means being more intelligent about your business. Business intelligence, is a collective term for skills, processes, methods, techniques and computer-based tools, for organizations to better understand their business or their business area through the collection of external monitoring and external analysis.¹⁴

WHY IS BUSINESS INTELLIGENCE IMPORTANT?

Business Intelligence can help companies make better decisions by displaying current and historical data within the current business contexts. Analysts can use BI to provide benchmarks for results and competitors so that the organization can be run in a smoother and more efficient way. It will also be easier for analysts to spot trends to increase sales or revenue. When used effectively, the right data can help with everything from compliance to hiring processes.¹⁵



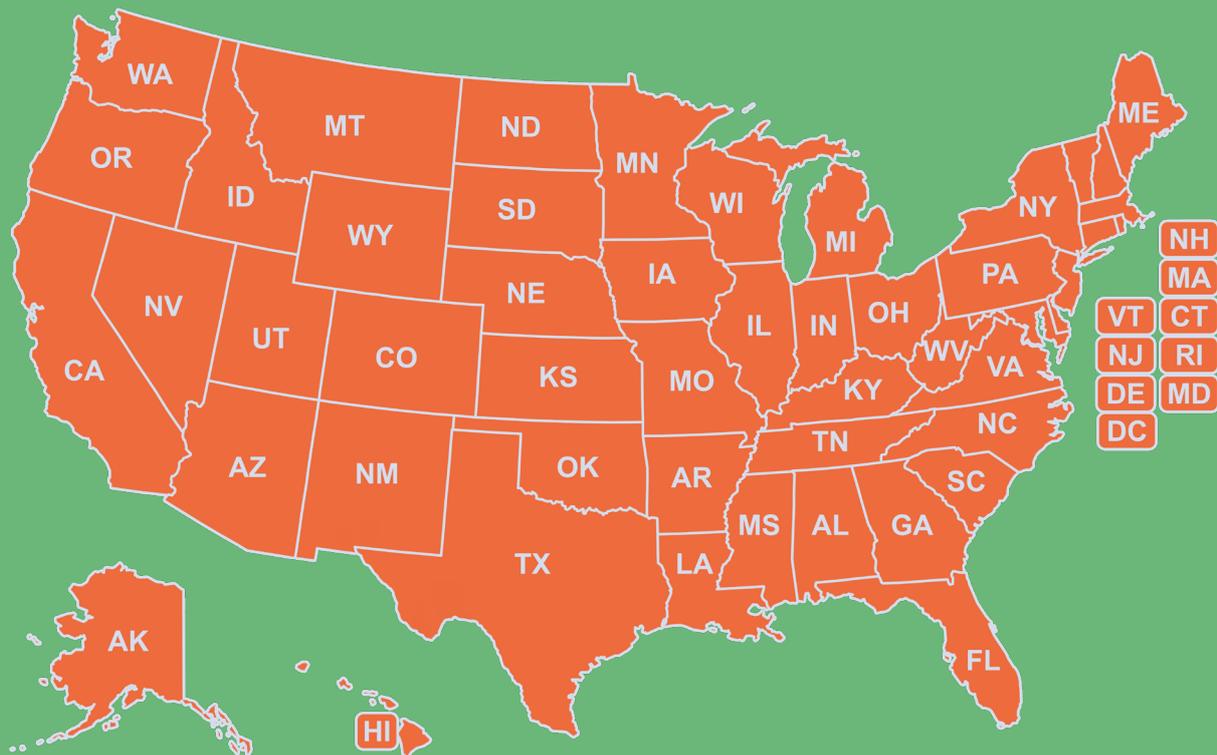
¹⁴ https://sv.wikipedia.org/wiki/Business_intelligence

¹⁵ <https://www.tableau.com/sv-se/learn/articles/business-intelligence>

¹⁶ Dolci, 2018, MobiGoln-Action Webinar: "The US market segmentation for Smart Mobility"

USA AND ITS MANY STATES

It is important, as we have mentioned in some places before, to be aware of the different states in the United States. There may be different "rules", unwritten rules and characteristics that are good to know, and sometimes quite decisive for whether it will be business or not. Analyzes that you do yourself can show both potential gaps and new opportunities for business and collaboration. Your competitors may not have discovered the potential you have yet, so be sure to stay one step ahead!



States of the USA

RESOURCES - USE YOUR NETWORK

Be sure to use ALL the contacts you can when you want to expand your business. Investors, local authorities, press and media, friends and other contacts in various industries and areas can be used. They can give you a great advantage! Combine your efforts and coordinate them in a smart way. It is important to note that these types of networks should not be underestimated - they can add a huge extra value to your business.

Synergies between you and your network of contacts can be built quickly and have a quick effect. It is important to see the network as a win-win with exchange in both directions, it is important that all parties get something good out of a collaboration or exchange of partnership. Keep in mind that there are almost as many different partnerships and exchanges as there are people - all with unique values.

Sometimes there are project investments and incentives to take part in. It's just a matter of finding them! Sometimes even these organizations may receive government funding to encourage increased innovation and growth in the region. Make sure you have contact with organizations that know your industry and / or are active in them. Keep in touch with the local and public sector - they can often guide you in the right direction. Keep your Eyes open!

THE ART OF STANDING OUT

European companies often stand out in the rest of the world and often benefit from their "European" tonality with a fine-tuned business culture, smart ideas for solutions and have a very high standard when it comes to language. Europeans both speak and write good English, which is appreciated in North America, for example. Feel free to use the good USP (Unique Selling Proposition) that Europe stands for, use it positively instead of seeing Europe as an obstacle - make sure to turn it into a positive competitive advantage instead.

DISTRIBUTION & SALES CHANNELS

There are plenty of different methods and various ways of bringing your product to the USA. How products reach their final destination can vary and it may be worth reading a bit about how the distribution network and distribution centers work.

- » Indirect sales. Agents- wholesalers, exclusive distributors, or manufacturers' sales subsidiaries. The options vary. Agents tend to work on a two-tier commission basis. It is often possible to use agents to call on potential customers to develop the market
- » Office establishment. Representative office or branch offices? public or private company? Sole proprietorship or partnership? There are plenty of ways to do it.
- » Franchising. The franchise industry in the USA is big! It is a low risk method of exporting but requires a long-term commitment
- » Direct marketing can be very effective in reaching the right audience if you are placing your advertising right
- » Joint venture & Licensing. Make sure to check out the legal system which imposes few restrictions.
- » Express delivery. USA has a great volume of trade each day which means that the providers are both experienced and reliable.
- » Due diligence, is a work process and method for collecting and analyzing information about a company prior to a company acquisition or other strategic changes. It is worth mentioning that business ethics are high in USA.
- » E-commerce platforms. eBay, Amazon, and Alibaba are big players that you can look into a little extra which are also offering distribution centers in many countries.^{17, 18, 19}



MARKETING CHANNELS

Social media is both simple and effective and helps you get a lot of attention. It's a common fact that channels like Facebook, Instagram, Twitter, or LinkedIn actually can make it or break it for any business. It doesn't really matter if it is big or small. Number of social media users in USA 223 million media users - the penetration is 82% of the population!

Social media plays a big role in your marketing strategy, just like in Europe. Twitter has a stronger market position in North America compared to most countries in Europe. Facebook is the leading social media website in USA though.

Create a communication plan that guides you in how and when to market yourself online. Be sure to continually evaluate your efforts and do not be afraid to change your contributions.

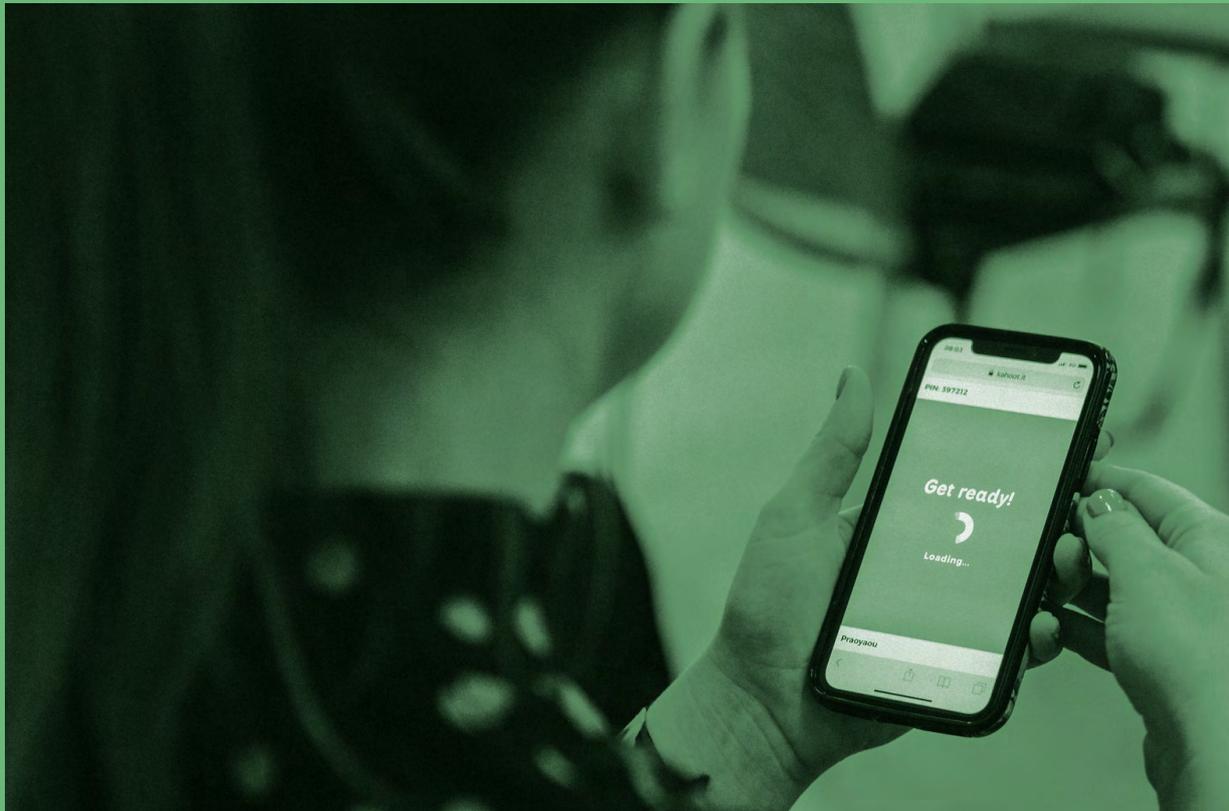
LinkedIn is also great and is a good tool for participating in dialogues, as well as strengthening your brand in properly selected groups. The business aspects can be clearly highlighted on LinkedIn, the platform is full of professionals.

Marketing campaigns, advertisements and media are also very useful in your efforts to present your company. Being represented at exhibitions, fairs and conferences can also be good, here you meet both customers, partners and competitors. Your way of communicating is determined by your budget, skills and direction where you want to go. After a while, you can evaluate how it goes and then change and refine.

SEO - SEARCH ENGINE OPTIMIZATION

SEO is a collective name for the various methods and techniques used to make a website in an organic way, in contrast to paid search engine marketing, appear as high as possible on as many lucrative keywords as possible among search engine results. It is important to spend some time improving the quality and quantity of your business SEO, as a part of your Internet strategy.

Hiring a local communications agency in USA can be smart. They have a good knowledge of the market and may have a network of key players that you want to get closer to. You can use their relationships with, for example, the media, various sectors and industries as a strategic advantage to get faster in your investment.



Tips to read about marketing in USA

Starting a business: How to start a business in the US as a foreigner:

<https://www.investopedia.com/articles/personal-finance/032615/starting-your-own-us-business-foreigner.asp>

Why invest: Worlds largest market:

<https://www.selectusa.gov/largest-market>

Learn the steps to start a small business, get financing help from the government:

<https://www.usa.gov/business>

Top ten things to consider when expanding to the U.S:

<https://claytonmckerverey.com/10-items-to-consider-when-expanding-to-the-us/>

Social media marketing trends in 2021:

<https://www.gwi.com/reports/social>

Social media usage in the U.S - social media penetration:

<https://www.statista.com/topics/3196/social-media-usage-in-the-united-states/>

Marketing strategies for tech companies:

<https://totalproductmarketing.com/marketing-strategies-for-tech-companies-budget/>

6 small business lessons from 2021:

<https://blogs.constantcontact.com/6-small-business-lessons-2021/>

Small business marketing - lessons learned from covid-19:

<https://productcoalition.com/small-business-marketing-lessons-learned-from-covid-19-614bc53a6ab6>

Why do American tech companies seem to be the most successful?

<https://www.quora.com/Why-do-American-tech-companies-seem-to-be-the-most-successful>

It is great if you have good self-confidence when it comes to launching your business in the North American market. But do not be too supportive, because it can turn out to be negative.

1. The uniqueness of your own product - do not overestimate it

Be humble in the face of new market conditions, even if you are confident in your product.

2. Your marketing budget - do not underestimate it

Be realistic in your calculations, and be patient. Namely, it is both tough, difficult and expensive to launch your product in other markets.

3. North America is not a homogeneous market

It is important to see the differences between the United States and Canada. Business cultures differ within the regions and countries.

4. Make sure your channels are not misunderstood

Your choice of marketing channels for your product / service is more important than you might think - do your homework and choose the right one for your business. A proper target group analysis must be done and then you can create your strategies.

5. USP - your Unique Selling Proposition does not need to be overfocused

Your unique product / service may well have a strong competitive advantage in that it is European - but it is not everything. You must ensure that you deliver quickly, and that ecosystems are integrated into the market. At the same time, you need to be convinced of the technical superiority that your company possesses. Everything is connected, but make sure to keep the focus right!

Presented by NextMove, Media Evolution, BWCON, Torino Wireless, Autoklastr and Zone Cluster.

“With every experience, you alone are painting your own canvas, thought by thought, choice by choice.”

Oprah Winfrey, Entrepreneur, Producer and Philanthropist

“The aim of marketing is to know and understand the customer so well the product or service fits him or her and sells itself.”

**is a valid and famous quote by the father of management thinking:
Peter F Drucker**

Here is also some advice and guidance from some of the clusters in Europe that can hopefully guide you further in your international venture.



“Innovation and cooperation are key drivers to enter the North-American mobility market, but a sound preparation of your meetings with potential partners is just crucial.”

Presented by

Marc Charlet, General Manager at NextMove



“It is of immense significance to think bravely when developing your business and innovation in a new market. Using stable platforms, networks and contacts in combination with curiosity and competitive instinct - will open your mind, your view of the world as well as your future company.”

Presented by

Magnus Thure Nilsson, CEO at Media Evolution

“Get to know the market you are entering with the support of strategic players from that ecosystem helps you to identify quicker challenges and opportunities for your company!”

Presented by

Valentina Grillea, Head of Scouting and Matchmaking at BWCON



“As an automotive cluster, we recommend finding and contacting the most related cluster to your business in the target country / region. We have learned that the excellent local cluster organizations can provide you with best contacts and arrange meetings with the competent people in the right place in a short time. Feel free to contact the cluster organizations”.

Presented by

Adam Priechodský, project manager at Autoklastr.



“To be successful in a foreign market, your solution or product has to add value: have something unique that differentiates it from the rest, so the definition of your Value Proposition and its effective communication are key for opening the doors at a global level”

Presented by

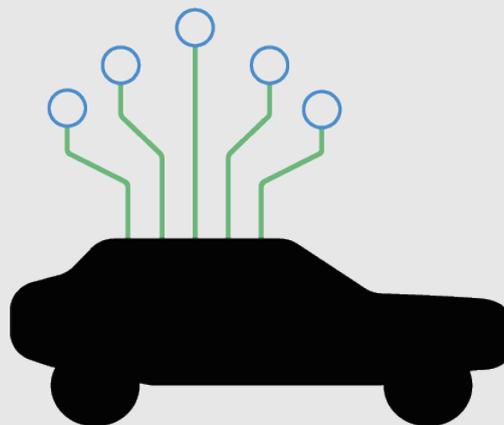
Laura Morgagni – CEO at Fondazione Torino Wireless

“As a small company, it is highly important to understand the local ecosystem and the business culture when entering a new market. Building new connections and trust with key players can significantly improve the success of your business idea.”

Presented by

Brigitta Balassi-Molnár,

Business Creation Project Manager at Zone Cluster



INTonomous PROJECT PARTNERS

The objective of the project INTonomous is to create strategic European value chains that bring together innovative SMEs in the field of autonomous and connected vehicles and to develop them outside Europe. INTonomous is particularly aimed at markets in the United States, Canada and the United Arab Emirates. We will offer European and COSME countries SMEs and start-ups acceleration program and tailor-made missions for each target country.



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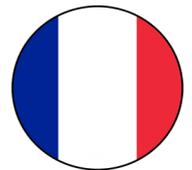
Autoklastr

Together in Automotive! The Moravian-Silesian Automotive Cluster from Czech Republic supports innovation and increase the competitiveness and export capacity of interconnected companies, entrepreneurs and institutions. Autoklastr strives to build a common identity of companies in the cluster and wants to establish trust and positive attitudes towards the automotive industry and the entire region.



NextMove

Collaboration is the driver! NextMove (former Mov'eo) is a French Automotive & Mobility Cluster that brings together 600+ members, including French automotive players: world class companies, SMEs and research organizations in order to generate collaborative projects, to create innovations and to develop research activities on its territories.



BWCON

Turning Ideas into Business! Baden-Württemberg: Connected e.V. (bwcon) is a business initiative for the promotion of the high-tech sectors in the region and Europe. 600+ members (amongst companies and research institutions) from energy, health care, manufacturing, mobility and creative industries sectors with a strong technology oriented (ICT, Artificial Intelligence, Blockchain, Cloud Computing) scope. We offer business support, access to finance, link to the most active investors and VC, strategy and access to international markets.



Zone Cluster

The Connected and Automated Mobility Cluster of Zala was established by leading Hungarian infocommunication technology, electronics, UTM aviation, and automotive companies, with the goal of institutionally connecting research, development and innovation capacities in the field of intelligent transport systems. The cluster aims to become a significant European professional base for the future mobility solutions and infrastructure developments.



Torino Wireless

The regional and Italian innovation Network! Fondazione Torino Wireless contributes to competitiveness by accelerating organizations that use technologies as a strategic development factor and supporting institutions in planning and managing innovation. It coordinates 2 clusters with an in-depth knowledge of the ICT sector and its different application domains (mobility, smart cities, automotive, etc.).



Media Evolution

A community platform that fosters innovation and growth within the digital industries of southern Sweden, through collaborating, sharing ideas & knowledge. Media Evolution runs co-workingspace in Malmö, The Conference: exploring complexity in the digital era through multidisciplinary perspectives. Involved in international projects worldwide.





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