



Digital Expansion Marketing Strategy

For a Software Development Firm

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Report Overview

- ▶ The report consists of analysis on marketing expansion strategies based on the **Ansoff Matrix Framework**
- ▶ Choosing a marketing strategy on the Ansoff framework and why chosen marketing strategy fits with the provided use case
- ▶ Significance of integrating **digital marketing** with the firm's chosen marketing expansion strategy



Significance of Ansoff Matrix in Market Expansion

▶ Ansoff Matrix

- ▶ A two by two strategic planning framework to evaluate business growth
- ▶ Widely known as Product/Marketing Expansion Grid

▶ Significance

- ▶ Provides insight about company's position on the expansion grid, by extension eases the strategy decision making process
- ▶ Helps analyze the level of risk for each expansion strategy through visualization provided by the framework



Market Development Strategy

- ▶ Based on the use case provided, that is, development of a marketing strategy for an upcoming software development firm (existing product/service, new market), the **market development strategy** is the most fitting strategy for the scenario, with its core objectives being:
 - ▶ Serving a new customer base or target demographic
 - ▶ Increase revenue margins and brand awareness
 - ▶ Scope of entering into a foreign market (international expansion: US, UK as provided in the problem statement)



Market Development Strategy

▶ Core Market Development Methods and Strategies

▶ Segmentation Analysis

- ▶ Determining the segment of new markets worth pursuing
- ▶ The potential market can be segmented along demographic, geographic, psychographic factors.
- ▶ For instance, The U.S. tech market accounts for 35% of the total world market therefore an expansion in U.S. is beneficial for expansion of a software consultancy, services firm.

▶ Creating promotional strategies

- ▶ Creating a promotional strategies to penetrate the new market with aggressive advertising, penetration pricing.
- ▶ Optimization of digital marketing for brand promotion in new market.
- ▶ For instance, use of targeted ads on popular tech-blogs and websites would help promote the brand on a larger scale.



Market Development Strategy

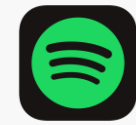
► Advantages

- The strategy falls on the **low-medium risk** spectrum on Ansoff Matrix
- **No significant investment required** on product development as existing products/services itself are being involved and introduced to a new new demographic



Digital Marketing and Market Development Strategy

- ▶ Digital marketing has a significant role to assist the market development marketing strategy of a firm's expansion, largely due to significant rise of ecommerce and social media – customer interactions around the world.
- ▶ It becomes significant to market expansion when it's objectives start to align in terms of expanding customer segments and converting potential users to customers.
- ▶ A few digital marketing methods have been described in the following slide:



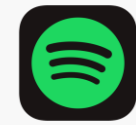
Digital Marketing Methods to assist Market Development Strategy

▶ Search-Engine Optimization

- ▶ Greater digital visibility
- ▶ Higher ranking in search results from competition
- ▶ Proper optimization of SEOs can help a brand's result promoted in newer markets, by extension increase the scope of expansion.

▶ Social Media and E-mail Marketing

- ▶ Email marketing can be used to reach large audiences or smaller targeted lists
- ▶ Sending a particular content to multiple customers at the same time
- ▶ Creating an wide network of collaborators and customers through forums, platforms and emails to help gain a wider recognition.



CITATIONS

- ▶ *Ansoff matrix (2022) Corporate Finance Institute*. Available at: <https://corporatefinanceinstitute.com/resources/management/ansoff-matrix/> (Accessed: February 2, 2023).
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