



Digital Expansion Marketing Strategy

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To expand operations and services to US and UK

Requirements: Capex Light



Ansoff Matrix Analysis

- This scenario falls under **Market Development** as the Software Development Firm is expanding geographically to discover new potential buyers.
- Entering new markets can help the firm in:
 - Increasing Revenue margins
 - Acquiring new customers
 - Increasing awareness



Identifying the Target Market

- Identifying the target market can help us focus our marketing efforts.
- For a Software Development Firm(assumed to be B2B), the target market would be **tech related businesses** in US and UK.
- The buyer in this scenario would a decision-maker (c-level exec).



Digital Strategies



Using Social Media

- LinkedIn is the best platform for B2B marketing, as it helps with precise targeting
- It has location filters to find companies based in US and UK
- LinkedIn also has the right context compared to other social media platforms
- It can be used to reach out to companies and be in contact with the buyer



Creating Educational Content

- Creating problem solving content can help in attracting companies
- As companies will be able to discover new methods for solving problems using software
- Offering free resources can create value for business
- This content can be distributed through social media like YouTube



E-mail marketing


- Cold emailing can help reach out to a lot companies and utilize high leverage
- E-mail marketing can also be used for lead nurturing
- Surveys and feedback can be collected with email to understand the customer better



Contributing To Communities

- Contributions can be in the form of answering doubts and making educational blogs
- This can help the firm get more exposure and credibility
- It also acts as an demonstration of skills
- This is particular effective for Software Development as there are often people seeking advice



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- <https://github.com/fahad-1337/fahad-assignment-strategy.git>