

Leveraging Popular Channels and Repeated Exposure to Increase International Sales

The Consulting team of Bain and Co. would suggest a comprehensive strategy to target potential customers in South Africa through popular online channels and communities. It begins by identifying the specific portals, news websites, or online platforms where firms operating in the wristbands business domain actively engage with their audiences in South Africa. These platforms serve as the primary marketing channels, as they are frequently visited by individuals interested in staying updated on industry-related news and information.

Once these targeted channels are identified, the next step is to establish advertising partnerships with the platforms, offering to run promotional campaigns and advertisements tailored to Wristband Co.'s IoT-based wristbands products. This targeted advertising approach aims to reach the desired audience segment in South Africa effectively and efficiently.

To enhance the customer experience and create a local presence in South Africa, Wristband Co. proposes setting up a toll-free number in the country, which will forward calls to their Beijing-based facility. The marketing team suggests that the Beijing facility has ample capacity to fulfill the expected demand from South Africa. This strategy not only provides a convenient point of contact for South African customers but also helps to create an impression of a well-established organization with a local presence. Additionally, Wristband Co. plans to use catchy phrases like "We have a numerous number of clients" to reinforce this perception and build trust among potential customers in South Africa.

After acquiring customers from the most visited and popular sites in South Africa, Wristband Co.'s strategy involves tracking their online behavior and leveraging remarketing and retargeting tactics through Google banner ads. By displaying advertisements on other sites visited by their existing South African customers, the company aims to reinforce brand presence and increase the likelihood of customers purchasing their IoT-based wristbands products.

Overall, Wristband Co.'s international business strategy for the South African market combines targeted advertising on popular industry platforms, enhancing customer experience through local presence and messaging, and employing remarketing and retargeting tactics to maximize brand awareness and drive conversions for their IoT-based wristbands products.