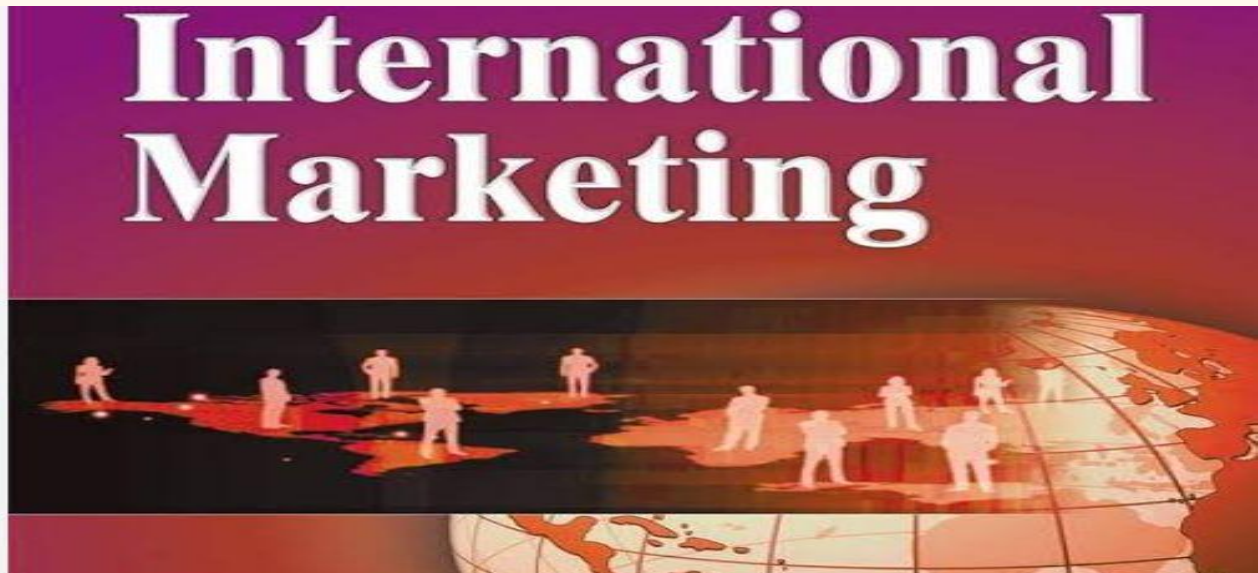


International Marketing



International Marketing

It is about using your marketing skills to reach customers across borders, expanding your business and brand awareness.

National Marketing

It is the process of promoting products or services within a single country. It aims to reach national audience and boost sales across the entire country.

Importance of International Marketing

- ✓ More customers, more sales
- ✓ Global reach, global impact
- ✓ stay ahead of the curve

Key concepts

- ✓ understanding different cultures
- ✓ navigating legal and economic factors
- ✓ choosing the right entry strategy

key factors influencing international marketing

- ✓ **cultural considerations** : language, values, traditions, symbols, humor, design preferences
- ✓ **legal and regulatory environment** : intellectual property rights, data privacy regulation, labeling requirements
- ✓ **economic factors** : market size, income levels, distribution channels, consumer behavior

Entering international market

different modes of entry for international markets:

exporting / licensing / joint ventures / foreign direct investment

- ✓ **Research** : understanding the target market, its culture, and economic landscape
- ✓ **plan your strategy**: choose your entry mode, define your target audience, and set realistic goals
- ✓ **Adapt your marketing**: adjust your design, messaging, and channels to resonate with the local audience
- ✓ **build partnerships**: collaborate with local companies or influencers to gain market access and trust
- ✓ **be patient and flexible**

Adapting design element

- ✓ **colors**: considering cultural meaning and preferences
- ✓ **fonts**: uses easy-to-read, culturally appropriate fonts
- ✓ **imagery**: choose images that are sensitive and relevant to the target audience
- ✓ **layout**: consider different reading directions and visual hierarchies across culture

by/Ananna.aya