



Article posted by [Allyson Stewart-Allen](#), for [International Marketing Partners](#).
14 May 2012

[Login](#) or [Register](#)
to contact this user

Essential information for doing business in the US

[Rate this content](#)

- Ensure your business card is the same size as US cards as we tend to place them in pre-cut wallets.
- Create either a separate US domain (.com), or a US section on your existing website.
- Quote all prices, shipping costs and any duties in US dollars.
- Review your marketing literature to ensure it is short, concise and robust (bullet points help), making sure it details how you differ from the competition and make sure it's the right size to fit into US filing cabinets! Also be sure to check for US spelling, grammar and style.
- Standard paper size is 8.5" x 11" and not A4.
- There are six time zones across all 50 States and four on the continental US: Pacific Standard Time (PST), Mountain Standard Time (MST), Central Standard Time (CST) and Eastern Standard Time (EST).
- Ensure your compliance with the two tier legal system when undertaking business across State lines: State and Federal laws will apply.
- US businesses value responsiveness, especially from companies based abroad: make sure that you provide them with requested information or quotes within seven days to ensure they perceive your company as responsive.
- Imperial measures are used as standard in the US, with little fluency of metric equivalents.

This is an extract from Marketing in the USA by Allyson Stewart-Alan. To read the full document, please click here <http://opentoexport.com/article/marketing-in-the-usa/>

Article posted by [Allyson Stewart-Allen](#), for [International Marketing Partners](#).
14 May 2012

[Login](#) or [Register](#)
to contact this user

More from [Allyson Stewart-Allen](#)

[Working with Americans: video guides](#)
[Top tips to ensure your brand is fit for purpose in the USA](#)
[Marketing success in the USA: Your planning checklist](#)
[USA: Next steps](#)
[Tips for planning your marketing success in the USA](#)