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# Harnessing Digital Technologies for International Marketing Strategies: A Management Review

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**ABSTRACT:** The rise of digital technologies has transformed the field of marketing, making traditional methods outdated. With the introduction of digital tools, international marketing strategies have become more effective, allowing for better user engagement through online channels. These technologies have streamlined marketing processes, making them more cost-efficient and productive, while also democratizing access to these digital tools. The internet has become the go-to platform for marketing, providing a global audience and enabling smooth communication, transactions, and purchases. Therefore, modern marketing principles must be updated and implemented to achieve optimal results in today's context.

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

## I. INTRODUCTION

International marketing is a complex process that involves developing and implementing strategies to market products and services in multiple countries (Gnizy, 2019). It encompasses a range of tactics, including import/export, franchising, licensing, and online sales. Effective international marketing requires a deep understanding of the culture, language, laws, and other unique aspects of each market. This necessitates the development of focused strategies that are tailored to local levels to ensure success.

The decision to expand a business globally and run an international marketing campaign can stem from various factors, such as new commercial laws, international partnerships or joint ventures, increasing brand awareness, and economic development in a nation (Rana, Prashar, Barai, & Hamid, 2021). Deploying successful international marketing strategies can have positive impacts on the standard of living of citizens in participating nations, creating new job opportunities and expanding the tertiary sector. However, starting a global operation can be challenging due to differences in cultural and language norms, time and distance considerations, and economic systems and regulations.

## II. INTERNATIONAL MARKETING STRATEGIES

The contemporary digital landscape has revolutionized the marketing domain, rendering traditional methods obsolete. In this context, the customer journey has undergone a significant transformation (Ferraris, Giudice, Grandhi, & Cillo, 2020). The conventional linear model has been replaced by a circular process, known as the customer decision journey, a term coined by McKinsey & Co.

The revised model involves a buyer becoming aware of a product through social media platforms and user reviews, which subsequently influences their purchase decision. Furthermore, consumers tend to post reviews of the purchased product, share photos of themselves using it on social media, and recommend it to their peers. As such, marketers must adopt novel strategies to promote a brand and its offerings.

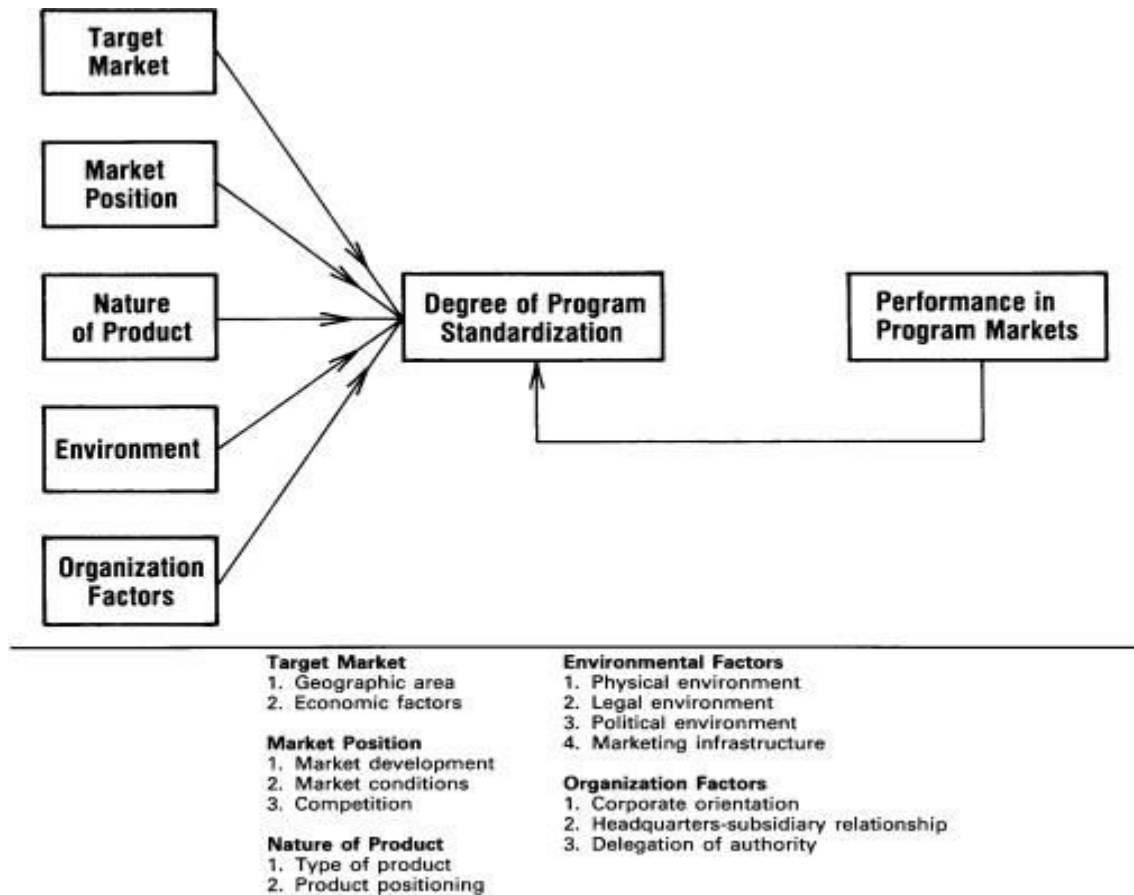


Fig. 1: Determining Marketing Program Standardization (Subhash Jain)

• **The Importance of Understanding the Language and Culture**

In the realm of marketing, the importance of comprehending the culture and language of the target market cannot be overstated. Alon, Jaffe, Prange, and Vianelli (2020) assert that gaining insight into the cultural nuances of a foreign market can be instrumental in shaping a successful marketing strategy. In cases where a brand already has a connection to the culture of the target market, the need for such understanding is self-evident. However, in other instances, partnering with a local representative can provide valuable insights into the market's drivers.

As Katsikeas, Leonidou, and Zeriti (2020) note, Europe serves as a prime example of a continent with a wide array of cultures and languages within a relatively small geographical area. The intricacies of daily routines, lifestyles, languages, and buying behavior can vary significantly between nations or even within the same country's regions. Therefore, marketers must be cognizant of the specificities of each market they target to avoid ineffective or even offensive marketing practices. The use of humor, for example, can be a cultural minefield, as what is amusing in one country might not necessarily be so in another.

One technique for reducing the barriers to global expansion is by entering markets that are either close to the brand's headquarters or have comparable demographics. However, to select the nations that offer the most potential for expansion, marketers must conduct marketing research to gain a better understanding of the market's particularities.

- **Analyzing Market and Researching Thoroughly**

According to Kaleka and Morgan (2019), conducting market research is critical for every global marketing campaign. When considering foreign markets, marketers must take several variables into account. Cultural differences, for instance, play a pivotal role in determining the success of a brand in a foreign market. Marketers must understand the

societal norms, religious views, and language of the market to function globally.

In addition, economic timing, legal and regulatory factors, political stability, costs, demographics, and purchasing power should also be considered (Higuchi et al., 2022). Understanding the culture and language of the market is equally important. Europe, for instance, has a diverse range of cultures and languages, making it essential to have market-specific knowledge. Marketers should consider entering markets close to their headquarters or with similar demographics and conduct marketing research to select the most promising markets for expansion.

- **Prioritizing Customer Satisfaction and Needs**

According to Vadana et al. (2020), adopting a customer-centric approach means prioritizing the significant challenges faced by clients over their demands. To truly understand and meet the needs of potential customers, it is crucial to spend a day in their shoes and gain insight into how their lives can be improved with your product or service.

A prime example of a company that has excelled in this regard is Apple, which has focused on solving consumer problems to create highly successful products. By emphasizing customer satisfaction, businesses can foster loyalty and retention among their target audience, ultimately providing them with greater value.

- **Reaching Customers Everywhere!**

According to research by Professor Misiek Piskorski, author of "A Social Strategy," Pinterest users spend an average of 16 minutes per day on the platform, compared to 12 minutes per day on Facebook. Additionally, over a third of Pinterest users have a household income of more than \$100,000 annually, and almost half are over 35 years old. Given that Pinterest accounts for 5% of all referral traffic to clothing businesses, it is essential for clothing ventures to establish a presence on the platform.

To effectively reach clients, marketers should understand where their clients spend time online. Companies should have a presence on multiple social media sites and apps, not just the most popular platform. However, companies must focus their attention where it is most beneficial, as they cannot be present everywhere. For instance, the average purchase price on Pinterest is \$175, while on Twitter, it's only \$80. Hence, businesses should make wise decisions while selecting the best social media sites. In addition to a strong social media presence, companies should also have quality content and prioritize email marketing and search engine optimization.

- **Customers as Brand Ambassadors**

To succeed in international marketing, businesses should leverage the power of their customers as brand ambassadors, especially in industries where word-of-mouth still holds sway, like the mobile phone industry. According to a recent survey conducted by Paul & Mas (2020), 40% of respondents chose their service provider based on recommendations from friends and family, while only 1% relied on social media recommendations. This underscores the importance of ensuring customer satisfaction in order to generate positive word-of-mouth and referrals. Businesses should prioritize meeting the needs of their customers to ensure they remain happy and satisfied enough to recommend their services to others.

- **How to Navigate through the Experience Stage**

In today's cut-throat competition, satisfying customers is no easy feat. To convert contented clients into online brand ambassadors, it is imperative to provide an exceptional post-purchase experience that elevates their delight with the brand's products.

Nike is a prime example of how to embrace digital transformation to the fullest. With fitness tracking chips embedded in its shoes, Nike enables users to track and share their progress on social media platforms like Facebook and Nike's own network. Users can find running routes, connect with other runners, track their progress, and showcase their achievements.

Through collecting enormous data from these tracking chips, Nike can measure how long customers wear its products and notify them when the time comes for a new pair. This data is also useful for the brand to develop new products that cater to customers' needs and stay ahead of the competition.

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.

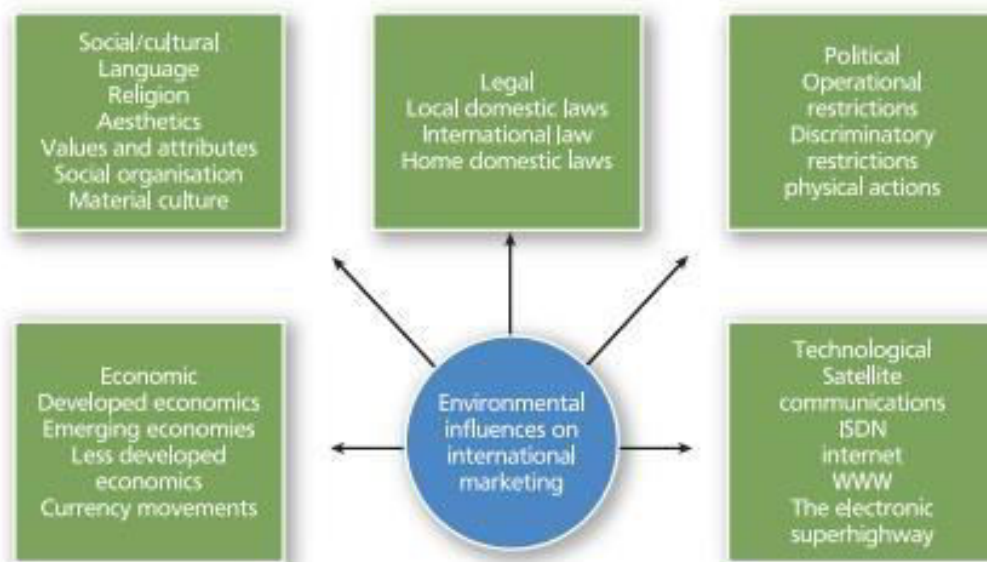


Fig. 2 Environmental Influences of International Marketing

### III. INTERNATIONAL MARKETING STRATEGIES TO OVERCOMING CHALLENGES

In 2020, marketers faced even more challenges than before, making it difficult for them to modify campaigns and address problems. To facilitate growth, marketers need to focus on the most pressing concerns in the industry. Here are some of the top global marketing challenges:

- **Attracting New Customers**

The main goal of any marketing campaign is to attract new customers. To increase the customer base, it's essential to know how to target audiences effectively and ensure that the right clients are being targeted. If a particular campaign isn't working, creating a new one can help attract more customers.

- **Train Marketing Teams**

Marketing teams need to be trained continuously to keep up with the ever-changing marketing environment. It's essential to understand an employee's capabilities before deciding whether to outsource marketing tasks that can produce fantastic outcomes.



- **Keeping Up With Global Advancements**

With the world being more connected than ever before, it's challenging to keep up with the global changes that impact people. 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 Marketing Campaigns**

Marketing to an audience outside of the immediate neighborhood can be costly. By concentrating on the campaign and starting small, marketers can determine which campaigns generate the greatest interaction and improve return on investment. Google Analytics or any other analytic software can assist in determining which ads have been the most successful for the company.

- **Video Marketing**

Video marketing has become increasingly popular, with 69% of respondents preferring to watch a brief video. Companies should focus on creating short-form and long-form video content to cater to different audiences. By doing so, they can attract a significant number of customers who prefer video over text-based content.

- **Database Management: Keeping Data Accessible**

The importance of data organization and access cannot be overstated. As data is continuously gathered, it is crucial to keep it sorted and accessible for evaluating the return on investment (ROI). Tien, Phu, and Chi (2019) suggest expanding the database over time to ensure that the data remains relevant. Using a unified marketing and analytics platform can help keep the data sorted, and storing it on the cloud can make it accessible from anywhere with an internet connection.

To overcome the challenge of sorting and organizing data, automation software and artificial intelligence can be used to generate reports automatically.

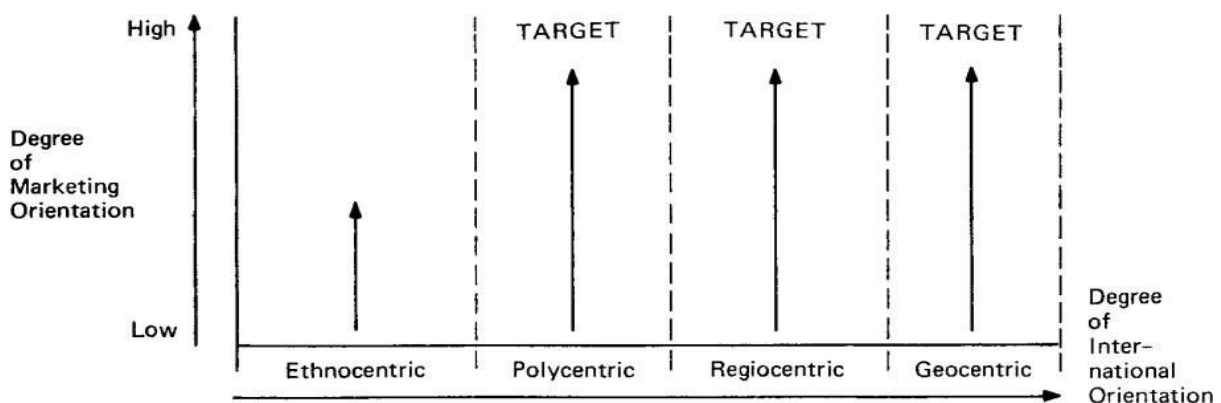


Fig. 3 Guidelines for the Development of International Marketing Strategies (Journal of Marketing)

#### IV. CONCLUSION

In the past, traditional marketing strategies were heavily relied upon as digital technologies were not yet available. But with the advent of digital technologies, businesses can now establish a global presence through international marketing strategies. For marketers to successfully market internationally, they must have a deep understanding of the language and culture of the target country. Market research plays a crucial role in determining the right country for expansion. Meeting customers' immediate needs is important for a brand to succeed globally, and word of mouth and long-form video content remain effective tools in attracting and retaining customers. Brands must invest their resources wisely, including financial and human resources, to remain competitive in a fiercely competitive world.

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