



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 5, May 2023

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 8.423

9940 572 462

6381 907 438

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International Marketing Strategies: A Digital Era Perspective through A Management Lens

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ABSTRACT: Prior to the advent of the digital era, fundamental marketing techniques had been widely used for a long time, and people relied on the conventional practices of applying them. Today's development and widespread application of digital technologies have sparked international marketing strategies and approaches and ensured effective users have an online presence. These technologies have made marketing processes simple, costless, and efficacious by making digital tools broadly accessible and affordable to many people. It is now incredibly simple to communicate, market, buy and transact worldwide in only a few seconds owing to the internet and digital tools. Internet is extensively used for marketing purposes to reach potential global customers, and all marketing principles must be updated and implemented for better outcomes in the present scenario.

KEYWORDS: Digital era, Marketing techniques, Digital technologies, International marketing strategies, Digital tools

I. INTRODUCTION

International marketing strategies (Gnizy, 2019) are the tactics adopted to market products and services in numerous countries. This can include import or export, franchising, licensing, and online sales.

Each nation poses unique challenges for marketers because of differences in language, culture, laws, and other aspects. These intricacies can be on local levels, which necessitates even more focused strategies.

The decisions to expand business worldwide and run an international marketing campaign can result from reasons like new commercial laws, international partnerships or joint ventures, increasing brand awareness, and economic development in a nation. Optimally deploying international marketing strategies (Rana, Prashar, Barai, & Hamid, 2021) can enhance the standard of living of citizens of nations partaking in global expansion, create new job opportunities, and expand the tertiary sector.

Starting a global operation might be effortless or arduous. Consider a UK company growing into the United States versus Australia. There are variances in cultural and language norms, time and distance considerations, as well as economic systems and regulations.

II. INTERNATIONAL MARKETING STRATEGIES

The consumer journey (Ferraris, Giudice, Grandhi, & Cillo, 2020) is different in today's digital environment than it formerly was. The customer decision journey, a term devised by McKinsey & Co., is the new model. A buyer decides to purchase a new product after seeing his friend using it on social media and reading hundreds of user reviews.

A prospective customer might purchase the product after reading the reviews. Thereafter they post online reviews of the product, upload photos of themselves using it on social media, and use this platform to tell their friends about it. Hence, marketers can use the following strategies to publicize a brand and its offerings:

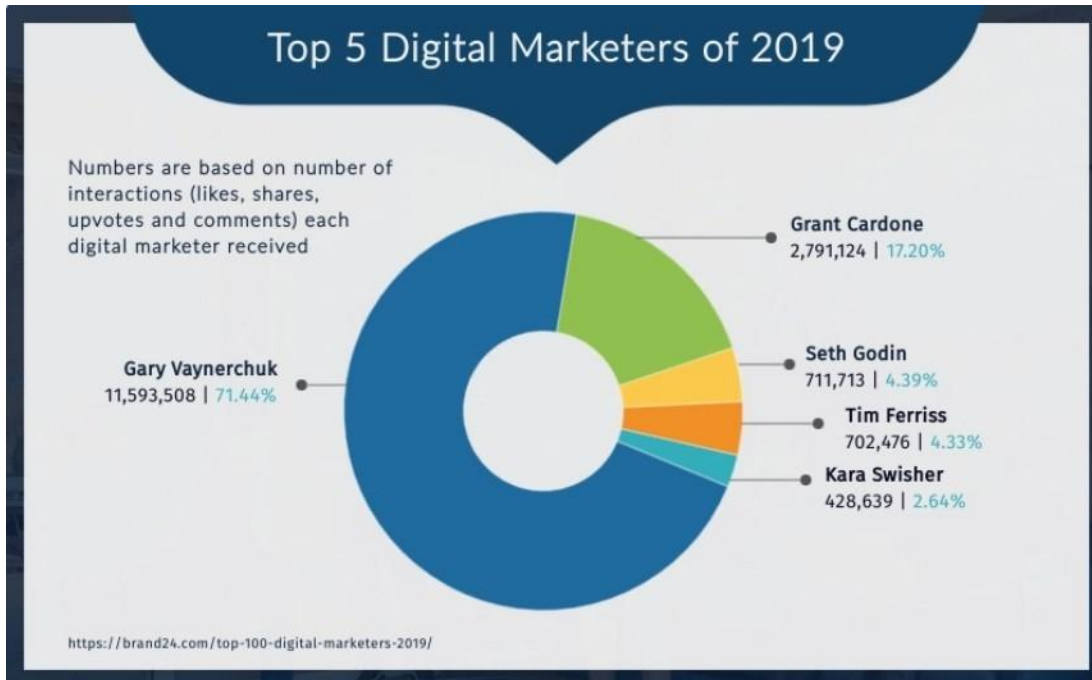


Fig. 1 Leading Digital Marketers of 2019

- **Understand the Language and Culture**

Marketers need to fathom the culture and language (Alon, Jaffe, Prange, & Vianelli, 2020) of the country in which they are marketing. Conceivably the brand entered the market because of a connection to that culture. If not, a local partner or representative can be advantageous and provide insights into what drives the market.

Europe is an excellent illustration of a continent with varied cultures and languages in a comparatively small geographic area. Languages, daily routines, lifestyles, and buying behavior can differ widely (Katsikeas, Leonidou, & Zeriti, 2020) between nations and even within the same country's regions. As not everyone finds comedy funny, so humorous marketing can be ineffective or even offensive. Hence, it is highly advantageous to be well-informed about the specifics of each market.

Entering nations close to the brand's headquarters or with comparable demographics is one technique to lessen the entrance barrier for worldwide expansion. Selecting nations for expansion can be made easier through marketing research.

- **Do Thorough Market Research**

Each marketing campaign (Kaleka & Morgan, 2019) with a global presence must conduct market research. When evaluating a foreign market, several variables need to be taken into account:

1. **Cultural Differences:** Understanding societal norms and religious views and how they complement or contradict what business represents is crucial to functioning globally.
2. **Economics:** While choosing foreign marketing efforts, economic timing is vital.
3. **Legalities and Regulations:** Every country has a different set of laws. This is particularly true for commodities like food preservatives, alcohol or other drugs, etc.
4. **Politics:** Considering the political stability and conservative or liberal political leanings of the target region helps determine whether expanding into another country is worthwhile.
5. **Costs:** The cost of operating in a country, as well as shipping, licenses, and translation services, can significantly increase costs. Several countries impose excessive taxes and fees on enterprises, which could be a concern.

6. **Demographics:** Populations in some nations tend to be significantly older or younger than those in others. For instance, 26% of individuals (Higuchi, Kondo, Watanabe, & Miki, 2022) in Japan are over 65 years of age. Purchasing power is another crucial factor: Can a brand ever expect to attract enough customers to sell its products or services?

- **Privatize Customer-Centricity**

A customer-centric approach involves (Vadana, Torkkeli, Kuivalainen, & Saarenketo, 2020) putting more emphasis on the major "headaches" of the client than on their demands. Spend a day in the prospective customers' lives to understand how their lives can be made better and easier.

Apple is a good example of a company that focused on solving consumers' problems rather than finding out what they wanted to create their hugely successful products.

So, it is essential to provide target clients more instead of making the product less attractive. Concentrating on client satisfaction fosters loyalty and retention in customers.

- **Meet Customers Wherever They Go**

Let's look at how much time customers spend online and where, as per the research carried out by Professor MisiekPiskorski, author of the book "A Social Strategy," a study of how businesses profit from social media (Ismaili, 2020). Over a third of Pinterest users, who make up 70% of the user base, have a household income of more than \$100,000 annually, according to Misiek. Almost half are more than 35 years of age, and they spend an average of 16 minutes per day on Pinterest as opposed to 12 minutes per day on Facebook. This is significant since, in the modern day, Pinterest accounts for 5% of all referral traffic to clothing businesses. Consequently, having a presence online on Pinterest is preferable for a clothing venture.

Knowing where clients are spending time online will help marketers meet them there. Sectors should be present on several social media sites and apps and not only on the most popular social media platform since this could be where their clients spend most of their time. Companies still need to have the best content, routinely email clients and new prospects, and rank first on search engines.

Companies must concentrate their attention where it is most beneficial because they cannot be everywhere. On Pinterest, the average purchase price (Paul, 2019) is \$175, whereas, on Twitter, it is only \$80. So, businesses should make wise decisions while selecting the best social media sites.

- **Let Word-of-Mouth Show Promising Results**

Customers can serve as brand ambassadors in international marketing, particularly when the business operates in industries where word-of-mouth is still king, like the mobile phone industry. As per a survey, 40% of respondents (Paul & Mas, 2020) indicated they choose their service provider based on recommendations from friends and family. Only 1% of people chose their provider based on a social media recommendation. Customers must be happy or satisfied so that they recommend the provider.

- **Master The Experience Stage**

In this fiercely competitive world, keeping clients satisfied is not simple. The greatest method to transform satisfied customers into brand ambassadors online is to make them feel fantastic about utilizing the brand's provided products. Customers' post-purchase experiences have been significantly improved by businesses like Nike using digital technology, which has increased customer loyalty and increased the likelihood that they will recommend the company to others.

Nike is a wonderful instance of how to embrace digital transformation fully. This specific brand has been embedding fitness tracking chips in its shoes for some time now, enabling users to measure their progress and share it with others

on social networks like Facebook and Nike's own social network. People can find running routes, socialize with other runners, analyze their progress, and show off.

Nike can measure how long customers wear its products and notify them when they need new ones due to the enormous data these tracking chips collect. The brand can also use the knowledge to develop shoes to stay viable.

As we know it, marketing is changing due to the new digital era. Nevertheless, it doesn't only entail creating a Facebook page and waiting for likes. Every aspect of a business, including its marketing, is impacted by digital transformation.

Marketing Technologies: Adoption, Value and Effort

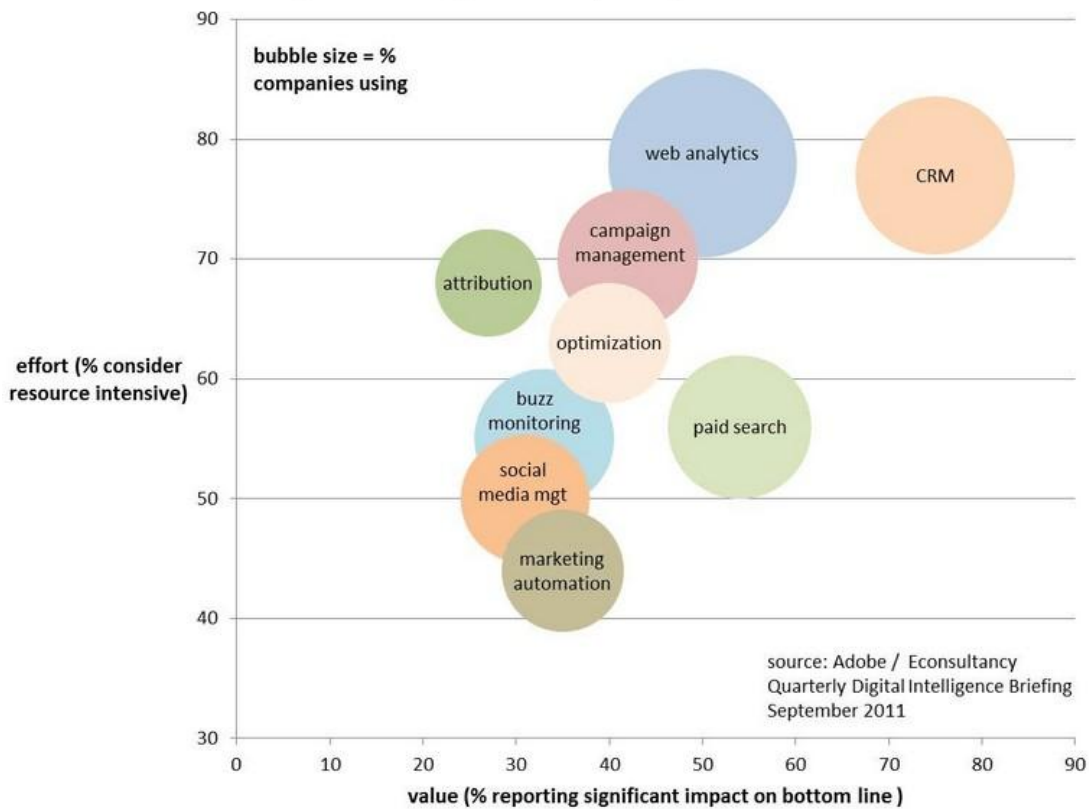


Fig. 2 Correlation of three variables, i.e., marketing technologies by adoption, value, and effort

III. OVERCOMING CHALLENGES TO INTERNATIONAL MARKETING STRATEGIES

Varied intricacies confront each marketer. And ever since 2020, it has become much more difficult for many marketers to pivot, modify campaigns, and deal with problems.

It can be challenging to decide which areas marketers should focus on to facilitate higher growth. Because marketing is one of the major areas in which organizations concentrate in this digitalized world, it's substantial to consider the main difficulties marketers believe they are now facing.

The following are the global marketing concerns affecting the sector:

- **Getting New Customers For The Business**

A marketing campaign's main goal is to attract new clients that will use products or services developed by a venture. Knowing how a brand targets audiences and whether customers are targeted in large numbers, as well as ensuring that the correct clients are being targeted, are essential for increasing the customer base. If the marketing campaign is ineffective, creating a new campaign that receives a better response can help substantially.

- **Train Marketing Team to Get The BestROI**

While changes are a constant in the marketing environment, training the marketing team is a continual activity. As a result, it's vital to concentrate on learning about the current marketplaces and the strategies that effectively reach target audiences. So, it is essential to understand an employee's capabilities before deciding whether to outsource marketing tasks that can produce fantastic outcomes.

- **Keeping Up With The Recent GlobalChanges**

People are being impacted by content disseminated globally as the world is more connected now than ever before. It isn't easy to keep up with their influences. If interaction varies between markets, markets should contemplate why some nations are more likely than others to recognize a brand.

Identifying potential audiences, selecting the appropriate target markets, and ensuring that compelling content is created according to current trends are the best ways to address this problem.

Over a text-based article, infographic, or ebook, 69% of respondents (Zhai, Yin, Li, Wang, & Yang, 2022) revealed they would prefer to watch a brief video. This means that if the majority of the information created for products is in ebook form, there is a possibility of losing out on the vast majority of customers who prefer video.

Moreover, the duration of videos produced by companies has grown (albeit more gradually than increasingly creating short videos). While short-form video can bring significant results, 30-60 minute videos grew 140% in 2021 (Listman, Tsay, Kim, Mackey, &Heeger, 2021) compared to 2019, so long-form video content is still a practical option for companies.

- **Create A Budget for MarketingCampaigns**

Marketing to an audience outside of the immediate neighborhood can be costly. Adopting new marketing strategies, such as live advertising or marketing on several social media platforms, is expensive.

By concentrating on the campaign, budgeting difficulties can be handled. Marketers should start small and moveslowly to determine which campaigns generate the greatestinteraction.

Then, expand on those possibilities to improve return on investment (Li, Liu, &Bustinza, 2019) and lessen budgetary problems brought by swiftly reaching a large number ofpeople.

Besides that, Google Analytics or any other analytic software can assist in determining which ads have been the most successful for the company.

- **Database Management: Keeping DataAccessible**

The database expands (Tien, Phu, & Chi, 2019) over time as more data is continuously gathered. Organize data to access it when needed and determine whether the business is earning a good return on investments(ROI).

The data will remain sorted if a unified marketing and analytics platform is used. Storing this data on the cloud will help access it from anywhere with an internet connection, simplifying tasks within and outside theoffice.

This problem can be resolved with automation software and artificial intelligence that can automatically organize data and produce reports.

How do marketers track attribution?

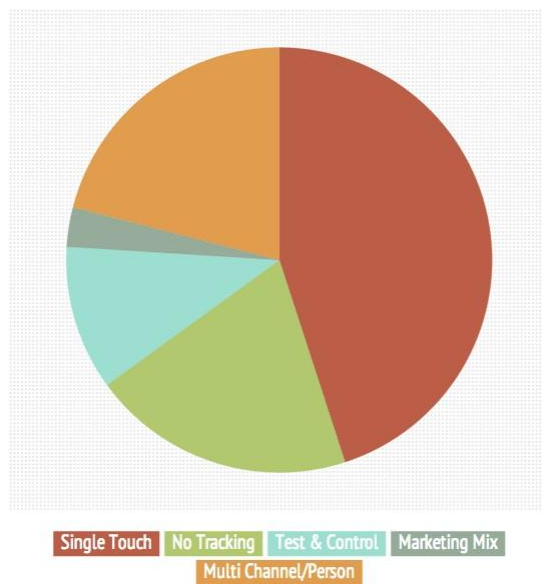


Fig. 3 Various forms in which marketers track attribution

IV. CONCLUSION

Before the digital age, people were dependent heavily on traditional marketing strategies. However, digital technologies have enabled businesses to establish a global presence through international marketing strategies. To market internationally, marketers must first comprehend the language and culture of the country in which the brand intends to grow, and via market research, a brand can easily decide which country to expand in. Furthermore, focusing on customers' immediate needs is essential for a brand to thrive worldwide, and word of mouth and long-form video content is effective to date. To remain prosperous in this competitive world, a brand must wisely invest its resources, including financial and human resources.

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