

## The export survival playbook

# What works (and what fails) in international growth

## Act now or get left behind in shifting markets

With US tariffs rising and confidence falling, Irish exporters are shifting focus – and fast. The EU, UK and Australia offer serious long-term potential, but success means more than surface level changes. You need a full digital rethink. This guide is your essential playbook for bold, export-ready growth. Matrix has delivered proven success for a wide range of Irish clients across sectors – backed by real experience in international markets.

### "Irish SMEs Boost Online Sales by 96% in 2024, Eyeing European Expansion"

According to PayPal's 2024 'Business of Change Report', 96% of Irish SMEs experienced an increase in online sales over the past year, with 50% already selling internationally and 30% planning to do so within the next 12 months.  
\*newsroom.ie.paypal-corp.com



# 1. Messaging and positioning

## Do

- ✓ Localise messaging to each market — align your tone, case studies and positioning to local expectations
- ✓ Research and reflect regional differences even within English-speaking countries — Australian cultural references and dialogue can differ widely from the UK
- ✓ Highlight shared values (sustainability, innovation, trust) to build rapport fast
- ✓ Adapt brand voice without diluting it — keep your core, but flex where it's needed
- ✓ Introduce yourself with authority — use local stats if you have them, regional success stories, and sector insights

## Don't

- ✗ Recycle Irish messaging without checking if it lands locally
- ✗ Use one-size-fits-all creative ideas for international targets
- ✗ Make vague claims — international buyers expect substance over marketing jargon
- ✗ Lean on Irish-specific references or inside jokes — they often fall flat
- ✗ Attempt local cultural references unless you're sure they'll land — you can destroy all credibility with one clumsy mistake

# 2. Website and SEO readiness

## Do

- ✓ Build country-specific landing pages with tailored keyword strategies (for example (“construction software Australia” vs “construction project management UK”)).
- ✓ Use regional URLs for localisation
- ✓ Translate or adapt content — even if it's English to English, cultural nuance has real value
- ✓ Include location-based contact info, testimonials, certifications and other reliable markers
- ✓ Audit your site from each target market's perspective: speed, UX, relevance, trust

## Don't

- ✗ Assume your Irish SEO rankings will carry over — they won't
- ✗ Direct all traffic to your .ie homepage
- ✗ Ignore privacy or cookie compliance for EU markets
- ✗ Keep Irish-only currency and pricing — or offer shipping without clear delivery terms
- ✗ Let local competitors outpace you with better-optimised content



### 3. Paid media and campaign strategy

#### Do

- ✓ Research the best platforms for paid ads based on your target demographic in each market. Use local insights to choose the right platforms.
- ✓ Adapt visuals and copy for each market, even if the product stays the same
- ✓ Retarget based on regional behaviour
- ✓ Use campaign data to refine your message per region
- ✓ Monitor local platform trends — Meta, TikTok, and Google behave differently in each market

#### Don't

- ✗ Launch generic “global” ads with no localisation
- ✗ Reuse Irish creative assets with small tweaks — it won’t convert
- ✗ Over-rely on CPC or CTR as success indicators without checking actual leads
- ✗ Use “Europe” as a single ad target — split by country for better results
- ✗ Skip region-specific A/B testing — results will vary

### 4. eCommerce and conversion

(for product-focused businesses)

#### Do

- ✓ Show pricing in local currencies (GBP, EUR, AUD) and clarify tax/shipping rules upfront
- ✓ Use local fulfilment providers where possible to boost trust and speed
- ✓ Offer customer service channels that align with time zones and support expectations
- ✓ Display clear return policies and delivery times per country
- ✓ Match checkout UX to local preferences — from payment methods to form design

#### Don't

- ✗ Use only Irish checkout flows with no adaptations
- ✗ Rely on EUR-only pricing or shipping calculators that don’t support AUS or UK postcodes
- ✗ Offer vague delivery promises (“international shipping” means nothing)
- ✗ Skip legal disclaimers or terms needed for specific regions
- ✗ Assume your eCommerce processes can scale internationally without friction



## 5. Strategy, data and long-term planning

### Do

- ✓ Build a region-specific roadmap — launching in the UK is not the same as launching in Germany or Australia
- ✓ Use GDPR-compliant tools and collect segmented data per market
- ✓ Track results by region and adjust budget allocations
- ✓ Lean into market entry supports (Enterprise Ireland, Enterprise Europe Network, Austrade, local chambers etc) where relevant
- ✓ Plan for scale — don't treat international campaigns as short-term tests

### Don't

- ✗ Wait for US stability — the opportunity in other markets is happening right now
- ✗ Rely solely on Irish benchmarks for forecasting success
- ✗ Launch without an integrated SEO, content and paid strategy for each region
- ✗ Overlook your customer service or post-sale experience — retention starts here
- ✗ Go it alone — getting expert support early avoids costly delays later

## Your next market is waiting — are you ready to lead?



The EU, UK and Australia are open, active and full of opportunity — but they're not waiting around. Breaking in takes insight, localisation, and a strategy built for international traction.

Matrix has helped Irish businesses succeed across sectors — with real results, real experience and regional reach to match.

From local to global, we deliver the momentum, insight and execution to get you there.

Book your free consultation today — we'll guide your global journey and help you navigate choppy trading waters.

 +353 1 671 1884

 [info@matrixinternet.ie](mailto:info@matrixinternet.ie)

