GROWTHWINGER CHECKLIST

Choosing Your First European Market

Decision framework for B2B expansion

> Use this framework to compare markets before you commit budget to a localized website, content and paid acquisition.

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Subject: Checklist for selecting the first European expansion market.
Keywords: European expansion, B2B, market selection, GTM, localization
Updated: July 2026

Market potential

1. Compare segment size, category maturity and urgency of the problem.
2. Separate market attractiveness from ease of entry; they rarely match perfectly.
3. List local competitors, substitutes and trust barriers.

Entry cost

1. Estimate the cost of web localization, sales materials and lead handling.
2. Check indicative CPC/CPM levels and the budget needed for campaign learning.
3. Include legal, tax, payments, support and fulfillment readiness.

Channel fit

1. Choose one starting channel that can validate intent quickly.
2. Build a landing page for one segment, not for the entire market.
3. Define the signal that tells you to scale, pause or reposition.

Operating model

1. Assign owners for brand, web, campaigns, sales follow-up and analytics.
2. Agree response language and lead response time before launch.
3. Define minimum credibility: local FAQ, cooperation terms and proof logic.

Next step

If this checklist reveals several open decisions, send a short brief. We will come back with a recommended order of action.

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