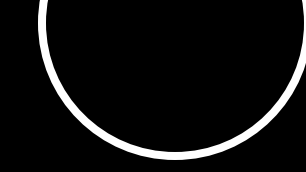# From local to global 💥🙂

How small teams drive high impact

Rumour has it……..

Saul Phillips

Client Success Manager

Brands face many challenges with expanding beyond their local market

Multi-market complexities

- Different currencies, languages, and cultural nuances
- Time-consuming and costly to develop localized content

High marketing costs

- Building brand awareness in new markets can be costly and research intensive

Outdated tech stack

- Tech stack may not support global expansion or enable localization efforts

OAS

An independent label with a global approach

A response to the Swedish winters.

Know your customer

Identify and build long-term relationships with key partners and retailers across the globe

Data-driven decision-making

Use feedback from lost B2B deals and consumer research to further brand expansion.

Work with regional partners

Partner with local agencies to drive brand-heat and online and offline campaigns, from PR to wholesale partnerships

5
Ecommerce team members (B2B & B2C)

700+
Global B2B accounts

72%
CAGR over the past 5 years

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Scalable approach to global expansion

From an indie Swedish brand to the "biggest little fashion brand in the world".

Test before you invest

Enable international shipping without localizing sizing, and currency to minimize complexity.

Data driven decision-making

Identify high-potential markets through sales & web traffic insights.

Localize to grow

Prioritize localized currencies & languages for expansion in key markets.

3
Ecommerce team members

70+
Markets served

5x
Revenue since 2020

Holzweiler

Leveraging your tech stack for local experiences

How Holzweiler gained traction in the global market.

Prioritize efforts

Offer local payment methods (Adyen) and shipping (Ingrid) first to minimize financial investment and complexity.

Wholesale GTM strategy

Enter through wholesale, test demand before deepening investment in DTC and performance marketing.

Increase localization efforts

Deepen content localization (e.g. email marketing and merchandising) for key regions based on market demand.

5
Ecommerce team members

25+
Markets served

30%
Increase in international sales as a share of total sales

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5	**25+**	**30%**
Ecommerce team members	Markets served	Increase in international sales as a share of total sales

How can you tackle global expansion with limited resources?

Test with an MVP

- Enable shipping in target market(s)
- Go B2B with strategic retailers/wholesalers
- Lean on agencies to support in regional marketing

Analyze and iterate

- Track KPIs and customer feedback to identify opportunities
- Define localization strategy for further expansion in target market(s)

Scale and grow

- Localize in phases (e.g. local payment methods, local shipping methods, currency, language, merchandising, visuals)
- Build a tech stack with global support that enables you to launch and expand internationally

Expanding internationally doesn't take an army
(Don't believe the rumours)

Thank you

Questions?