

# Targeting Your Marketing and BD Sweet Spot: Expansion

BY HOWARD J. WOLFF, FSMPS

**L**ooking to expand your business? How about growing internationally? What countries would constitute your “sweet spot”? Pick any three criteria to create a helpful Venn diagram.

In this illustration, you might start by considering the physical size of a market. Perhaps this makes sense if you’re in a business that literally involves covering a country with your product or service.

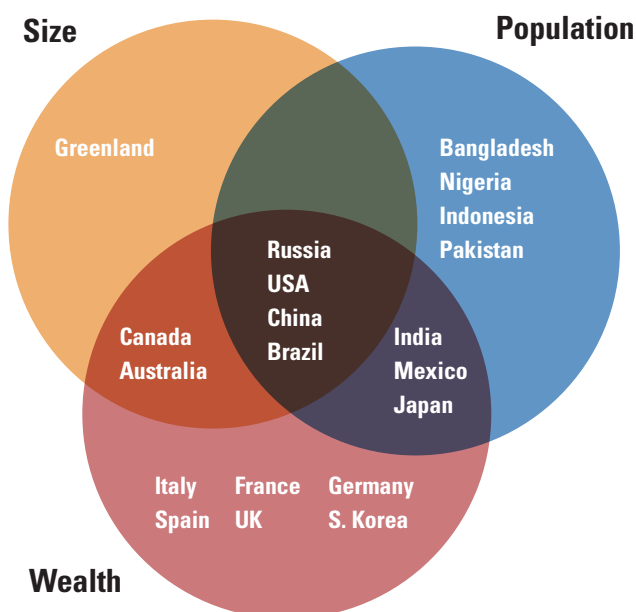
A second way to dissect the market is by the number of people in that geographic locale. There are 1.3 billion people in China, for instance—1.3 billion of anything is a big number, and it gets a lot of marketers salivating.

A third way to consider where to go is to look at where the money is. Which are the wealthiest countries with clients who can afford to buy what you’re selling?

In this hypothetical example, your sweet spot consists of the countries that exist in all three domains: the wealthiest, largest, and most populous countries (United States, Russia, China, and Brazil).

Of course, there are many other variables that are likely to matter more when applying this to your firm. For example, there may be industry-specific growth data, such as inbound tourist arrivals (which would be useful if you design hotels or airports) or birth rates (if you design elementary schools) or the percentage of citizens over 65 (if you design senior housing or assisted-living facilities).

Pick three and have fun zeroing in on your target market. (BTW, this works domestically too, not just internationally.) **m**



- 1 Big** = Area over 4 million km<sup>2</sup>
- 2 Populous** = Over 100 million people
- 3 Prosperous** = World’s top 15 in GDP

## About the Author



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