

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

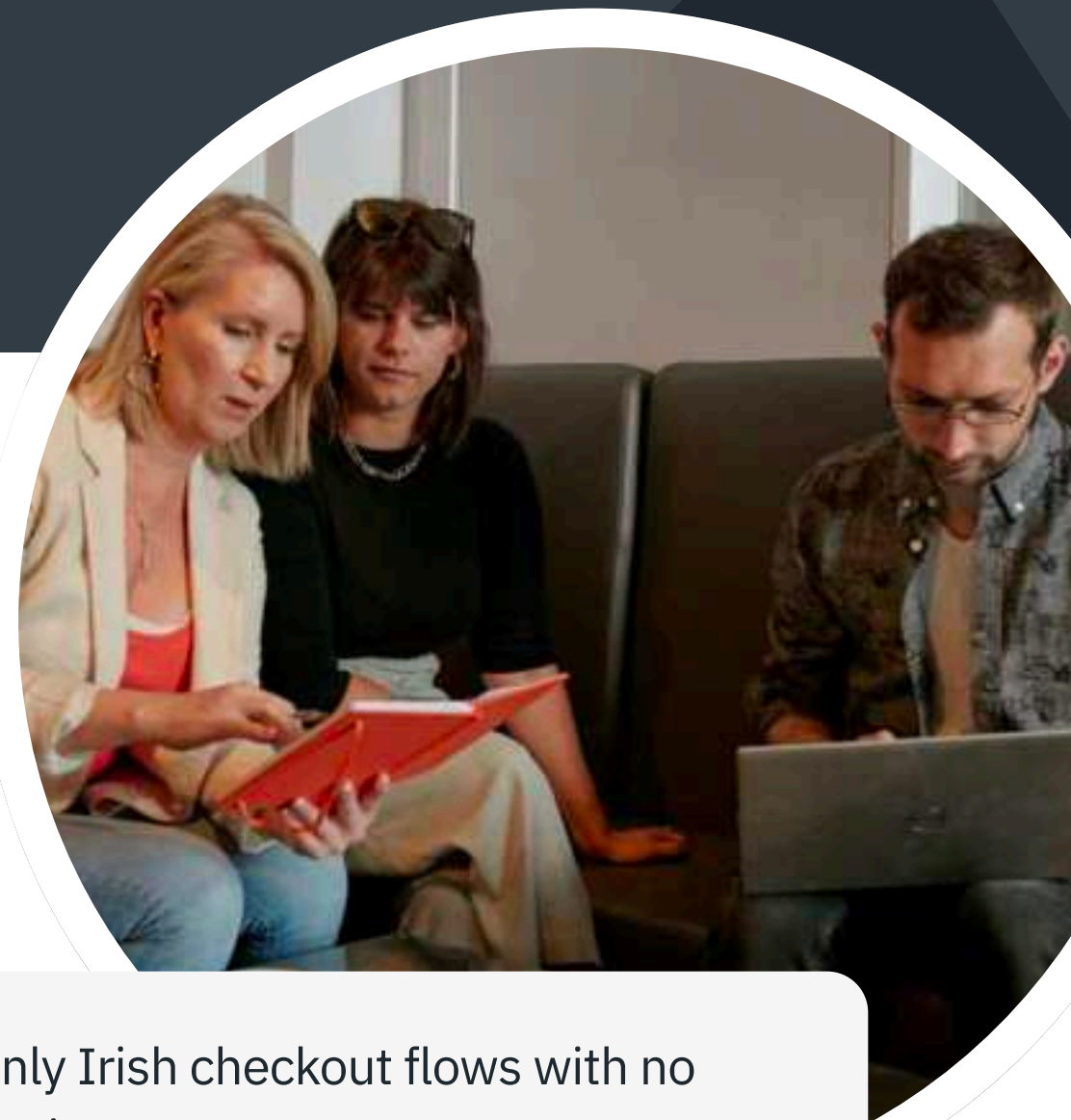
4. eCommerce and conversion (for product-focused businesses)

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.

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