



International Marketing and Brand Strategies

NAME OF THE STUDENT

INTRODUCTION

- ▶ International market strategy
 - ❑ International performance
 - ❑ Foreign market intelligence
 - ❑ Methodology for Promoting a Product or Service
 - ❑ Market positioning
 - ❑ Marketing approach on a global scale
- ▶ Types of marketing strategy
 - ❑ Various approaches to advertising
 - ❑ A Strategy for Multinational Businesses
 - ❑ World economy
- ▶ Analysis of an SME's global marketing strategy.
 - ❑ Examining Text Messages
 - ❑ Powerful concepts and plans
 - ❑ The Micro-Business Sector

LEARNING OBJECTIVES

- ▶ Essential takeaways from this material are the need to use a rigorous and strategic strategy to determine the fundamental features of your brand and its market position.
- ▶ Setting actionable objectives for your marketing activities and choices based on what you've learned about the market and your consumers.
- ▶ Identifying target markets and then defining how to distinguish and position the product inside those markets is a strategy.
- ▶ Experiential education in brand strategy.

STRATEGIES

- ▶ Evaluation of Small and Medium-sized Enterprises
 - ❑ Evaluating the Role of SMEs in Economic Growth
- ▶ Importance and advantages of SMEs in the global market
 - ❑ What is it about small and medium-sized enterprises that make them so valuable in today's global economy?
 - ❑ Strong ideas are a distinguishing feature of small and medium-sized businesses.
- ▶ Disadvantages of SMEs
 - ❑ Funding May Be Available in the Event of a Machine Breakdown
- ▶ Barriers to small business
 - ❑ Low success rate, several constraints

CHALLENGES

- ▶ Challenges that global marketers face.
 - ❑ Global marketers have unique challenges.
 - ❑ Recognize and meet the demands and requirements of your consumers.
 - ❑ Process imaginative
 - ❑ Success in the Digital and Social Worlds
 - ❑ Managing consumer requests with the help of technology

- ▶ Issues and difficulties in global strategy.
 - ❑ Global strategy difficulties
 - ❑ Distance and communication difficulties
 - ❑ Competing in one's neighborhood
 - ❑ Getting used to one's surroundings.

SOCIAL MEDIA

▶ Social media

- ❑ Advertisement Methods
- ❑ Promote your business using social media
- ❑ Internet advertising
- ❑ To advertise their product, they use a variety of web services.

▶ Advantages of global market strategies

- ❑ Understand what the market demands
- ❑ Obtaining fresh perspectives from various sources

▶ Marketing ideas

- ❑ Advertising process

▶ Analysis of the global market

- ❑ Promotion methods

▶ Foreign market intelligence

- ❑ Market Intelligence
- ❑ Small and Medium-sized Enterprises

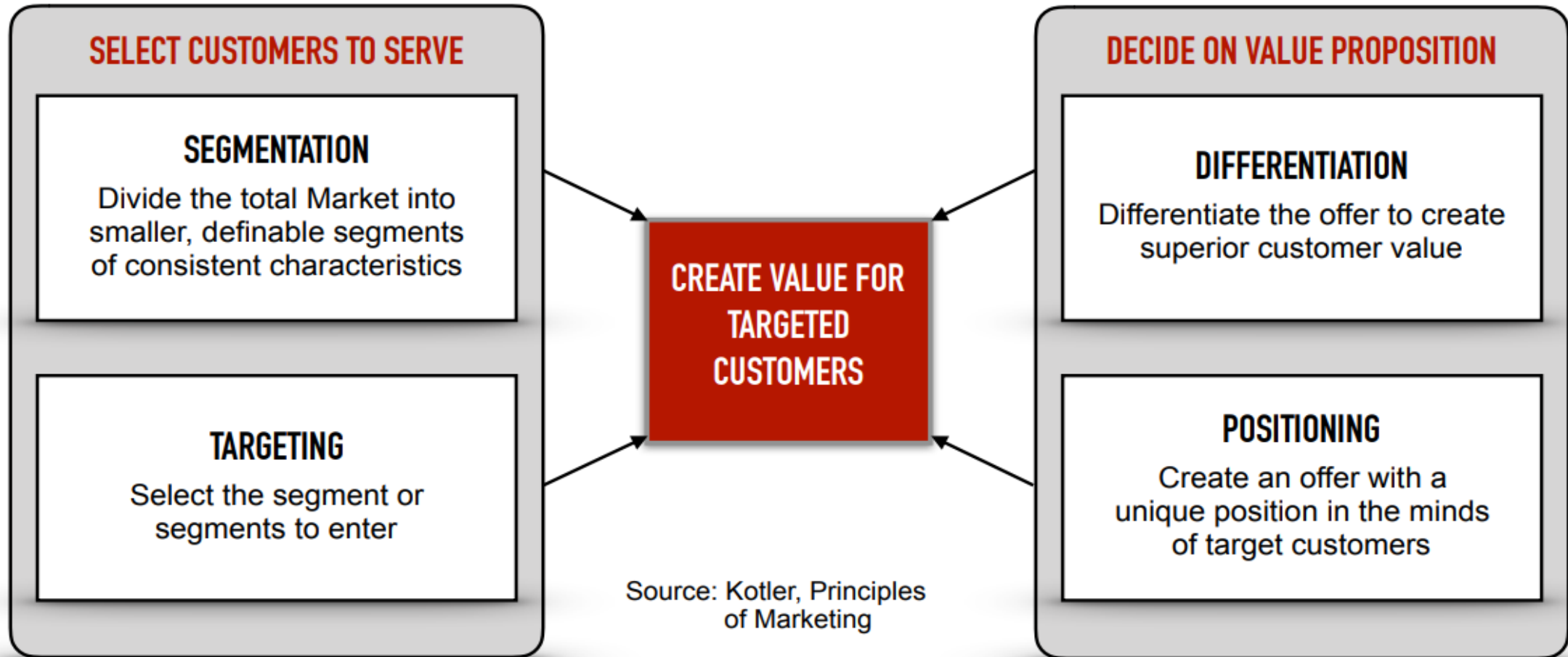
IDENTITY

- ▶ Brand identity is the grounding element for all strategic planning
- ▶ This section will look at branding and the strategies businesses use to establish their reputation, target audience, and overall standing in the industry. What distinguishes their product from the competition?
- ▶ These decisions lay the groundwork for everything that follows, including the development of their product or service offering, the analysis of the size of their target market, and the planning of their production, distribution, and supply chains.
- ▶ Once that is accomplished, the company can devote its full attention to branding efforts (Katsikeas et al., 2019).

BRAND STRATEGIES

- ▶ International Brand Positioning
- ▶ International Market Segmentation
- ▶ Differentiation
- ▶ Line Extension
- ▶ Brand Extension
- ▶ New Brands
- ▶ Multi-Brands

THE STRATEGIC PROCESS



BRAND STRATEGIES

POSITIONING

- Brand positioning refers to distinguishing one product or service from another in the same market segment and having a distinct brand image that consistently resonates with the target group you want to attract (Park et al., 2021).

POSITIONING STATEMENT

- After deciding on a position, the next step is to create a statement that will serve as the foundation for the brand's ongoing development and the associated marketing activities (Battisti et al., 2021). The three primary components that comprise the brand positioning statement are as follows:
 - ❑ The intended one is the person supposed to buy the item.

The Category

- Provides a framework or context for the target audience to situate the product or service being supplied. Examples include "Luxury Automobiles" and "Financial Services."

The Point of Difference

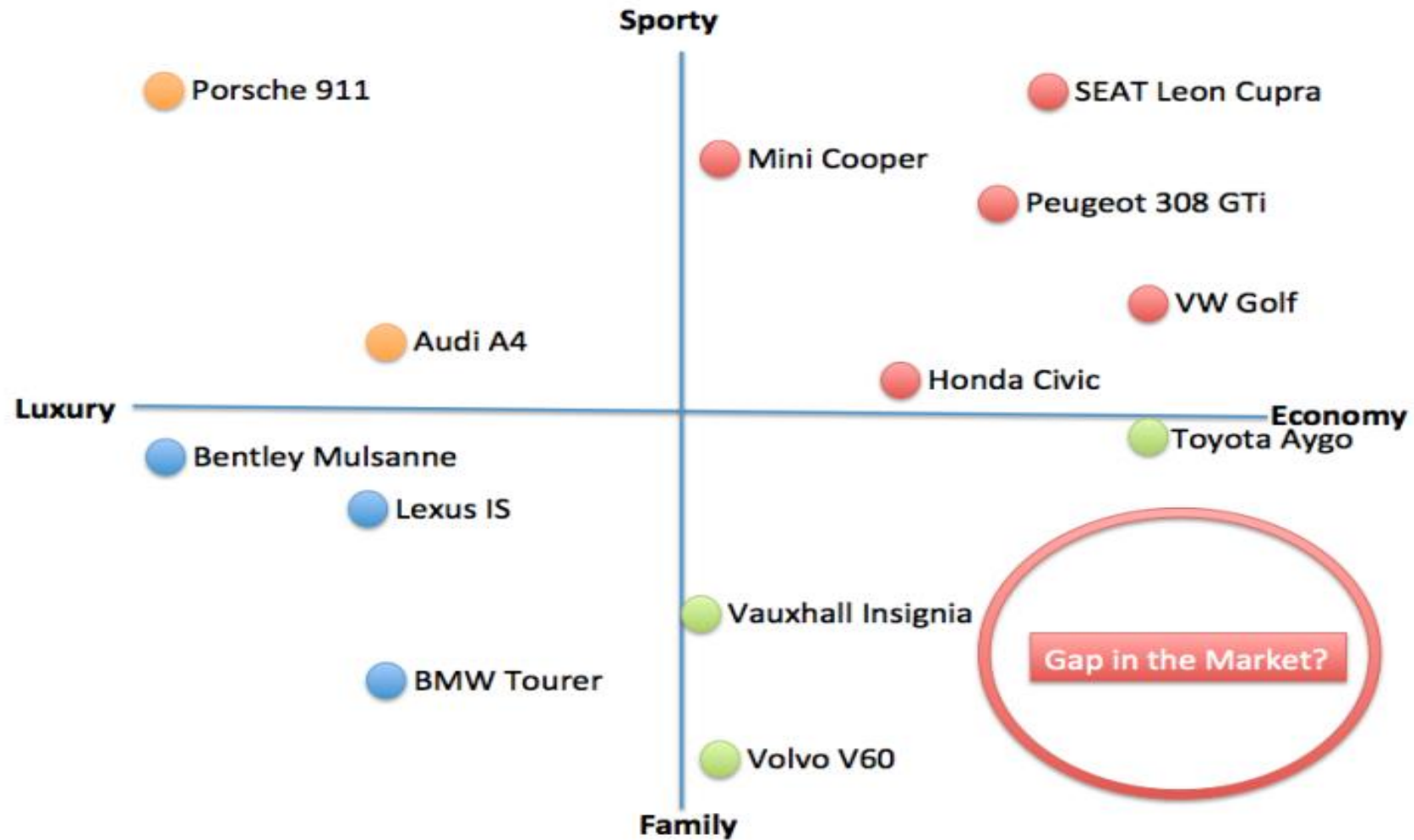
- Explain in further depth how a brand's product or service differs from its rivals in the market. If you deliver something of incredible value to your target audience, you have a significant differentiator in your arsenal (Donthu et al., 2021).

SAMPLE POSITIONING STATEMENT

- ▶ If you are looking for a sports vehicle with the most significant performance, you only need to go as far as a Ferrari.



BRAND POSITIONING



MARKET SEGMENTATION

- ▶ Market segmentation is breaking a vast and diverse market into multiple smaller segments that are simpler to manage and have equal requirements, desires, and demands. This exercise aims to design a marketing strategy that will have the highest degree of success in reaching a particular set of end-users.
- ▶ Because only a few firms can meet the needs of a whole market, the other companies have no option except to partition those needs into subsets and prioritize the consumers they can best assist (Katsikeas et al., 2019).
- ▶ The primary variables that drive market segmentation are the capacity to effectively identify the target market, measure the segment's adequate size, make the component accessible via marketing activities, and match the target market's demands with the organization's policies and resources (Olšanová et al., 2022).
- ▶ In addition to demographics, the four pillars that enable market segmentation approaches include variations in geography, behavior, demographics, and psychographics.
- ▶ Product Offer Segmentation:
 - ❑ By function, Life Stage and Style

BRAND STRATEGIES

- ▶ Companies may utilise a single flagship brand, a number of names for which their diverse customer has affinity, or develop a new brand to enter an entirely new industry or marketplace in order to grow, attract new consumers, and retain interest and loyalty among current clients.

BRAND EXTENSION

A well-known brand with high customer loyalty expands into adjacent areas. The "Virgin" brand, for example, has moved outside the music industry into other areas such as airline travel, mobile phone service, banking, and more.



MULTI-BRANDS

- ▶ Increasing the number of brands competing in a certain market or entering a previously unexplored area The Volkswagen Group and the food and beverage sectors are two well-known examples.



NEW BRANDS

- ▶ A new brand must be formed in order to compete with existing brands. This strategy may be used to revitalise a company's product or to prepare the way for development into a new market where the company's present brand may not carry as much weight with customers. That was the reasoning for Toyota's introduction of the luxury Lexus brand.



PRODUCT SEGMENTATION

- ▶ The primary goal is to achieve complete market dominance by delivering mobility goods throughout the whole vehicle class range.

Mainstream cars	Volkswagen, Seat, Skoda
Premium Mainstream Cars	Audi
Sports / Performance Cars	Porsche, Audi, Lamborghini, Bugatti
Luxury cars	Bentley
SUVs, Crossovers	Volkswagen, Seat, Skoda, Audi, Porsche
Motorcycles	Ducati
Light commercial Vehicles	Volkswagen
Heavy Commercial Vehicles	Scania, MAN

DIFFERENTIATION

- ▶ Today's business climate is more competitive than ever, making it more crucial than ever for businesses to distinguish themselves in the eyes of consumers. Identifying what differentiates your brand from the competitors (Katsikeas et al., 2019).
- ▶ There are many techniques for developing this Unique Selling Proposition:
 - ❑ Product differentiation via criteria such as features and performance.
 - ❑ The capacity to distinguish by providing added value to the customer
 - ❑ Qualitative and quantitative features of service delivery that distinguish it from rivals
 - ❑ Differentiation based on the distribution
 - ❑ Differentiation via branding

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- ▶ Using a single flagship brand, many brands with which their broad audience has affinity, or a completely new brand to enter a new industry or marketplace are all feasible alternatives for companies trying to develop, attract new customers, and retain those they currently have as clients (Park et al., 2021).

CONCLUSION

- ▶ Businesses employing between 100 and a thousand workers encourage young people to compete positively with one another. It is critical to the organization's growth and success.
- ▶ Small and medium-sized firms' business strategies often center on the company's strategy for entering and competing effectively in global markets. Various themes have been used in this research, including foreign market intelligence, innovation and technology, product adaptability, service-oriented joint ventures, and long-term vision.
- ▶ To achieve greatness in the worldwide market, It creates finished items. It performs finished services at an unusually high-efficiency level and significantly focuses on meeting the client's expectations (Olšanová et al., 2022).
- ▶ Small and medium-sized businesses can accelerate the worldwide organization's and market's growth. It provides clear and detailed guidance to small firms to compete effectively in the market.
- ▶ By offering people a range of diverse paths to success, it is feasible to reduce both economic disparities and unemployment.

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