

# International Marketing

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**Abstract:** International marketing is simply the application of marketing principles to more than one country. However, there is a crossover between what is commonly expressed as international marketing and global marketing, which is a similar term

**Keywords - Marketing**

## I. INTRODUCTION

Global marketing occurs when marketing managers use a global plan to effectively market their goods and services on an international basis. There are many reasons why global marketing is very important to U.S. companies. Most companies realize that their target market is limited if they just concentrate on a U.S. market. When a company thinks globally, it looks for overseas opportunities to increase its market share and customer base. Lots of companies have caught on to this; in the past 20 years, global trade has gone from a few hundred billion dollars a year to 18 trillion dollars.

A marketing restricted to the political boundaries of a country is called 'Domestic Marketing'. A company marketing only within its national boundaries only has to consider domestic competition. Even if that competition includes companies from foreign markets, it still only has to focus on the competition that exists in its home market. Products and services are developed for customers in the home market without thought of how the product or service could be used in other markets. All marketing decisions are made at headquarters.

International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders. International marketing is based on an extension of a company's local marketing strategy, with special attention paid to marketing identification, targeting, and decisions internationally.

## II ADVANTAGES

- The advantages of global market include:
- Economies of scale in production and distribution
- Lower marketing costs
- Power and scope
- Consistency in brand image
- Ability to leverage good ideas quickly and efficiently
- Uniformity of marketing practices
- Helps to establish relationships outside of the "political arena"
- Helps to encourage ancillary industries to be set up to cater for the needs of the global player

- Benefits of eMarketing over traditional marketing

## III. STRATEGY FOR INTERNATIONAL MARKETING

- **Google AdWords:** AdWords marketing is an effective way to drive qualified traffic to international market. However, reaching success with AdWords can be difficult. The process of growing an effective AdWords marketing campaign, while staying organized and prioritizing other PPC tasks, can become very overwhelming. Sitting down and addressing all of the components of an AdWords marketing campaign for the first time can be daunting, and recognizing that each task requires constant revision and analysis can push search marketers to make poor choices about their data.
- **Facebook Marketing:** Facebook marketing is an effective toolbar to reach international audience. A domestic brand can reach to international audience. There is option of specific location, age group which is very useful to target specific peoples.

**Facebook Page Engagement**— Ads that boost your posts and increase likes, comments, shares, video plays, and photo views

**Facebook Page Likes**— Ads to build your audience on Facebook.

**Clicks to Website**— Ads to encourage people to visit your website

**Website Conversions**— Ads to promote specific actions for people to take on your website; you'll need a conversion-tracking pixel to measure your results

**App Installs**— Ads to encourage people to install your app.

**App Engagement**— Ads that get more activity on your app.

**Event Responses**— Ads to promote your event.

**Offer Claims**— Ads to promote offers you created; you'll need to use an offer you've created on Facebook or create a new one.

#### IV. IMPORTANCE OF GLOBAL MARKETING: OPPORTUNITY

Global marketplace is very competitive, and the shrinking of the world through technology has made it easier for companies to reach global markets.

Many Ecommerce websites like Alibaba.com is good example of Ecommerce. China Based Company reach to all over world through Internet.

#### V. CONCLUSION

It can be difficult for a small or medium-sized corporation to initially build an international marketing plan, because they generally don't have the expertise or budget to launch the campaign. By partnering with another group or hiring marketing experts with knowledge of foreign markets, smaller companies can build their cultural research and implement more successful campaigns.

Whether a company chooses to partner with another foreign agency or hire an inside international marketing representative, the most important facet of building a successful international marketing campaign is the research they conduct. Research will inform the company's marketing mission as they proceed, allowing them to maximize potential in new markets.

Once research is completed and a market is chosen, experts should examine and modify a brand's marketing strategy so that it fits their target demographics. Hiring

representatives from the country will help ensure that all cultural differences are handled appropriately and with sensitivity.

Depending on your brand, any foreign citizen is a potential customer. But how does a marketing team figure out how to tap into an international market? Customers who live in foreign markets have different buying habits, preferences, and priorities than the customers they're familiar with. By tracking these foreign customers through market research and cultural surveys, marketers can discover the best methods of reaching them.

For an emerging international brand, establishing partnerships and networking with other companies in the country are essential for success. Partners within a target market help new companies establish themselves in markets where they would otherwise have gone unnoticed.

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