



# Global Marketing Strategy for UK and USA

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# GitHub Link

<https://github.com/pranjalm1411/GlobalMarketExpansionStrategy>



# Creating Value **Proposition**

- Before expanding globally, evaluate your service in the target market. Researching the full impact of expansion on your business is time-consuming.
- Market segmentation analysis can determine if your software will sell. Consider market size and target achievement time.
- Compare your strengths, weaknesses, threats, and opportunities to competitors. By evaluating competitors' products, a product gap analysis can reveal unmet demand.
- Finally, compare your pricing to competitors. Understand the market and how your software fits before expanding globally.



# Develop a Growth **Strategy**

- Countries have different economies, cultures, and governments. Thus, a localised strategy and business plan are essential. You should create a market-winning strategy that fits your business's goals.
- For expanding globally in countries UK and USA the best marketing strategy will be digital marketing since, Inflation levels, globally, are rocketing. The US saw a four-decade-high of 9.1% in June, with July and August maintaining high levels of 8.5% and 8.3% respectively. The UK has seen the BoE (Bank of England) base rate increase from 0.25% at the beginning of 2022, to 2.25% as of last week on the 22nd of September. And also digital marketing does not have any boundaries.



## Researching the target **audience**

- Countries have different economies, cultures, and governments. Also there can be different target audience in UK and USA.
- In order to launch a successful marketing campaign it is essential to identify the target audience.
- B2B Target Audience is an imaginary group of people with specific needs that your products and services can solve. These people meet all your qualification criteria and are your ideal customers. Thus, b2b customers are those who can and want to buy.
- Your target audience will shape your content marketing, messaging, and communication. Modern b2b marketing requires a target audience because prospects expect personalised content.



# What is Digital **Marketing**?

- "Digital marketing" refers to any method of advertising a product or service that makes use of digital technologies or "smart" or "intelligent" applications. Digital marketing is often confused with online marketing, but the two are actually quite distinct.
- Digital marketing can come in many different forms, like online videos, display ads, paid social ads, and posts on social media sites.
- Few types of Digital marketing techniques are Search Engine Optimization, Content Marketing, Social Media Marketing ,Email Marketing.



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# Six Pillars of Digital Marketing

Strategy and governance:

Goals – Segmentation, Targeting, Brand Positioning, integration, marketing, resourcing, structure, marketing technology and data.

Goals and measurement:  
Forecasts, digital reporting including KPI dashboards, attribution and customer insight

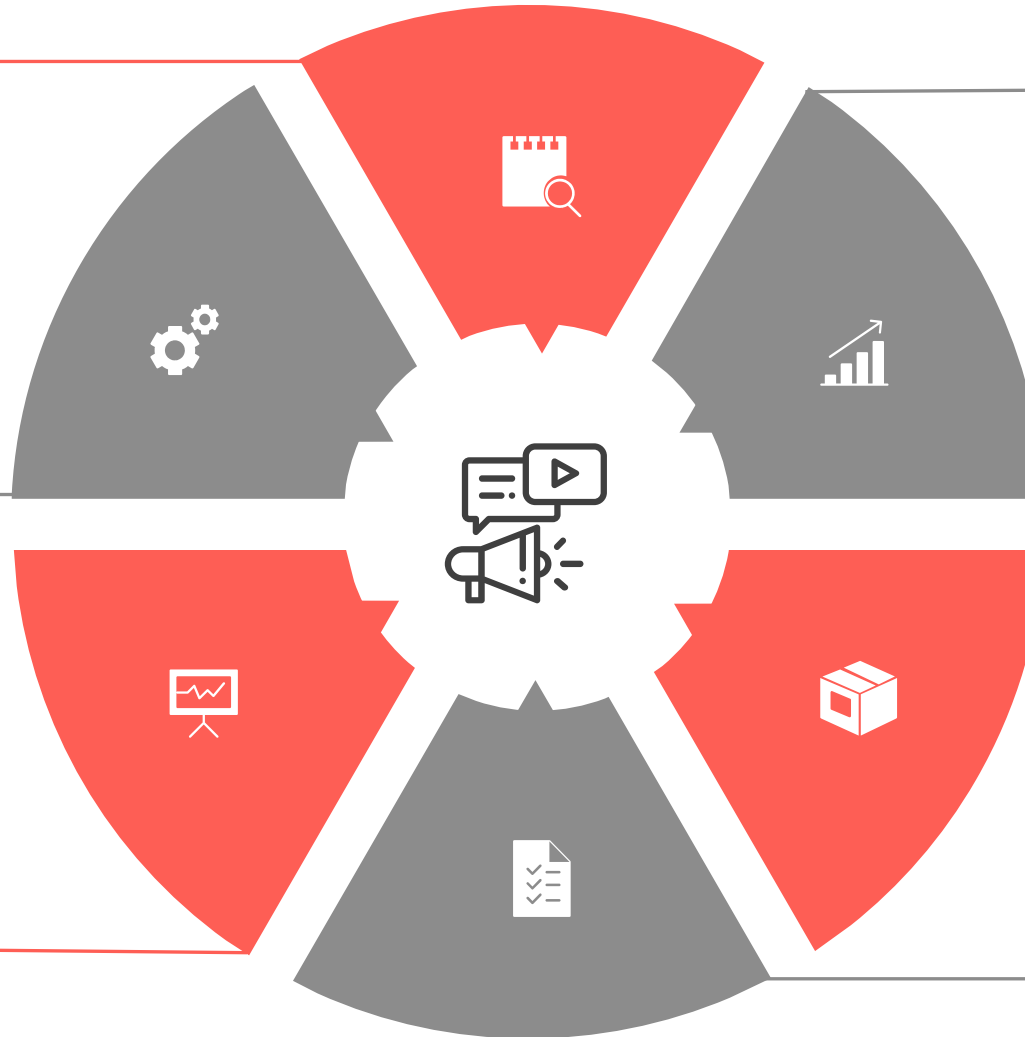
Messaging: Email, Chat,

Social media, customer service, on-site interactions and personalization.

Media: Paid, owned, earned media including Search, Social and Display ads

Experience: Desktop / mobile website and apps. Customer service..

Product and blog content to fuel content marketing, PDF downloads, Interactive tools







# The Digital Marketing **Strategy**

- Search Engine Optimization (SEO)
  - SEO is a top digital marketing strategy. SEO improves your website's search engine rankings for business-related keywords.
  - More people will see and learn about your website and business if you rank higher for more keywords.
  - SEO is essential for digital marketing. It captures your target audience at every stage of the buying funnel. Most users start their product or service search with a search engine. And Since, the company is tech based so it will be easy for it to apply search engine optimization as marketing tool
  - Did you know 80% of consumers research products online? Or that over half of searchers find a new company or product. That could be your business if you use SEO.



# The Digital Marketing **Strategy**

- Content Marketing:

- Content marketing helps your company connect with customers. Video, blog, infographic, and other content benefits users. It's informative, not salesy.
- If you sell ski and snowboard supplies, you could write about what beginners need for their first outing. You could write about snowboard maintenance and ski performance accessories.
- Content marketing as a digital media strategy aims to educate your audience, increase traffic, and boost conversions. Content marketing optimises content for search engines to boost search rankings.



# The Digital Marketing **Strategy**

- Integrate your offline and online marketing:
  - Integrating and optimising online and offline marketing is essential to maximise marketing ROI. You can integrate the two to reach more companies and provide better customer service.
  - Examples of B2B marketing online and offline integration include:
    - Direct offline activity online using a landing page, QR code or keyword
    - Gather email addresses at offline events such as conferences or networking events
  - Linking your B2B marketing online and offline makes campaign monitoring easier and can engage a key stakeholder in a prospective business you may have missed.



# The Digital Marketing **Strategy**

- Consider Pay-Per-Click (PPC) Campaign:
  - SEO and content are cheap or free if you can do it yourself. However, if you are not getting the results you want, PPC campaigns are a great option because you only pay for clicks. To understand what works, use a paid media campaign tracker to track spend and performance.
  - Social Media Platforms like Facebook charges for engagement and impressions or lets you choose how to pay. This helps you target your audience and generate leads and brand awareness.



# The Digital Marketing **Strategy**

- Develop experimental marketing:
  - Anyone can make a product, but few can give customers a memorable, repeatable experience.
  - Storytelling adds sensory dimensions to an experience and helps customers remember it. This makes shopping feel more like an experience.



# THANK YOU



# Empowering Talent In Emerging Markets

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Whether it's by educating our employees with our in house academy or by simply providing an incredible work environment with in-house gym, full health care, nutritional food and frequent social activities, we're fully committed to empowering talents in emerging markets.

We're leaders In redefining the traditional art of doing business.

