

Poland Market Entry

30/60/90 day checklist for foreign companies

Use this checklist to align positioning, web localization, acquisition tests and measurement before investing heavily in Poland.

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Subject: Market-entry checklist for companies entering Poland.

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Before launch

- 1 Define the Polish ICP separately from your current international segments.
 - 2 Check whether your value proposition answers local buying criteria.
 - 3 Assign decision owners across sales, marketing, product and operations.
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Brand adaptation

- 1 Localize arguments, not just language: problem, outcome, risk and proof.
 - 2 Prepare a Polish one-liner, key messages and CTA variants for web and ads.
 - 3 Avoid proof-heavy claims until you have local evidence or customer data.
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Web and SEO

- 1 Create dedicated Polish URLs, metadata, contact flows and privacy wording.
 - 2 Add hreflang, canonicals, sitemap entries and local trust information.
 - 3 Capture locale, origin path, market scope and source for every lead.
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Acquisition tests

- 1 Start with the channel that validates buying intent fastest for your category.
- 2 Measure lead quality, call quality and early pipeline, not CPL alone.
- 3 Decide after 30 days whether to scale, reposition or change the segment.

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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