



# THE ESSENTIAL GUIDE

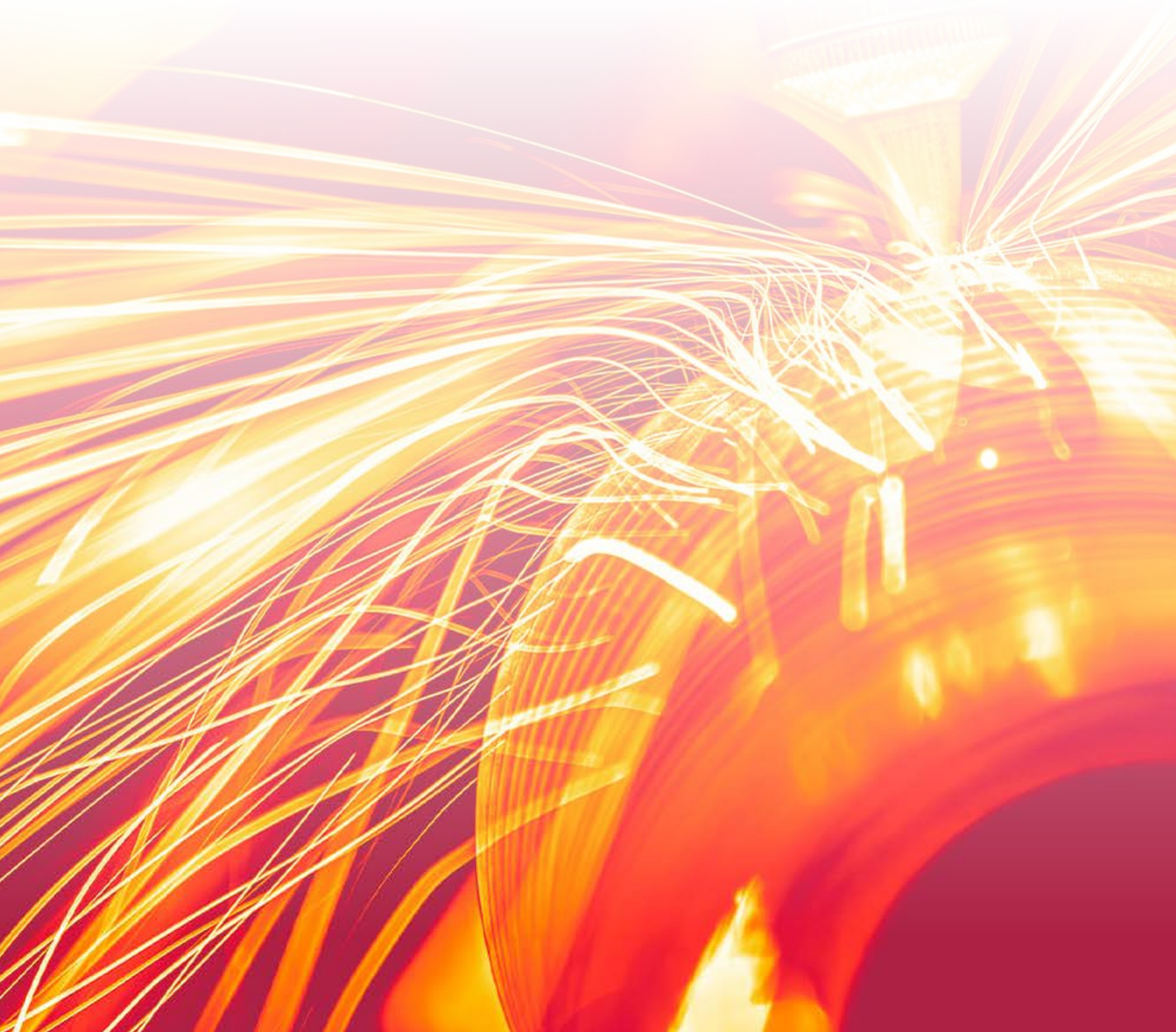
**TO BUILDING CREDIBILITY  
ACROSS GLOBAL MARKETS**

*How B2B brands can scale international PR  
with local relevance and commercial focus*



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## International PR is evolving...

**...and for B2B technology brands expanding into new markets, that means rethinking how visibility and credibility are built.**

The truth is that they're no longer shaped by media coverage alone, but by a more complex mix of buyer behaviour, AI-influenced discovery, closer scrutiny from journalists and growing pressure from leadership teams to show commercial value.

Buyers are forming opinions much earlier, often before they engage in any meaningful conversation with a brand. They're using a broader mix of sources to assess credibility and compare providers. That shift is changing how and where reputations are formed, as well as what influences trust in the first place.

This change in buyer behaviour is being accelerated by AI. Increasingly, visibility depends on whether a brand is consistently cited in AI-generated responses, trusted media publications and meaningful conversations on social media platforms including LinkedIn and Reddit.

For companies entering new markets, it is no longer enough to be well known in one region or to assume a message that works at home will carry the same weight elsewhere. Brands need to be found, understood and trusted across different markets, often by audiences with different expectations and media habits.

At the same time, trust has become harder to earn and easier to lose. B2B buyers are more alert to weak evidence and inconsistency between channels.

At a leadership level, expectations have heightened too as senior teams want clearer evidence that PR activity is contributing to wider commercial goals and bottom line. And that's not even mentioning the perspective of journalists, who have increasingly less time to engage with vague, generic stories that do not quickly demonstrate credibility.

It's these factors that make international PR more demanding, but also more valuable than ever before. For B2B tech businesses looking to grow, PR plays a central role in building recognition and credibility before a sales team has a strong foothold in the market. But that only happens when PR strategy is clear, local execution reflects regional realities and results are measured in a way that matters to the business.

**This eBook sets out what effective international B2B tech communications looks like today, where companies often fall short and how to build an approach that supports expansion into new markets with greater consistency, local relevance and commercial focus.**

## Chapter 1

# Why traditional approaches to international PR fall short

**Global consistency matters, but on its own, it's not enough. In international PR, one message cannot simply be rolled out unchanged across multiple regions with the expectation that it will land in the same way everywhere.**

Media landscapes, business norms and cultural expectations all differ market to market, so brands need an approach that balances alignment with local relevance.

**Traditionally, international PR has tended to follow one of two models.**

The first is a single agency trying to manage every market from one central hub. The second is a loose collection of local agencies managed separately. Both can work to a point but have clear weaknesses. A centralised model can struggle with local nuance and relationships on the ground. A fragmented model can create message drift and inconsistent execution and reporting that is difficult to compare across regions.

A stronger approach to international PR sits between the two: one strategic lead coordinating messaging, narratives, standards and reporting, with local specialists shaping execution in each market. This gives brands much clearer accountability, stronger local relevance and a more consistent view of performance across regions. It also gives them more flexibility to adapt as priorities change – all without losing overall consistency and keeping the wider strategy aligned.

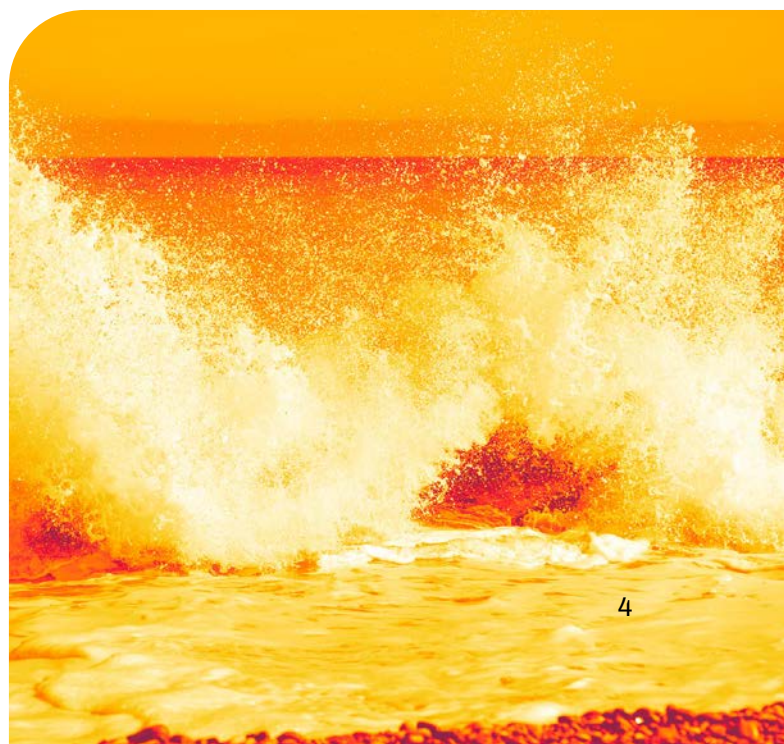
In a more fragmented media and search environment, international PR needs to shift towards an approach that is consistent enough to support brand credibility on a global scale and flexible enough to reflect local reality.

*“When brands invest in new markets, they need to know which activity is building reputation, strengthening consideration, supporting lead generation and contributing to growth. Clear KPIs, which are agreed from the outset and monitored by one lead agency to ensure effective delivery, help teams judge what is working in each region.”*

*– Hayley Goff, Whiteoaks International*

***“In markets such as Germany, international PR is most effective when it combines strategic consistency with local authority. Brands need a clear central narrative, but they also need people on the ground who understand how trust is earned.”***

*Liane Lahl, Fortis PR*



## Chapter 2

# Building the foundations before you scale

**International PR becomes far more effective when the groundwork is in place before expansion begins. That does not mean every asset needs to be perfect or every market plan fully mapped out.**

It means having the basics in place: a clear brand narrative, credible proof points, agreed messaging guardrails and a clear sense of what the business wants PR to achieve. Without that foundation, it becomes much harder to scale activity across markets without losing focus or consistency.

**Before expanding, there are three questions every brand should be able to answer.**

### **1. Is the core message clear enough?**

Before entering new overseas markets, brands need to be able to explain clearly what they do, who they help and why their product or solution matters. That core narrative should be consistent, but not rigid. The strongest international PR programmes are built around messaging guardrails that protect the core story while giving local teams room to adapt it for different audiences. Business culture, tone and media expectations vary by region, so the message needs to be strong enough to travel and flexible enough to feel relevant in each market.

***“Before a brand can scale its communications across markets, it needs a message that is easy to understand and easy to repeat. The strongest international PR programmes start with a clear core narrative, then give local teams the flexibility to make it meaningful for the audiences in front of them.”***

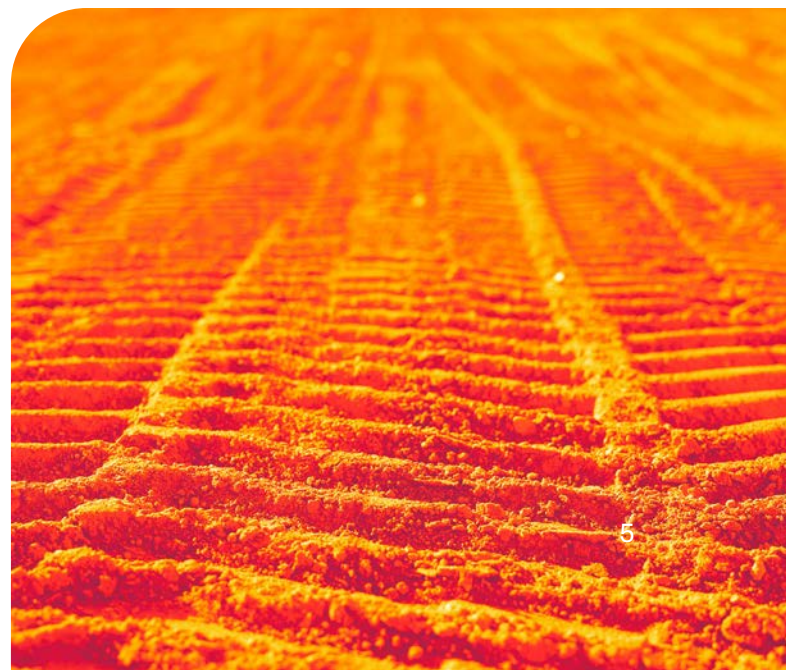
Margriet de Ruijter, Marcommnit

### **2. Do you have proof points that make the story credible?**

A strong message needs evidence behind it. Customer stories, testimonials, partner endorsements and relevant data all help make a brand's claims more credible. Solid proof points can then form the basis for new content, such as case studies, speaking opportunities at regional events or localised paid LinkedIn campaigns. The more closely that evidence reflects local priorities and challenges, the more persuasive it becomes.

***“Brands build trust more quickly when they can back up their positioning with proof points that feel tangible and relevant. Case studies, endorsements and supporting data do much more than just strengthen the message. They give local teams the material they need to make that message land in the market.”***

Catherine D'Adesky, Key Communications



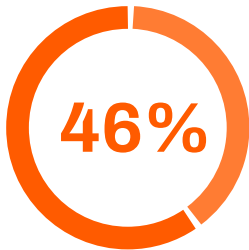
### 3. Do you know what success looks like?

International PR works best when it supports a clear business objective, such as building visibility in a priority sector or supporting commercial growth in a specific region. That clarity is often missing. In Content Marketing Institute's 2025 enterprise research of B2B Marketers, 46% of marketers said a lack of clear goals or KPIs was one of their main measurement challenges.

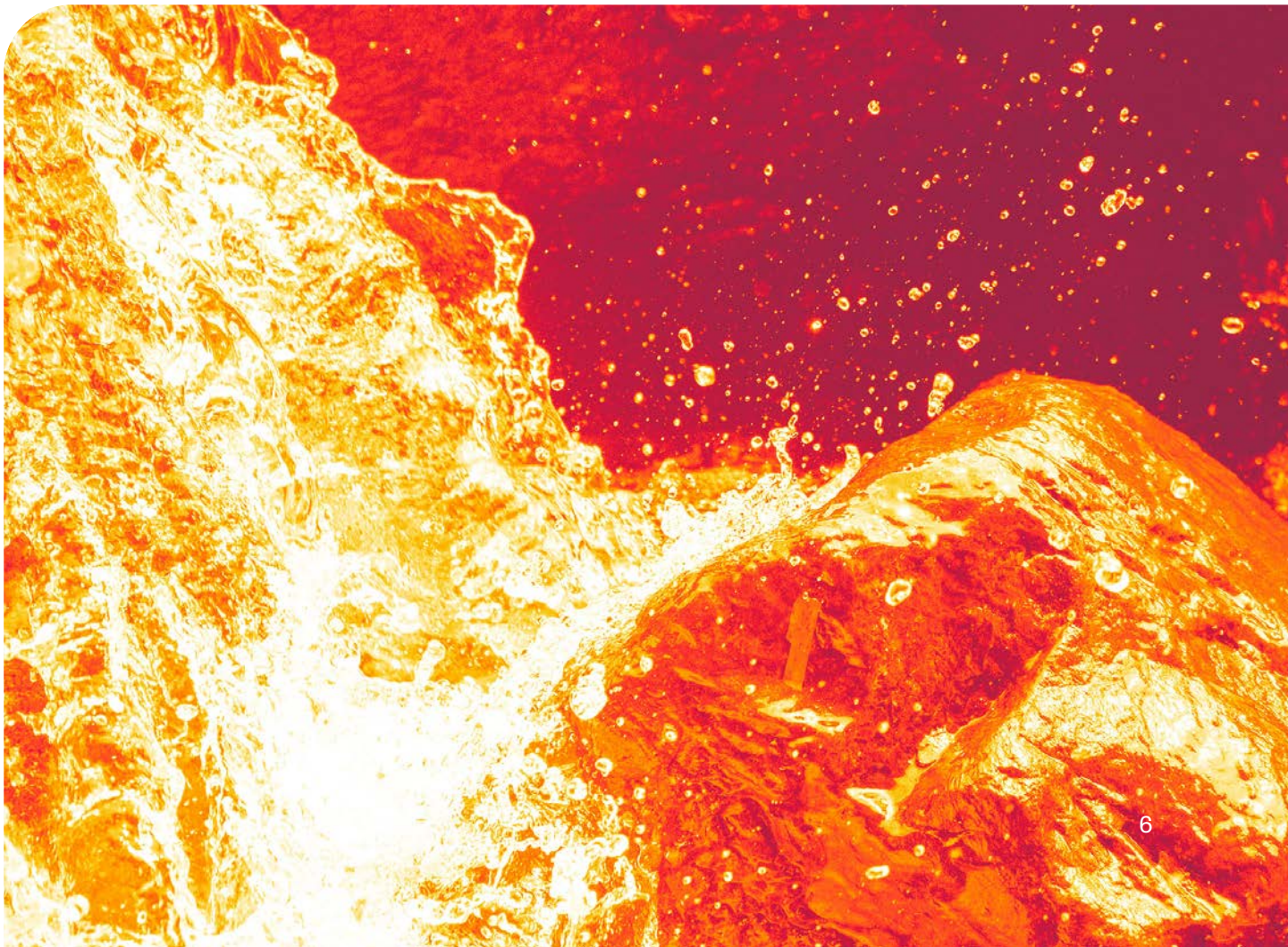
Success also needs to be measured in a way that reflects each market. One region may value coverage volumes, while another may focus more on engagement or brand recognition. Clear goals or KPIs help keep local activity aligned with the wider direction.

***“Pragmatism is increasingly informing communication in international PR. Because of this, connecting the impact of all comms initiatives to real KPIs is becoming more essential than ever to prove their value in connecting with audiences and increasing brand visibility.”***

Alessia Rebaudo, Noesis-NGF Growth Factory



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## Chapter 3

# Making the story land locally, with a global impact

**Making a story work internationally is a question of relevance. One of the most common mistakes brands make is assuming that a strong central message will carry the same weight everywhere.**

In practice, credibility is built in specific markets, shaped by local expectations, trusted sources and the way audiences discover information.

### How localisation shapes relevance

Translation helps people understand the words, but it's localisation that helps them care about the message. Localisation means adapting the framing, tone, cultural references and business emphasis so the message feels natural in that market, not imported from somewhere else.

For example, audiences in France may respond better to more subtle, analytical storytelling than to content that feels like a hard sell, while press materials in Germany often need to be more formal and technically detailed. In Spain, overly complex or promotional language can quickly alienate journalists, and even familiar corporate job titles like 'Vice President' can create confusion if they carry different associations locally.

The same applies to wider regions often treated as one bloc. The Nordics may be grouped together, but media expectations can vary significantly between Sweden, Norway, Finland and Denmark, from approaches to relationship-building to what is considered acceptable during press engagement.

This also affects how brands present proof and expertise. In the UK, journalists are more likely to respond to timely commentary and credible spokespeople. In the Middle East, content often needs to work in both Arabic and English, while data and case studies need to reflect regional priorities to feel persuasive.

That is why localisation matters - and it is so much more than just changing the language.

***“The difference between translation and localisation is the difference between being understood and being believed. International PR is more effective when brands consider how authority, expertise and commercial value are expressed in each market, rather than assuming the same framing will carry across borders.”***

Jacob Lange, Lange PR



### What local buyers and journalists respond to.

Journalists and buyers are more likely to engage when a story reflects the realities of their own market. Features alone rarely win attention. What often matters more is showing how the technology applies to a local business problem and supporting that story with proof that feels close to the audience.

For example, a warehouse operations manager in Poland is more likely to trust a quote from a logistics peer in Warsaw than a generic testimonial on the website from a customer who works in a different market and feels removed from their day-to-day reality.

**“A message becomes stronger when people can see themselves in it. For buyers in Poland, that often means hearing from companies facing similar operational pressures, working in a similar market and speaking in terms that feel grounded in local experience.”**

*Dorota Sapija, Omega Communication*

This is also where local media relationships matter. Reputable regional publications play a major role both in building credibility with human audiences and in shaping how AI systems rank and surface brands. Even a strong message has limited impact if it does not appear in the outlets that audiences in that market already trust.

### How social media content should adapt by market

Social content needs the same level of localisation as media outreach. A post that performs well in one region may not work in another if the tone or context is wrong. International brands need to choose social media platforms based on target audience behaviour and business objectives.

As one of the most popular B2B platforms globally, LinkedIn is usually the safest bet. However, depending on location, it's not the only channel that target audiences spend their time on. WeChat is an important platform in China, Facebook still carries weight in markets such as Poland and YouTube plays a major role in brand discovery in the US.

A hybrid model often works best, with a global social media account carrying the core narrative and regional pages supporting local case studies, events, language needs and paid promotion. This allows brands to stay consistent while giving markets space to publish content that feels relevant to their own audience.

**“When measuring social media campaigns, leadership teams want to see more than just a number of ‘likes’. The focus is now on movement against objectives such as qualified pipeline in priority markets, faster sales cycles or increased share of voice with specific buyer roles. That requires a framework that separates leading indicators from commercial results and reports.”**

*Miroslav Fribert, Myr Communication*



### How visible senior leaders build trust.

Executive visibility has become increasingly important across markets. Senior leaders are becoming strategic credibility assets, especially as trust shifts toward individuals who can communicate with authority and relevance.

For international brands, that visibility should not sit in one channel alone. It can be built through thought leadership on social media, but also through media commentary, radio interviews, thought leadership articles and a consistent presence in the industry conversations that matter locally.

This has a clear impact on how a brand is perceived. Company pages and corporate messaging still matter, but visible leaders add a level of authenticity and authority that brand channels cannot achieve on their own. When senior voices are active in the right places, they help buyers, journalists and wider stakeholders understand not just what the company does, but what it stands for.

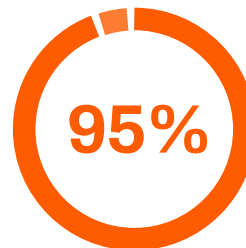
This shift has a measurable effect. In the 2025 Edelman-LinkedIn B2B Thought Leadership Impact Report, 95% of hidden decision-makers said strong thought leadership makes them more receptive to sales and marketing outreach. That moves executive visibility beyond a profile-building exercise. It becomes a way to build trust and add a human perspective to the wider brand story.

***“Founder stories, such as the inspiration behind creating a new technology, are resonating more strongly with audiences because they bring purpose and personality to the story. Rather than a simple list of features, buyers want to understand the problem that sparked the idea, the thinking behind the solution and how it solves real challenges.”***

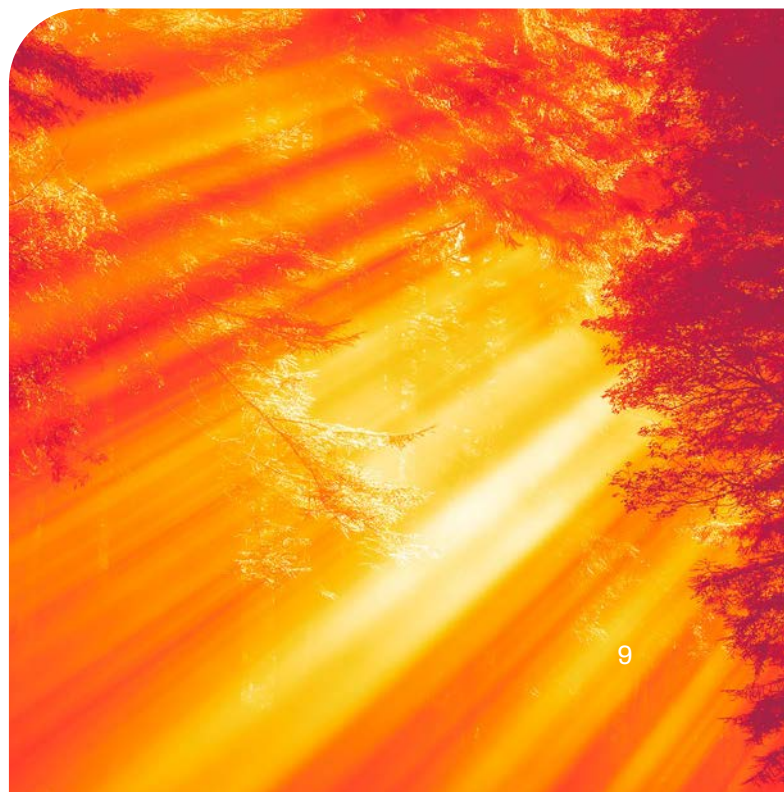
Felicity Zadro, Zadro Agency

***“Brands need to think much more carefully about whether their expertise is showing up in the right context, across the sources AI tools are likely to pull from. That means looking at local media and social media sources, regional language, market-specific proof points and the credibility of what is being said in each country. For international PR teams, the job is to make sure the brand message travels well, holds up locally and can be trusted wherever it appears.”***

Alexis Noal, Oxygen



**of hidden decision-makers said strong thought leadership makes them more receptive to sales and marketing outreach.**



### Why AI search raises the stakes.

AI search has now raised the stakes for local relevance. Tools such as ChatGPT, Gemini and search engine AI features pull from a mix of global and local sources when generating responses. For brands, it means they need structured, regionally relevant content, authoritative media coverage and a presence on the platforms that shape discovery in each market.

This is why localisation now affects visibility as well as messaging. If content does not reflect regional language, vocabulary, search intent and media context, it is less likely to appear in AI-generated results for that market. Generative Engine Optimisation (GEO) is therefore becoming central to how brands earn authority.

The result is a simple but important change in how international PR should be approached. Content has to be discoverable as well as persuasive. Media coverage must be locally authoritative as well as globally consistent. Social media presence needs to reflect regional behaviour without losing the core global narrative.

**In the age of AI search, the brands that show up most effectively will be the ones that understand how credibility is built in each market and then make sure that credibility is visible in the places both people and algorithms look first.**

***“As AI search has become increasingly prevalent in the last few years, GEO is rapidly surpassing SEO as the defining factor in how brands earn visibility and authority.”***

*Jean Serra, V2 Communications*



## Chapter 4

# Protecting trust across borders

**As brands expand across markets, communications also become a mechanism for protecting trust. A false claim, misleading post or poorly handled issue can surface in one market and spread quickly across others, especially through social media and AI tools.**

That risk is growing. Disinformation - where false narratives about products, services or entire industries are spread intentionally - are causing brands to lose control of their messaging and disrupting positioning in new markets. In 2025, both misinformation and disinformation were identified by the World Economic Forum as the greatest risks to countries over the next few years.

Therefore, B2B tech brands increasingly need to keep the brand story consistent across every channel, challenge false narratives and make sure communications are linked to genuine business actions and values. That includes avoiding misleading or exaggerated claims or forms of greenwashing or social washing that can quickly damage confidence among stakeholders. Brands cannot prevent falsehoods entirely, but they can reduce their impact through a strategic combination of precise messaging, proactive monitoring and localised expertise that helps them respond with speed and context.

This becomes even more important during a crisis incident. Strong leadership depends on clear, honest communication and the ability to offer reassurance without spreading unverified information. This is especially relevant for international businesses, because trust is shaped internally as well as externally. If employees in different regions receive unclear or inconsistent messages, uncertainty can quickly spread beyond the organisation and affect clients, partners and media relationships too.

**“Agencies and PR teams are taking on more responsibility for making sure a brand’s actions match its messaging and values, using authentic, consistent narratives and steering clear of greenwashing or social washing.”**

*Piers Finzel, Finzel PR*

**“A weak claim, outdated message or inconsistent position in one market can quickly travel further than intended, especially when AI tools start picking it up and repeating it elsewhere. That creates a real risk for international PR teams. We have to protect the brand story as much as promote it, making sure every market is working from messaging that is accurate, consistent and relevant to its local context.”**

*Martina Jahrbacher, PR-COM*



## Chapter 5

# From activity to business impact

**Measuring the performance of international PR campaigns means moving beyond activity alone. Coverage volume still has value, but on its own it does not show whether a campaign is helping the business achieve what it set out to do.**

The pressure to connect PR activity to business goals is growing. In the 2025 Cision/PRWeek Comms Report, aligning metrics to revenue or other vital business KPIs emerged as the top measurement challenge. Communications teams need to prove how PR supports trust and commercial performance, which means reporting needs to be tied much more closely to business outcomes.

The starting point is the objective for each market. International PR works best when it supports a clear business goal. That might be launching in a new region, increasing awareness in a priority sector, strengthening reputation or supporting lead generation. Once that goal is clear, the right KPIs become easier to define.

One helpful way to think about reporting is through three connected layers of visibility, engagement and impact. Visibility shows whether the brand is appearing in the right places, from target media placements to impressions on social media platforms. Engagement looks at how target audiences are responding through signals such as clicks, shares, comments, time on the page or interaction from the right regional stakeholders.

Impact is the most important layer, because it connects communications activity to business results, whether that's stronger brand consideration, lead generation, new partnerships or improved reputation.

Reporting also needs to balance central consistency with local context. A shared framework helps leadership compare performance across markets and understand whether the overall programme is moving in the right direction.

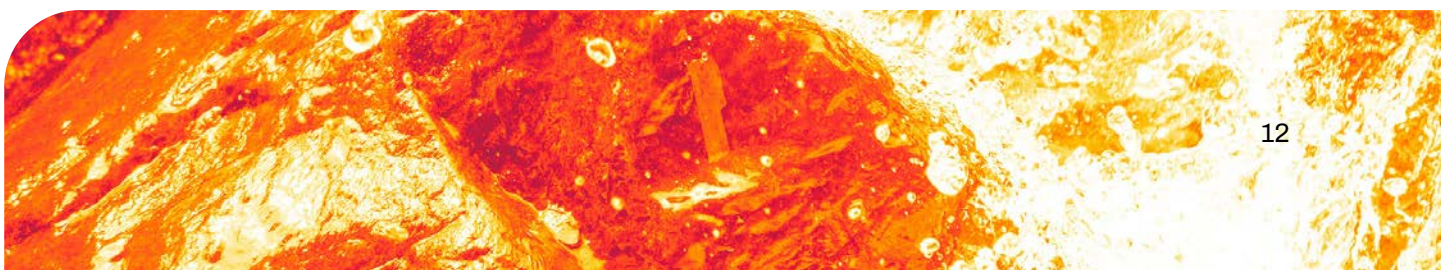
But international PR cannot be measured well through global totals alone. Success needs to be broken down by region, because what progress looks like in one country may be very different in another. A new market may judge success through early awareness with a few strong local trade media placements, while a more established market may need clearer signs of lead generation.

Social and earned performance should also be read together rather than in isolation. Strong narratives can be repurposed across media, social content and other assets, extending their reach and improving long-term value. That means reporting should show how visibility in one channel supports performance in another, and how both contribute to wider business objectives.

International PR reporting should help leadership understand what changed, where it changed and why it matters. When measurement is tied to market-level objectives, interpreted with local context and connected back to business priorities, PR becomes easier to evaluate as a strategic function that supports growth.

***“Measurement is the key to showing tangible business impact from PR efforts. More so than ever, agencies, in-house teams, and consultants are focusing on speaking the same language as business leaders, such as growth and risk mitigation, rather than just concentrating on media relations.”***

*Bob Gold, Bob Gold & Associates*



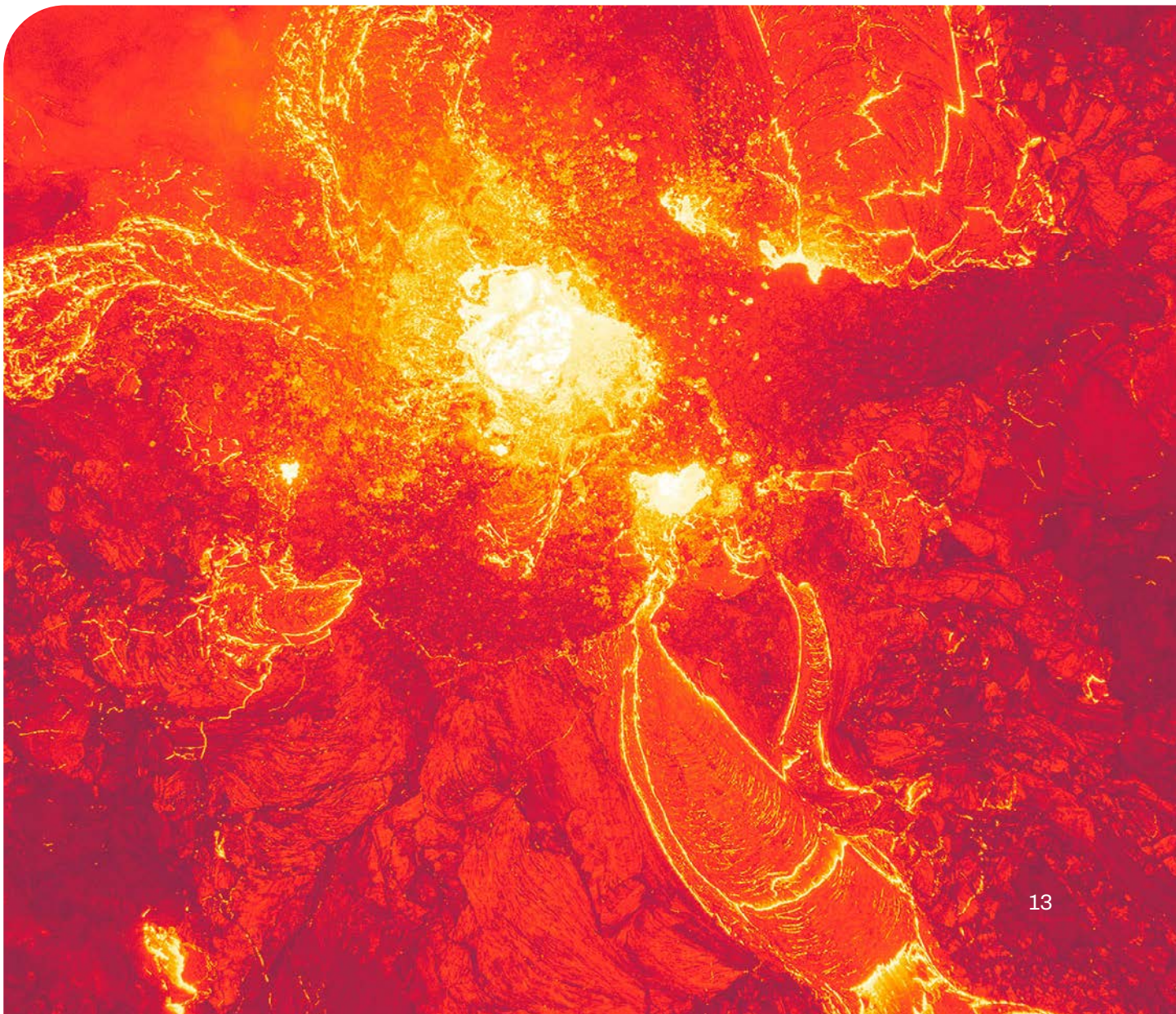
# Turning global visibility into an advantage

International communications are not about repeating the same message in every market. Instead, the focus should be on earning trust in different markets through a shared narrative that feels relevant and well-judged locally.

The B2B brands that do this well do not treat international PR as a one-off campaign or a loose collection of regional tactics. They put the right structure in place from the start, give local teams the space to shape the story for their market and keep the wider PR programme aligned around clear business goals. Just as importantly, they measure what matters and keep the whole model aligned.

When that happens and all elements come together, international PR becomes a repeatable way to build visibility, credibility and commercial momentum across markets. And when those pieces are in place, global visibility stops being a challenge to manage and turns into a real advantage.

**If you require multi-national PR, digital and content services provided by a group of agencies specialising in B2B technology brands, please contact us at [hello@winprgroup.com](mailto:hello@winprgroup.com).**



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