



VASHISHTH
TECHNOLOGIES

SIMPLIFYING BUSINESS

DIGITAL EXPANSION MARKETING STRATEGY



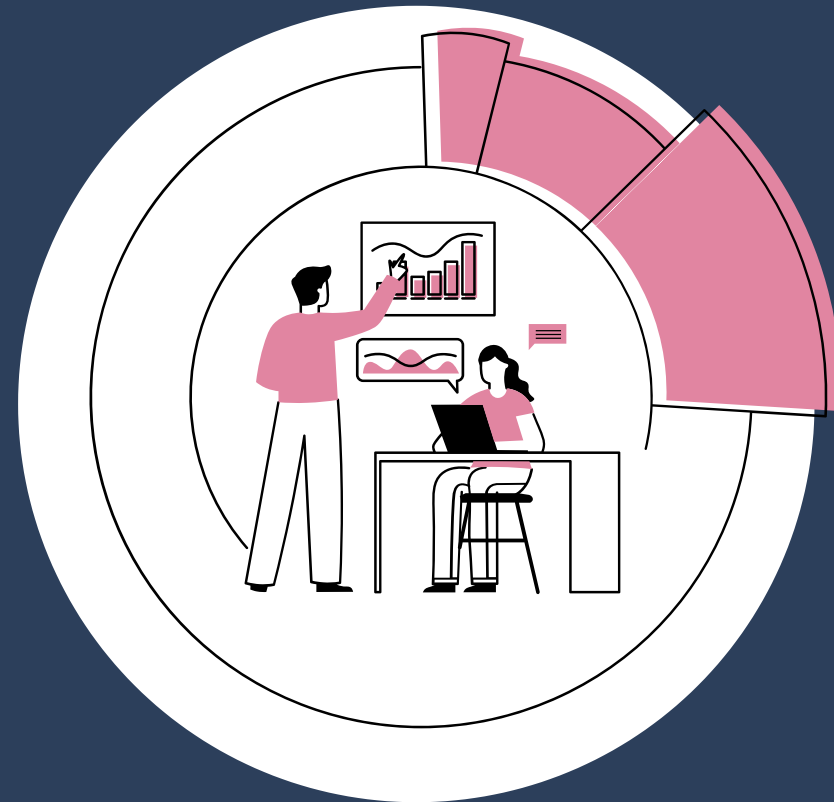
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MBATECH CE
4th Year

INTRODUCTION

- **Vashishth Technologies is a leading software development firm providing innovative and customized software solutions to its clients.**
- **With a mission to constantly push the boundaries of technology and deliver the highest quality services, Vashishth Technologies has established itself as a trusted partner for businesses across industries.**
- **With the aim of expanding its operations and services overseas, Vashishth Technologies is now setting its sights on the USA and UK market.**
- **This slide serves as an introduction to the digital expansion marketing strategy for Vashishth Technologies in the USA and UK region.**

MARKET RESEARCH

The aim of this market research is to assess the market potential and identify key opportunities and challenges in the target markets.



Market Research must be divided in the following key segments:

**MARKET
OVERVIEW**

**MARKET
ANALYSIS**

**MARKET
SEGMENTATION**

**MARKET
OPPORTUNITIES**

CHALLENGES

CONCLUSION

PRODUCT PORTFOLIO

- Detailed examination of the company's products should be done for better understanding of gaps for overseas expansion
- List down the features and benefits of the products. Analysis of the competitive advantages and disadvantages.
- How the products align with the target market's needs and expectations for both US and UK



STRATEGIZING PRICING AND PROMOTIONS

PRICING STRATEGY

COMPETITOR ANALYSIS

VALUE PROPOSITION

DYNAMIC PRICING

PROMOTION STRATEGY

MARKETING MIX

DIGITAL MARKETING

PARTNERSHIPS AND
COLLABORATIONS

INFLUENCER MARKETING

DIGITAL CHANNELS

Digital channels act as a catalyst in building a good and effective presence in the market.



1

Identifying and prioritizing the most effective digital channels

2

Social media (Facebook, Twitter, LinkedIn)

3

Email marketing

4

Influencer marketing

CONTENT MARKETING



Creating and distributing valuable, relevant, and consistent content



Focusing primarily on Blogs, videos, infographics



How to attract, engage, and retain the target market



SEARCH ENGINE OPTIMIZATION (SEO)



1

OPTIMIZING THE COMPANY'S WEBSITE
AND CONTENT

2

RANK HIGHER IN THE SEARCH ENGINE
RESULTS PAGES (SERPS)

3

ATTRACT MORE ORGANIC TRAFFIC

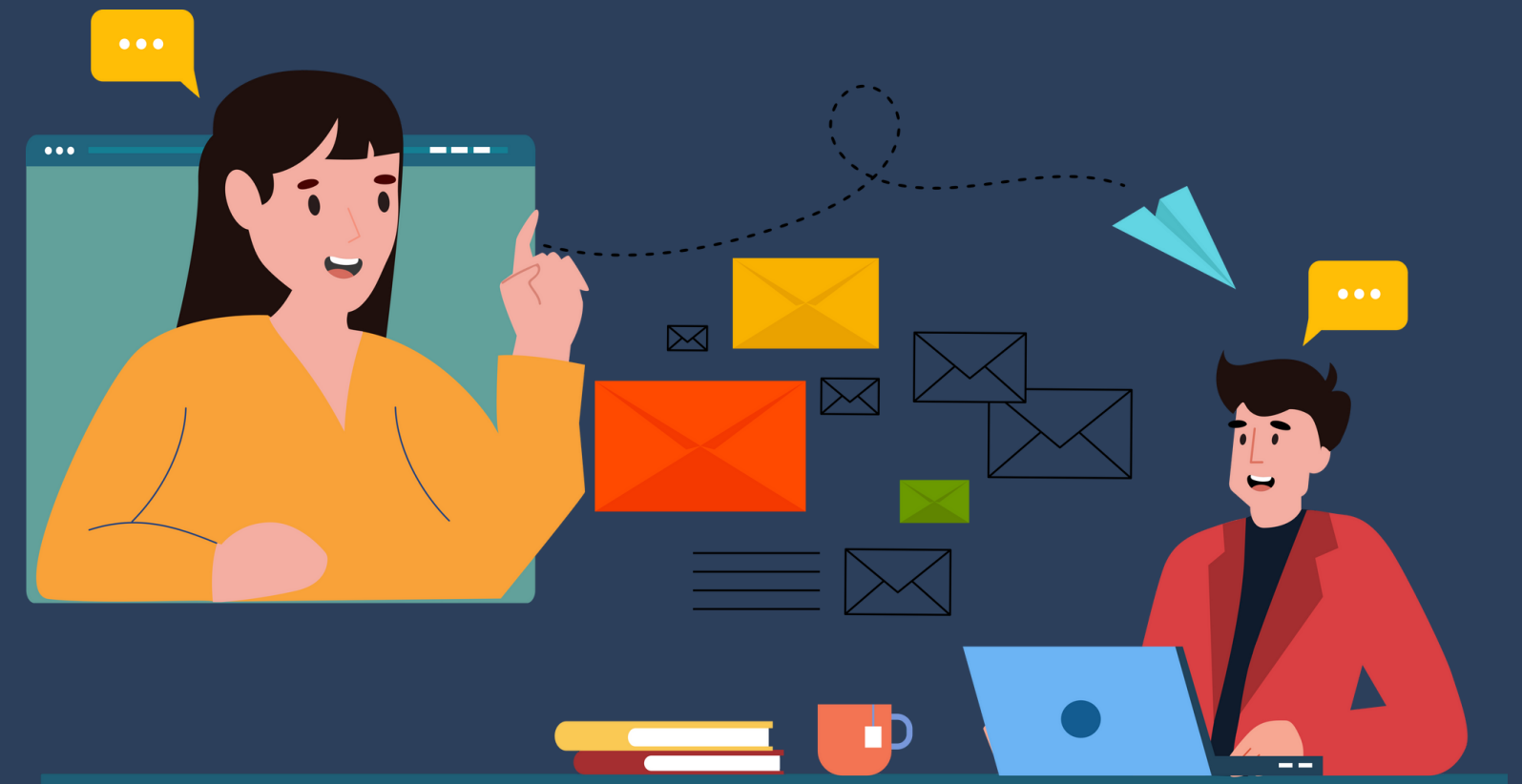
INFLUENCER MARKETING

- Building relationships with influencers and bloggers.
- Increase the company's visibility, credibility, and reach.
- Collaborate with them to create marketing content



EMAIL MARKETING

- CRAFTING AND DELIVERING PERSONALIZED AND RELEVANT EMAILS
- ENGAGE WITH THE TARGET MARKET
- DRIVE SALES



SOCIAL MEDIA MARKETING

- CREATING AND EXECUTING A COMPREHENSIVE SOCIAL MEDIA MARKETING STRATEGY
- BUILD BRAND AWARENESS
- REACH NEW CUSTOMERS
- DRIVE TRAFFIC TO THE WEBSITE



ANALYTICS AND METRICS

- MONITORING AND ANALYZING THE PERFORMANCE OF THE DIGITAL MARKETING CAMPAIGNS
- WEBSITE TRAFFIC, CONVERSION RATES, CUSTOMER FEEDBACK
- MEASURE THE SUCCESS AND MAKE IMPROVEMENTS



BUDGETING

- DEVELOPING A REALISTIC AND COST-EFFECTIVE BUDGET
- WEBSITE DEVELOPMENT, CONTENT CREATION, ADVERTISING COSTS
- CAPEX LIGHT APPROACH



BUDGET ALLOCATION:

MARKET RESEARCH: \$50,000

ADVERTISING: \$100,000

PROMOTIONS: \$75,000

EVENT MANAGEMENT: \$25,000

TOTAL MARKETING BUDGET: \$250,000

CONCLUSION

TO SUCCEED IN THESE MARKETS, IT IS IMPORTANT TO EXECUTE THE DIGITAL STRATEGY EFFECTIVELY.

THIS INCLUDES HAVING A CLEAR UNDERSTANDING OF THE TARGET AUDIENCE, IDENTIFYING THE MOST EFFECTIVE CHANNELS FOR REACHING THAT AUDIENCE, AND HAVING THE RESOURCES AND CAPABILITIES IN PLACE TO EXECUTE THE PLAN.

ADDITIONALLY, IT IS CRUCIAL TO CONTINUALLY MONITOR AND ADJUST THE STRATEGY AS NEEDED TO STAY AHEAD OF THE COMPETITION AND ADAPT TO CHANGES IN THE MARKET.

EFFECTIVE EXECUTION OF THE DIGITAL EXPANSION STRATEGY IS CRUCIAL FOR SUCCESS IN THE UK AND US MARKETS.

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Contributors



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Issues



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Stars



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Forks



shantanu64/ShantanuKhandelwal_Vashishth

Contribute to shantanu64/ShantanuKhandelwal_Vashishth development by creating an account on GitHub.



GitHub

https://github.com/shantanu64/ShantanuKhandelwal_Vashishth

THANK YOU!