

Vashishth Technologies

# DIGITAL EXPANSION MARKETING STRATEGY

“It’s important to remember your competitor is only one mouse click away.”



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Market expansion is a growth strategy that aims to make a product or service available in new markets when existing ones get saturated.

## A digital expansion marketing strategy needs to consider

- 1 the potential of new markets
- 2 the company's ability to enter those markets
- 3 what it would take to be successful



# RESEARCH

Market expansion starts with research. Here are some of the reasons market research is incredibly important -

## Competitors

To gauge the number and power of their potential competitors, and make a more informed decision about how/when/where to expand.

## Customer Base

To get to the heart of what people want because Customers are the driving force for good decisions.

## Investors/Shareholders

Market research provides investors with hard evidence that expansion will be both successful and rewarding overall.

Clearly, expanding overseas without conducting market research massively contributes to the risk levels associated with expansion.

Research includes -

**Analysis of potential new sectors.**

**Analysis of geographic or economic regions that might embrace the product or service.**

This evaluation of beneficial factors and possible cross-sector application of the product or service will lead to a clear picture of the biggest growth potential.

# EVALUATION

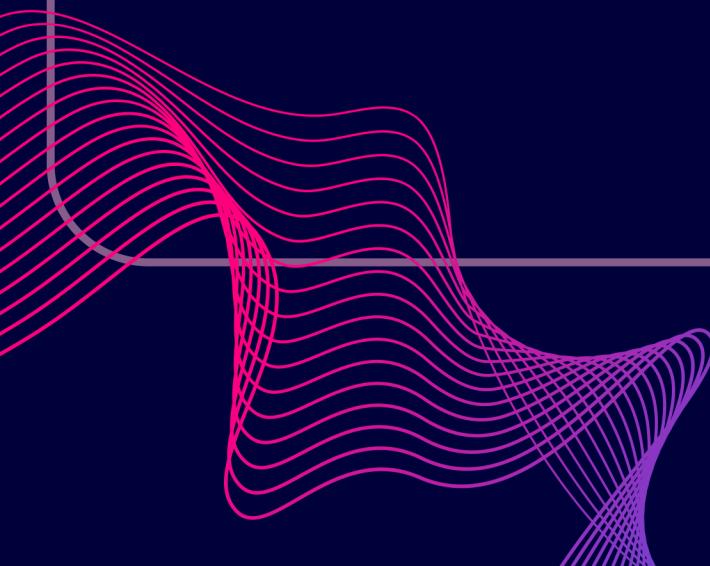
The analysis would also include a **SWOT** (strength, weakness, opportunity, and threats) analysis with competitors in the new markets of interest.

- helps to identify risk-benefit ratios for investment and logistical planning.
- analysis of existing markets can serve as a benchmark.

# FORECASTING

With the results from analyzing the existing and potential new markets, cost-benefit, risk-benefit, and growth forecasting should take place as well.

These final calculations, as well as the simulation of possible outcomes, offer an overview of how big an investment the preferred market expansion would require and how to optimize ROI.





## DATA IS KING

Make smart decisions with your data.

Three of the fastest growing companies in the past decade, Facebook, Netflix and Google raced ahead by collecting, analysing and using large quantities of data.

## GROW & INVEST IN LEADERSHIP TEAM

Goals for expansion need to be matched by the strength and scale of your leadership team.

## SCALABLE INFRASTRUCTURE & PRODUCTS

- As the company grows, so will the number of employees, customer base, the amount of data you use and the products and services you sell.
- If infrastructure can't handle the growth, then your company won't grow until you change your infrastructure.

## LEARN FROM YOUR COMPETITION

If you have competitors who are already reaching another market, taking a close look at their work could help you define your own market positioning in a manner that stands out from them.

few things to consider:

- Who are your competitors in that target market?
- Are your competitors local or foreign companies?
- what are competitors weaknesses?
- Is your investment likely to generate a return, even with these competitors in the same industry?



## ADAPT THE PRODUCT FOR INTERNATIONAL MARKETS

- taking into account differences between markets is key.
- USA and UK are constantly evolving and highly competitive global marketplace
- It ensures that the product meets local cultural and regulatory requirements.
- The top four factors driving product adaptation are culture, market development, competition and laws.

## CHOOSE BENEFICIAL INTERNATIONAL PARTNERS

- The better your network is in the country(s) you develop your international marketing strategy in, the better your results will be.
- This is particularly important if you don't know the market well or are still in the market research and market testing phase.

THANK  
YOU!

