

# Global marketing strategies assignment

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Before making the decision to go abroad, successful companies benefit from proper planning to help visualize any external and uncontrollable factors that may arise. (Cater, Graham, Golly, 2013) Global marketing is the process of adjusting a company's marketing strategies to adapt to conditions in other countries. When a company speaks of 'going global', it really means they are moving internationally, outside the home country. One may ask if a global marketing strategy is really necessary at all in a business.

If you were to develop an ad campaign in the United States, do you think the same campaign would be just as effective in China? That is why it is important to create a global marketing strategy for a company no matter what the size. (Delaney, 2015) This paper explores the steps a company can take to help them with the international planning process, it looks at promotional strategies, and how innovation plays a part in market adaptation. International Planning Process Before a company decides to go international, it is important to incorporate all functional aspects of a business and align with a well-defined objective.

You must know your weaknesses and strengths in that market and how you plan to overcome them. Major decisions need to be made in marketing on whether to go abroad, which market to enter, how to enter, what kind of marketing program, and organization (Kettle, Keller, 2012) What may be a successful marketing tactic in one country may not work in a different and when a company becomes a global marketer, it must view the world as one market and create a product that will fit into any marketplace. (Cater, Graham, Silly, 2013) Planning allows for a systematized way of relating to the future and can help evaluate the company's goals and help them

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determine If It as the level of commitment and resources necessary to be successful, One useful guide is the International Planning Process; it includes four steps that provide valuable information for market research and evaluation of program performance. The four steps are Preliminary Analysis and Screening, Defining Market Segments and Mix, Developing the Marketing Plan, and Implementation/Control. Cater, Graham, Silly, 2013)

With the Information obtained in the planning process and a work best. They have four choices to select from: exporting, contractual agreements, strategic alliances, or direct foreign investment. Cater, Graham, Silly, 2013)

Promotional Strategies Effective promotion strategies are essential to make sure a product is accessible in the global marketplace. Special considerations are necessary when marketing to global customers such as international issues of technology, transportation and regulation. Trade Ready, 201 5)