

HOW TO:

**Go From**

**Main Street to**

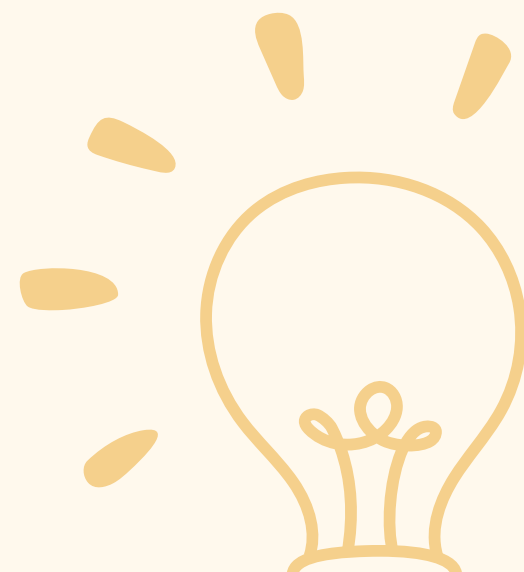
**Market Leader**



# Enhance your reputation and build trust in local markets

A strong *global* reputation lays the foundation for success, but earning trust in each *region* requires a strategic, localized approach.

We're sharing the "how-to" list, full of action items, that will make you a leader in every market you operate in.





# Localize your reputation strategy

## **ASSESS MARKET SENTIMENT**

Are consumers receptive to new brands, or is more effort needed to earn their trust before you move to the neighborhood?



## **IDENTIFY KEY REPUTATION DRIVERS**

Factors like leadership visibility, sustainability efforts, and product reliability can hold different weight with consumers depending on the region.



## **IMPLEMENT TRUST-BUILDING STRATEGIES**

Build trust with stakeholders early on to create strong, lasting relationships.

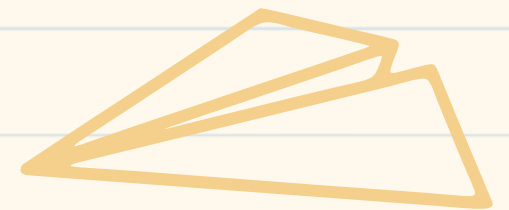




# Align core brand values with local expectations

## **DEFINE NON-NEGOTIABLE BRAND VALUES**

Allow flexibility for local adaptation.



## **EMBED VALUES INTO EVERY INTERACTION**

Ensure this is applied across all areas, from leadership decisions to customer touchpoints.



## **LEVERAGE REGIONAL REPUTATION DATA**

Align your messaging with local stakeholder expectations.

## **ENGAGE LOCAL VOICES**

Collaborate with stakeholders and hire regional experts.



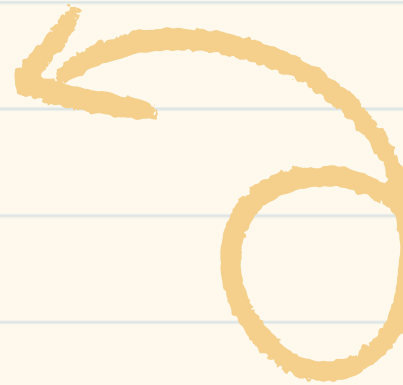
# Adapt crisis management by market

## **CONFIRM CRISIS COMMUNICATION CHANNELS**

Ensure market-specific crisis plans identify the right spokesperson and trusted communication channels.

## **CONTINUOUSLY MONITOR LOCAL SENTIMENT**

Detect early warning signs before issues escalate.





# Create a competitive advantage in new markets

## **BENCHMARK AGAINST LOCAL COMPETITORS**

Identify positioning gaps and opportunities.

## **ASSESS STAKEHOLDER EXPECTATIONS**

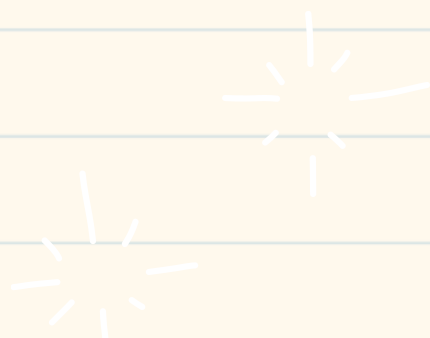
Refine messaging that aligns with regional needs.

## **BUILD CREDIBILITY**

Accomplish this by forming partnerships with trusted local entities.

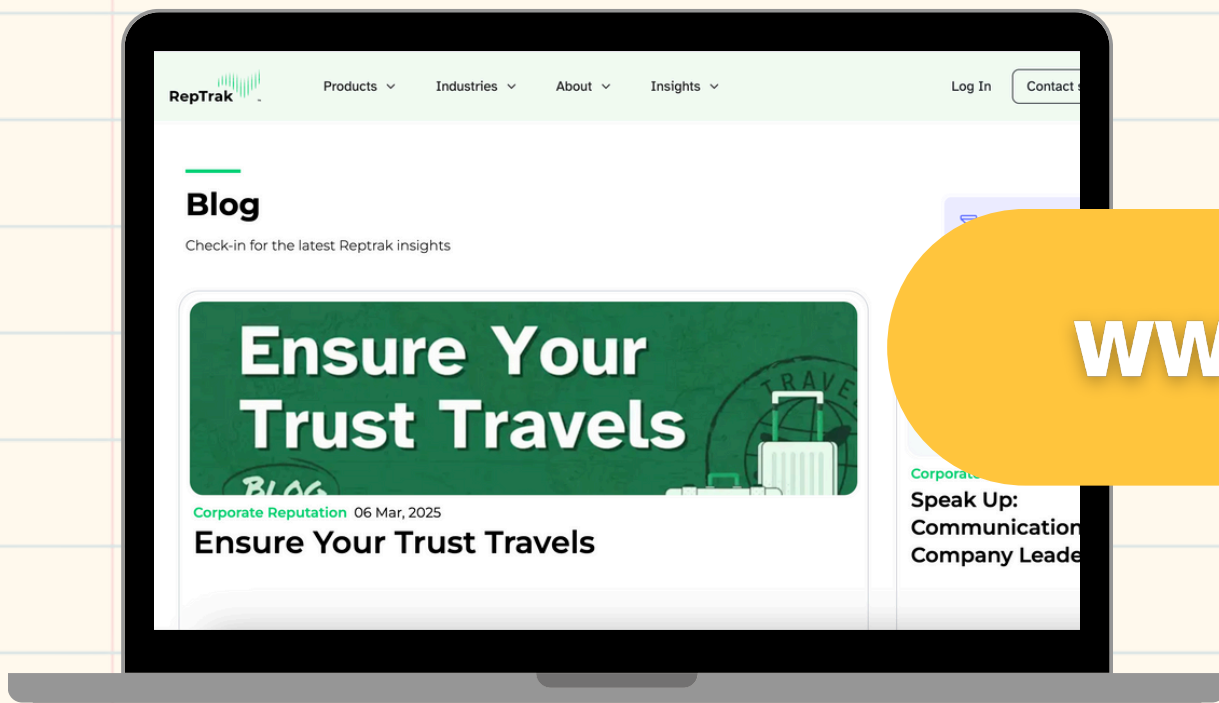
## **LEVERAGE MULTI-COUNTRY TRACKING**

Measure the effectiveness of differentiation efforts.





# Discover more actionable insight on our blog



[www.reptrak.com](http://www.reptrak.com)

