



MUKESH PATEL SCHOOL OF
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Report on

Digital Expansion Market Strategy

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Digital Market Expansion For A Software Development Firm In USA

And UK

For any institute, when expanding their market, a few basic steps need to be followed. These include various tasks like market research, understanding target market, segmenting the market, identifying competition, etc. Expansion of markets digitally also includes a number of tasks for an optimal strategy.

Market Research

Market research is the process of determining the viability of a new service or product through research conducted directly with potential customers. Market research allows a company to discover the target market and get opinions and other feedback from consumers about their interest in the product or service. This type of research can be conducted in-house, by the company itself, or by a third-party company that specializes in market research. It can be done through surveys, product testing, and focus groups. Test subjects are usually compensated with product samples or paid a small stipend for their time. Market research is a critical component in the research and development (R&D) of a new product or service.

For a software development company, it can start market research by using existing products as a benchmark to have an idea about their position in the market. The target audience needs to be defined as early as possible to avoid wasting time and resources and increasing your odds of early market success. The firm needs to understand the market size, price sensitivity, technological competence, etc. and other attributes of your target market early on. This will help frame their early research discussions with prospects.

They should completely eliminate their own biases. Good market research is a search for the truth. It's human nature and a big danger to use research activities to validate the ideas they already think are great. Great market research isn't just a function of adding up the "whats"; what is usually most important to understand

the “whys”. Micro-Segmentation of customers into particular groups based on particular behaviours, traits, and other factors, is a practice that companies utilize whereby marketers target very specific digital marketing campaigns to each micro-segment so as to optimize consumer engagement and interaction. This is especially important when one has to consider cross-cultural values and social nuances. The benefit of this tactic is that it starts becoming possible for marketers to foresee the impact of different marketing campaigns on different clusters of customers, and adapting the campaigns accordingly.

Digital Marketing

Digital marketing relies on a set of integrated digital techniques, technologies and data that enables marketing to improve the ways in which it engages in dynamic conversations with influencers and buyers, and targets, acquires and retains customers. For most organizations, digital marketing plays an increasingly strategic role in driving business growth. Best-in-class brands focus relentlessly on optimizing digital marketing channels, blending digital and physical experiences, and embracing emerging technologies that can provide a competitive edge. It's a given that the nature of the internet means that digital marketing efforts are no longer restricted to one particular region. They can instead be targeted to and localized to meet the varying demands and nuances of different countries, cultures and consumption preferences. This makes it easier for the firm to expand into the UK and USA easily. Digital marketing is essentially visual storytelling. Marketers today know that visual content is more effective in grabbing a person's attention than blocks of text.

There is no single framework for crafting strategy, but key components of any digital marketing plan include:

- A vision for the role that digital marketing strategy and execution plays in driving enterprise growth. For example, an impetus to increase profit could translate into a business objective of increasing customer lifetime value. A resulting marketing objective might be to drive customer engagement or cross-sell/upsell customers.
- A clearly scoped and defined set of responsibilities for the digital marketing team and leadership. Digital marketing leaders, for example, set and oversee budgeting, hiring, technology selection and campaign planning in support of strategy execution.
- A detailed roadmap that lays out near-term digital marketing program objectives as well as longer-range performance achievements. Improving lead quality, driving increased sales among identified leads, and increasing brand awareness are all key digital marketing objectives tied to the goal of new customer acquisition.

An assessment of team skills, tools and processes needed to support digital marketing objectives — and a plan for closing gaps in performance.

Marketing Strategy Tasks

In order for the company to properly expand its market in the USA and UK digitally, the following need to be done :

1. Website optimization - It's the art of creating and continuously improving websites to improve the visitor experience, which is going to help result in higher visitor satisfaction, a better user experience, and high repeat visit and conversion rates. Website optimization deals more with the actual

experience of the user, so making the website easy to use. This includes the formatting of the content, the buttons they click on, the interactive elements, the branding, the color, images, and things like that. It includes 3 aspects -

- UX: UX is short for user experience. That's how a user is actually using your website. It needs to be as easy to use as possible.
- Design: This involves how your website is laid out, such as the visual components of your website.
- Display: This involves how a website displays information, so the graphics and the text of a website.

2. SEO - Stands for Search Engine Optimization. SEO is basically making sure that a website's information is organized correctly, so that's going to make sure that your website is optimized correctly for SEO, and that's going to make sure that your website can be found on search engines by users. SEO is making it as easy as possible for search engines to find and index your website content. Search engines also want your content and your website to be user friendly so it works really well together. This includes keyword usage, what content or text is in the headers and titles. SEO is basically, what is in place to help your website viewers get to your website and then website optimization is their experience once they get there. There are a few terms that needed to know for SEO best practices:

- Metadata: This is the meta title tags.
- Description: This is the information that users see when they're looking at search results.
- Site map: This is a list of all the pages on your site including blog posts and search engine crawlers use these to index your website.

When it comes to optimizing a website for search engines the actions required do vary slightly across search engines. The most important steps and factors are Keyword Research, Domain Name Ending, Mobile Compatibility, The hosting server IP, On Page Factors, Off Page Factors. Keyword research is important as besides identifying trends in a country, it helps also identifying the exact search terms as well as synonyms and variations that need to be used in website elements (eg Meta Tags, Titles etc), page content for SEO and paid CPC advertising

3. Social Media Marketing - Create interesting, engaging social media content that not only educates users about your software and solves their problems but also effectively promotes your product. Every social media platform has a different purpose to meet. As a B2B software provider marketing your product on social media and looking to increase engagement, it is essential that you select the most appropriate content type for each social platform. The types of content that can be shared on the social media platforms to successfully market are -
 - Educational content (videos, infographics, how-to guides and thought leadership).
 - Interactive content (quizzes, polls, contests, GIFs and memes).
 - Promotional content (product posts, influencer collaborations and quotes).
 - Connecting content (user-generated content and testimonials/reviews).
 - Newsworthy content (latest news related to your business or industry).

To promote your software offerings on social media, it is crucial to reanalyze your social media strategy from the perspective of creating a perfect social media mix. This means that you should have a well-rounded strategy that includes various content types to address the needs of your target audiences at different stages in the buying journey. Doing this will help you generate leads, build trust and, ultimately, close more sales.

4. Paid Advertising and Local Partnership - Paid advertising is a digital marketing method used by advertisers who bid to participate in real-time auctions in order for their ads to be shown on a specific search engine, platform, or network. This online advertising model is used to bring traffic to a website and is often referred to as Pay-Per-Click (PPC) advertising. There are many platforms that can be used for paid advertising such as Google Ads, Bing, Facebook, Instagram, Twitter, and LinkedIn. On each of these platforms, different types of paid advertising options are available such as - search ads, display ads, remarketing ads, shopping ads, etc.

Local partnerships include sponsorships of local entities or events, membership in networking organizations & relationships with non-competitive retailers. Local partnerships are a cost-effective strategy to drive awareness & sales in your market. Seek out partnerships with local businesses, organizations and influencers to increase visibility and credibility in the target regions.

Github Link : <https://github.com/hisham0907/Vashishth-Tech-Assignment->