

INTERNATIONAL MARKETING STRATEGIES

Sri Pavani Balivada

Assistant Professor, V N R Vignana Jyothi Institute of Engineering and Technology.
India

Sri.pavani3@gmail.com Ph: 8143664725.

Abstract: Global marketing and branding become an important key issue in any business or organization to catch business opportunities beyond the boundaries of the country. Global marketing and branding means adopting new strategies while providing goods and services to global customers. Brand differentiation is one of the key features that create an image in the minds of global customers. This article tries to give some insights about the global markets, adopting global marketing strategies, examples of global marketing, successful global marketing strategies, global branding and positioning, positioning strategies, creation of global positioning, and examples.

Keywords: Global Marketing, Branding, Positioning, Brand differentiation, Positioning Strategies.

1. Introduction

International marketing is the process of marketing goods/products and services to people across the world. International process of planning, promotion price, and distribution of goods and services to satisfy the needs and wants of the customers. International business sells goods and services to a new country through Exporting, Licensing, Franchising Joint ventures, Contract manufacturing, and Foreign direct investment **MADSEN & SERVAIS, 1997**).

Exporting: shipping goods directly to other countries. Producers expand their business to other countries through exports. Exporting entails the least risk and least effect on the company's human resources.

Licensing: It is an agreement where a licensor (foreign firm) grants a license to use intellectual properties for a specific period where royalty will be paid. This is used mainly by manufacturers.

Franchising: A parent company grants the right to another company to do business in its name. This is common at restaurants, lodging facilities, rental agencies, and service businesses.

Joint Venture: It is a combined business of two different companies in different countries. They undergo joint ventures for mutual benefits.

Foreign Direct investment (FID): In a foreign direct investment a company places its fixed investment in a foreign country.

2. Adapting Marketing Strategies for global markets

2.1 Global Marketing:

Global marketing is a process of changing the marketing strategies of a company to adjust according to the conditions of other countries. Global marketing is not just selling a product or service. It is the process of global positioning, branding, and promotion of products and services (Malhotra & Birks, 2007). In earlier days it would be difficult to position and brand the goods and services globally. They usually establish offices abroad and market in the countries which they entered globally. However, nowadays because of globalization even small companies are extending globally and able to face international competition. It is very easy to reach their target customers and easily make a prominent presence in global markets (**Bansal & Gupta, 2016**).

By global marketing, the effectiveness of products and services will be improved. There will be a strong competitive advantage for the companies to be competing in local markets. Global marketing increases customer awareness of the brand, products, and services. Cost can be reduced by attaining economies of scale and increasing savings. By achieving economies of scale and raising savings, costs can be decreased.

Companies that are gradually developing toward global markets should initially concentrate on domestic markets and then go for exports (Martin, 2017). Once the company understands the need and demand of the products and services globally then it can change marketing strategies to match overseas. Then the company should extend its products and services to serve worldwide markets.

2.2 Global Marketing Strategies:

To frame global marketing strategies any company should know

“What I am trying to achieve in an international market?”

“What are my company’s strengths and weaknesses for that market?”

“How can I overcome obstacles in the market?”

“What potential will I have in this market?”

Global Marketing strategy integrates all regions of all countries of the world to coordinate marketing strategies. They will have a common brand name, packaging, messages of advertisement, sales campaigns, and product launches (Shiller, 2012). These strategies may not cover all countries at a time. They might be suitable for particular regions.

The popular global marketing strategies which are widely used by many companies to expand their business globally are

Strong Brand Culture: It is always important to create a strong brand to create awareness among the customers for the companies that are expanding globally (Bansal, 2016). A consistent brand should support and reflect the company's culture. It can be dangerous if a company compromises on brand culture.

No Borders: The brand has no borders or boundaries. There is no need to develop different strategies for different companies. No need to adopt different strategies. Due to globalization and the internet companies can adopt a unified marketing approach.

Campaign Development: To campaign globally, a few things should be kept in mind while creating a marketing plan. The following are the ways to global marketing campaign development.

Know your Market: When the company decides to extend globally, a company should understand the context of where they are going to work. Every region will have different behaviors and norms. So, the company should make sure to research the region, people, place, etc., and also, make sure to conduct research on how the customers will react to the marketing strategy.

Market Plan: A plan should be created with the local efforts. It should be customized according to the regional language. Once the company has an idea of the global environment then a plan should be designed. Establish objectives and goals for the plan, then create the strategies and tactics needed to achieve them.

Tailor Fit: It should always be remembered that the strategies that worked for local markets may not be suitable for foreign markets. A company should try to adopt changes to existing strategies by giving the customers a tailor-fit experience.

Use local communication: It is important to know the local language, beliefs, and cultural difficulties to communicate with the market.

2.3 Global Marketing Issues:

The following are some of the issues and mistakes that are often encountered by companies while expanding globally.

Non-specification of the country: customers will always recognize themselves at the local market level and the advertising team should always remember that each country will have different customs, laws, compensation, and payments, etc., if companies are being specific then they can prioritize the plan, staff, budget, etc.,

Non-Consideration of Internal information: The company should concentrate a lot on potential opportunities in the market, and internal information for decision-making.

Non-adoption of sales and marketing channels: Many companies that succeeded domestically think that they can go globally without the adoption of local sales and marketing channels. As mentioned earlier, always important to have a solid brand culture but sometimes, some countries would like to have different market methods.

Non-adaptation of product offerings: The product and the market ought to be compatible. Businesses try to introduce the same goods into many markets with no modifications. This ignorance causes trouble while attracting customers.

Non-usage of Local employees: It is common issue faced by global marketers. Companies fail to consider local strong and competent employees who can provide local and internal information while establishing strategic decisions. These individuals have significant knowledge about the country and the customers.

No Knowledge of global logistics: Marketers should have an assurance that they are expanding globally, and the products and services should market to customers. They may use some digital tools to reach the customers but these tools may not be supported in all markets. They should consider the home currency, email customers in different time zones, and support the home languages of the customers.

2.4 Global Marketing Examples.

1. Airbnb (This is an example of social experiment).
2. Coca-Cola (Though it is a big corporation, this company always concentrates and spends money on small communities and charities).
3. Domino's (Menu innovation increased their awareness globally. Upgraded food ingredients and toppings according to country and its beliefs).
4. H & M (Global expansion through online experiences).
5. Red Bull (Its main successful technique is it hosts various sports around the world).
6. Nike (Nike also carefully selects its sponsorships and always makes its presence Internationally).

7. Starbucks (It adjusts its menu which is suitable for local markets, preferences, and tastes).

2.5 Steps for Successful Global Marketing Strategy:

1. **Conduct Market Research:** Determine the worldwide market's trends, metrics, and prospects for expansion in the chosen area. Also analyze competitor's products, customer preferences, and target markets to have a clear idea about the promotional efforts. When the company expands globally, it is essential to understand local communities and resources like demographic factors, local brand customer preferences, and trends. This analysis helps to identify potential customers and competitors in that particular region.
2. **Identify Your Target Audience:** Market research has to be done to identify the company's loyal customers. To identify your ideal customers companies can determine age, gender, other conditions, and the influencing people of customers like parents, coaches, etc., once the customers are identified then companies have to target them better in providing leverages, products, services, and utilizing all opportunities to serve them better than the competitors. Segmentation of target customers has to be done by conducting surveys, and focus groups with local market research.
3. **Market Entry Strategy:** the next step is to plan to enter into the global markets through various strategies like Exporting, Licensing, Joint Venture, and Wholly owned subsidiaries. After selecting the entry mode identify strengths, and weaknesses for market positioning. Assess the potential barriers like tariffs, taxes, customs, trade blocs, trade agreements, and cultural differences.
4. **Tailor Fit:** To target the market, modify the product, price, place, and promotion. Change offerings, features, packaging, local needs, and regulations to align with local buying patterns.
5. **Budget:** Based on factors like market size, investment, and localization allocate your resources effectively across different markets. The company should also build contingency funds for sudden changes and challenges in tariffs, taxes, exchange rates, and any other factors.
6. **Localize brand:** Global markets depend on a marketing strategy that requires an equilibrium between standardization and localization. Though Consistent brand culture is important, it may not be suitable in all markets. Localization connects the company with audiences.

7. **Controlling:** Continuous monitoring and improvement are required to improve global campaigns. Continuous monitoring can be done through websites, social media, and some research tools. Always watch local markets, customer behavior, and trends for timely adjustments.

3. Global Branding and positioning

3.1 Definitions: The process of creating a consistent brand image across various international markets. It is irrespective of location, customers will have a uniform perception, brand value, quality, and reputation. This improves credibility, brand awareness, and client loyalty. Global branding is crucial to establishing a consistent identity for business to the world. It is essential to establish global reach through social media, and e-commerce on a global scale. A consistent brand identity will improve brand recognition loyalty and competitive advantage (**Chaffey & Ellis 2019**).

Global branding is the process of creating and promoting a brand that excels in geographic and cultural boundaries. It involves designing consistent brand loyalty (**Keller, 2020**). This approach helps to expand their reach, increase market share, and cohesive perspective of their brand on a global scale.

The major components of global branding are brand message, positioning, identification, tailor-fit marketing strategies to each region, and understanding local cultures.

3.2 Challenges of global branding:

The challenges of global branding are

Cultural differences and localization: One of the most challenging things in global branding is balancing consistency between brand and cultural sensitivity. Every region has different cultures, languages, traditions, and beliefs which affect consumer behavior. Localization of a brand doesn't simply mean language translation but it requires marketing strategies, brand message should reflect local markets. Missteps in this area can lead to misunderstandings or even offense, damaging brand reputation.

Legal and regulatory hurdles: Multinational companies will face diverse legal frameworks across different markets. Companies must follow rules and regulations in advertising, product labelling, and endorsements. Companies should ensure product safety, packaging, labelling, and also consumer protection.

Competing with Local and Global Business: Every market will have a unique set of competitors and market conditions. Local products and brands deeply understand the needs and requirements of customers. Global players also attract customers with new and innovative products. So, companies require a comprehensive understanding of both local and global business.

Market Research: The diversity of global markets is one of the challenges of global branding. Gathering accurate data related to different markets can be daunting, requiring extensive research, localized expertise, and access to reliable sources.

3.3 Step-by-step strategy for Global Branding:

Creating a successful global branding strategy requires careful planning and execution. Companies must follow several key steps to ensure their brand resonates with worldwide audiences.

Research to Understand Target Market: Begin with a thorough market analysis. Industry reports, market research agencies, and other tools can help you understand critical factors like market, size of the market, growth of the market, trends in the market, consumer behavior, and competition. Thorough research helps to understand the market.

Consistent Brand Message: By developing a consistent brand message, companies will establish a brand identity that reflects the trust and consistency of the brand. By considering the essential values of the brand and its unique selling position companies can highlight the brand and propagate the brand message.

Localize your approach: While continuing the company's core brand values and message, adapt new strategies to provide provisions for each market which improves brand appeal. It is always important to change the company's products or services based on the insights and alter product characteristics and packaging. Sometimes, producing new products to satisfy local needs. Feedback from local customers is invaluable here.

Usage of digital platforms: Globalization made the entire world a global village. It made access to digital platforms, which is a cost-effective and efficient way to reach consumers worldwide. A strong online presence with a professional, user-friendly, and mobile-optimized website is needed for better engagement of the company. Ads such as Google Ads and Facebook Ads can assist you in more efficiently reaching target consumers in particular markets.

Monitoring: The rapidly changing global business landscape requires brands to be supple, responsive, and ready to change their strategies based on feedback from the customers and changing conditions. Companies have to establish Key Performance Indicators (KPIs) to track the brand's performance. Always stay flexible in adopting strategies.

3.4 Brand Positioning:

It is the process of positioning the brand in the minds of the customers. It is a strategy used to create an image of the company from the rest. It is more than a tagline, logo, or a fancy name.

A strong brand message is needed constantly in this fast-paced business world. It is important to acquire new customers to the business but it is crucial to build and retain a strong relationship with the existing customers. When a customer perceives a brand as trustworthy and likable, it has strong brand positioning.

A corporation can set itself apart from competitors by its brand positioning. Being unique is insufficient to succeed in the marketplace. A company should create an opportunity to position the brand as remarkable. A company should create differentiation which helps to increase brand awareness, communicate value, and justify price to the customers.

Brand positioning is the link between the customer needs and solutions offered by the company. How a product wins over the customers. Companies should target market identity and customers should understand why this company is the best choice and leader in the market.

3.5 Positioning Strategies:

1. **Customer-Service based:** A friendly customer service strategy can differentiate a company from others this strategy is one the most tangible benefits to justify the high price of the product. If a company advertises exceptional customer service and does not deliver, it invites trouble and bad reviews.
2. **Price-Based:** A company uses this positioning strategy to present its product at an affordable price to the customers. If a product is the cheapest in the market then it will gain a large customer base. Customers do not like to spend more than they have to.
3. **Convenience-Based:** This positioning strategy highlights how company products are more convenient than the competitors. It should concentrate on factors like convenience of place, comfort of usage, extensive availability, and support of numerous platforms. This positioning strategy attracts busy customers.
4. **Quality-Based:** Some companies want to emphasize the quality of the product rather than the quantity or any other. The quality of the product can be attained by high-quality materials and make it more costlier.
5. **Social-Media Based:** Its focus on several channels makes it a distinctive brand positioning. The important step is to select the right channel to position the brand. It should consider who are company's target audience, how they spend the money and time, and their source of information and advice.
6. **Differentiation Based:** It relies on the uniqueness and innovation of the product. Customers who give

prominence to innovation will be attracted to the product and brand.

7. **Other:** these are not only positioning strategies, but there are many like leader positioning, comparison of competitors, etc.,

3.6 Creation of Brand Positioning Strategy:

The following steps help to create a brand position.

1. **Understand present brand positioning:** Your current brand position is an important insight to analyze the target customers. Start defining target customers and identifying the mission, value, and what makes a company different from others.
2. **Brand essence chart:** Once the company understands its brand position in the market then the company should understand what a company's brand is toward the customers. A brand essence chart has to be created. The brand essence chart should contain attributes, benefits, personality, authority, support, what it says about you (to the customers), and how it makes you feel. These essences will create a simple message that explains what customers can take away from the company (brand).
3. **Identification and research of competitors:** It is important to know who is up against our brand (competitors) through market research, customer feedback, social media, etc., competitors research can include, competitor's products, strengths, weaknesses, their successful market strategies, and their current market positioning.
4. **Brand position framework:** Firstly, the company has to identify its unique brand value and position and build a brand position by understanding target customers, product categories, and product benefits.
5. **Creation and evaluation of position statement:** The position statement focuses on brand differentiators and the primary benefits of the product to the customer. After the statement is created then it's time to examine, trial, and get a response from customers.
6. **Creation of emotional connection with the customers:** Brand positioning is not only restricted to product characteristics, it should also create a space in customer's minds. The brand can also focus on emotional aspects a company can distinguish itself from other brands.
7. **Create Value:** The main goal of the company is to create value in the customer's mind by solving the problem of customers or providing the solution that you offer.

8. **Customer service:** Customer-facing employees represent the company's brand. Customers should receive a good experience and embedded core values will align with the company's brand.

3.7 Examples of brand positioning:

1. Starbucks focused its brand positioning on quality, quantity, and availability.
2. Spotify focuses on high personalization (selection of songs).
3. Apple Music focuses more on premium song selection.
4. **Conclusion:** International and global marketing continues to evolve rapidly and many businesses crossed the borders of the country with effective branding and positioning and become successful. Branding and positioning play a crucial role in success.

This article highlighted several important key insights in the areas of understanding diverse global marketing strategies, steps, branding, and positioning. Many companies that excelled in the global arena understood the importance of local languages, and cultural differences while maintaining the unique identity of the brand (**Kotabe & Helsen, 2001**). Branding international markets requires a strategic approach that fits brand value and local expectations and norms. Positioning strategies must also account for competitive dynamics and market segmentation across different regions. Achieving success in international marketing, branding, and positioning requires a balance between global consistency and local adaptation.

References

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Education. Discusses strategies for global advertising and integrated marketing communications.
2. Cavusgil, S. T., Knight, G., Riesenberger, J. R., & Reeb, J. (2014). *International Business: The New Realities* (3rd ed.). Pearson. Includes sections on pricing strategies for international markets.
3. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson. Covers digital marketing strategies and online business practices.

4. Dalwadi, Riteshkumar. (2013). Global Branding: Issues and Challenges. 3. 18-26. 10.5281/zenodo.10516071.
5. Doole, I., & Lowe, R. (2012). International Marketing Strategy: Analysis, Development, and Implementation (6th ed.). Cengage Learning. Provides an overview of ethical and legal considerations in global marketing.
6. Hill, C. W. L., & Hult, G. T. M. (2019). International Business: Competing in the Global Marketplace (12th ed.). McGraw-Hill Education. This text covers various market entry strategies in detail.
7. Keller, K. L. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th ed.). Pearson. Provides comprehensive insights into managing brands in a global context.
8. Kotabe, M., & Helsen, K. (2001). Global Marketing Management. *Journal of International Marketing*, 9(3), 10-32.
9. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson. This book provides comprehensive insights into both standardization and adaptation strategies.
10. Madsen, T. K., & Servais, P. (1997). The Born Global Firm: A Challenge to Traditional Internationalization Theory. *Journal of International Business Studies*, 28(1), 99-119.
11. Martin Feldstein & Charles I. Jones *Journal of Economic Literature* 2017 Volume and Issue: 55(4), 1407-1458 DOI: 10.1257/jel.20151032
12. Malhotra, N. K., & Birks, D. F. (2007). Marketing Research: An Applied Approach (3rd ed.). Pearson Education.
13. S. K. Bansal & R. P. Gupta 2016, Global Economic Review Volume and Issue: 45(1), 99-118 DOI: 10.1080/1226508X.2016.1139756
14. Shiller, R. J., & Blanchard, O. J. (2012). Global market dynamics and economic growth: A comparative analysis. *Review of Economic Studies*, 79(1), 1-23.
15. Usunier, J.-C., & Lee, J. A. (2013). Marketing Across Cultures (6th ed.). Pearson.
16. Jian Wang, Global Branding: A Research Review <https://doi.org/10.1093/acrefore/9780190228613.013.1033>
17. <https://doi.org/10.1093/restud/rds028>
18. <https://www.cleverism.com/global-marketing-strategies/>
19. <https://blog.hubspot.com/sales/brand-positioning-strategy>