

VASHISHTH TECHNOLOGIES



SIMPLIFYING BUSINESS

ASSIGNMENT

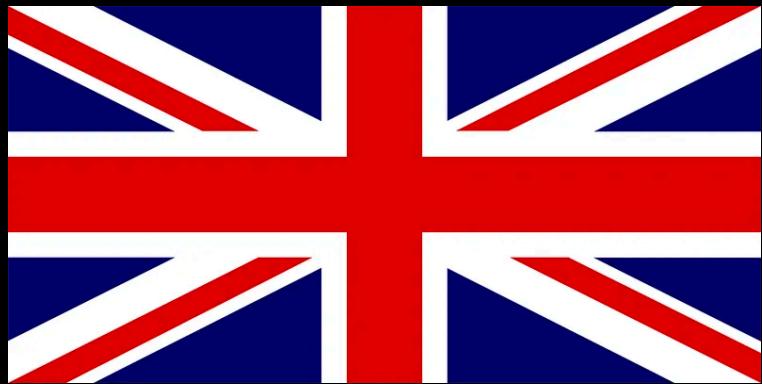
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Digital expansion marketing strategy for the firm to expand in USA & UK

Steps involved :	Research Your Marketplace & Buyers	Understand Your Competition
Understand Your Target Audience	Build a Killer Website	Create Content
Build a Meaningful Social Media Presence	Take Advantage of Tech Influencers	Make a Splash with PR
Get Ranked on Peer-to-Peer Review Sites	Don't Forget About Existing Clients	Integrate Emerging Tech with Marketing



Marketing via automation



A process of automating follow-ups to potential customers.



eMail sequences can be scheduled to automatically be sent based on rules to contacts captured through your website or other marketing tactics.



Each interaction that you have with a prospect can attribute points to them and the more points a prospect earns, the more "qualified" of a lead they become in the system.



The organization of prospects into like groups or leveraging data to target prospects with information most relevant to them.



Emails are a great marketing technique to get customers to return to a brand and purchase new products. First, a company must get people to sign up for an email list after they have made a purchase. Then, based on the knowledge they receive from the emails, it is highly likely these customers will return.

Creating region specific content

- This is a great example of focusing on common interests shared among your company's various markets while also making the content relatable to customers by region.
- Globalizing your marketing can be as simple as creating content that caters to different target audiences in different target regions.
- Video marketing works well with content marketing and is also a popular technique in digital marketing because of the easy access to videos that technology has provided.
- By creating quality commercials, companies can inflict a lasting brand image in its audience heads and get them to think about purchasing.



Building Online presence

- You don't necessarily have to expand to international regions first, but if it's financially viable, opening new locations or launching **regional websites** can help you become a global brand.
- Get personal and tell a story



PERSONALIZATION MARKETING STEPS



Creating customized marketing plans

- The service is designed to be used globally, with ample of personalised options for the **tool's time zone, language, and currency**.
- Content marketing is creating valuable and relevant content consistently on platforms.
- The tech company can use content marketing as a tool to achieve better brand awareness by marketing itself as a company that is in touch with and important to the world.
- An example of this is how Nike is constantly running ad campaigns for athletes that are on the rise.

Building a brand value for the company

- In your marketing efforts, try to promote your values by investing in communities worldwide.
- You can start small, such as with a yearly sponsorship or recurring donation, and then work your way up to launching a charity effort on the ground.
- Personalizing brand awareness and creating a unique style can make people believe whether a company is successful or not.
- An example of this is Nike's infamous swoosh logo, when people see it on a shoe or piece of clothing it is instantly synonymous with the high quality Nike prides itself on.



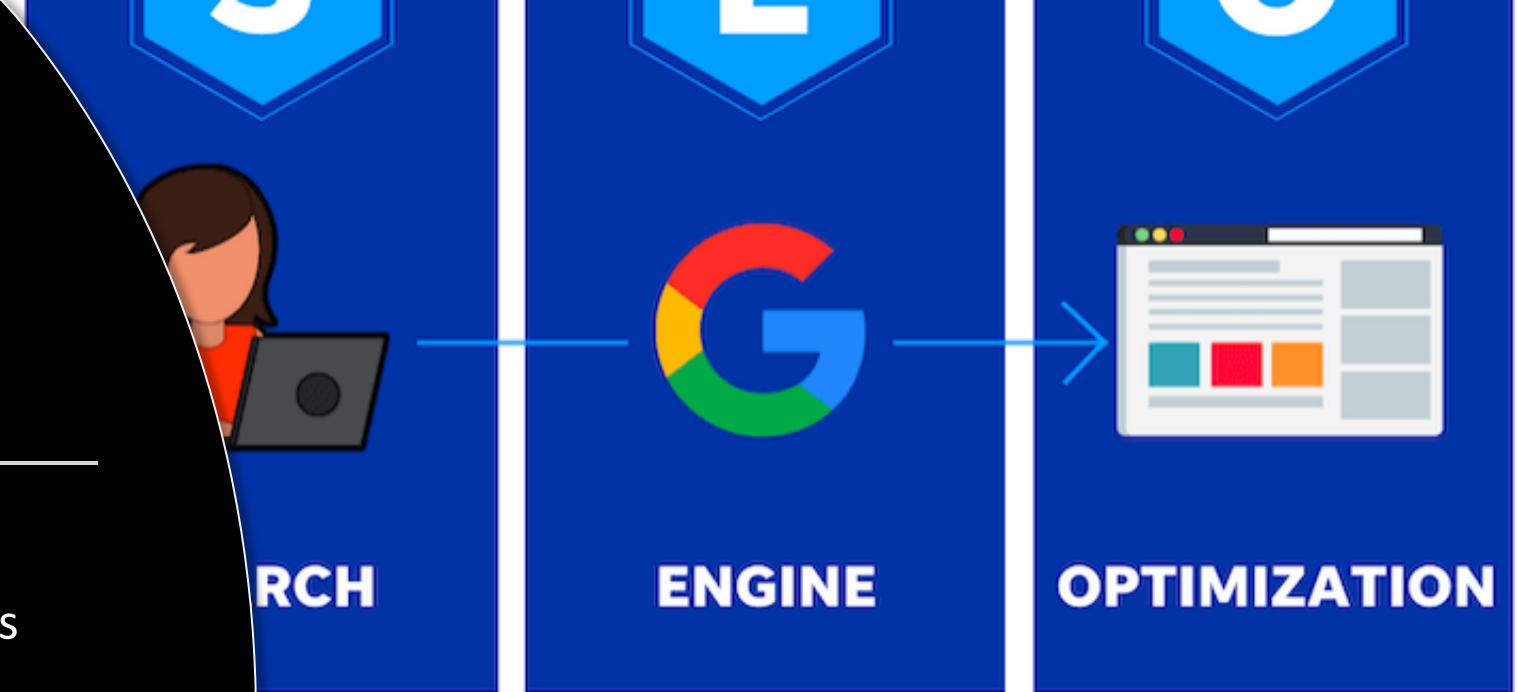
Partnership

- Partner with other brands, influencers, and ambassadors in your international target markets. Choose them carefully. For instance, Manchester United is a prominent cultural force in the UK, and that certainly helped Nike grow in that country.
- Brands can market themselves more effectively by creating clickable advertisements to put on popular websites. Examples of this are when ads for different companies appear on the side of an article on a website like ESPN or CNN.

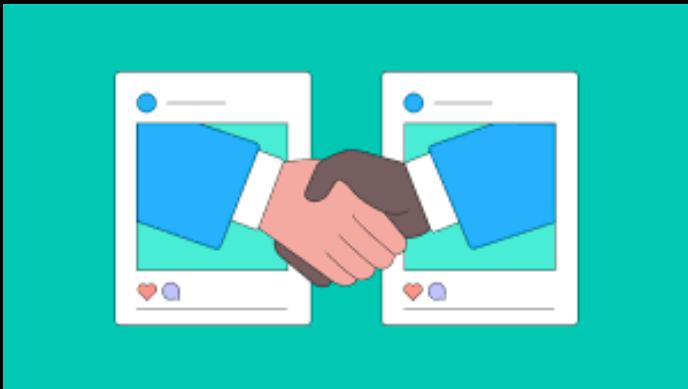


Centering around search engine optimization (SEO)

- Search Engine Optimization, or SEO, is a digital marketing technique that involves creating more traffic to a website by making sure a website appears higher up in the results of a search engine like Google.
- This technique helps business marketing by improving a brand's awareness.



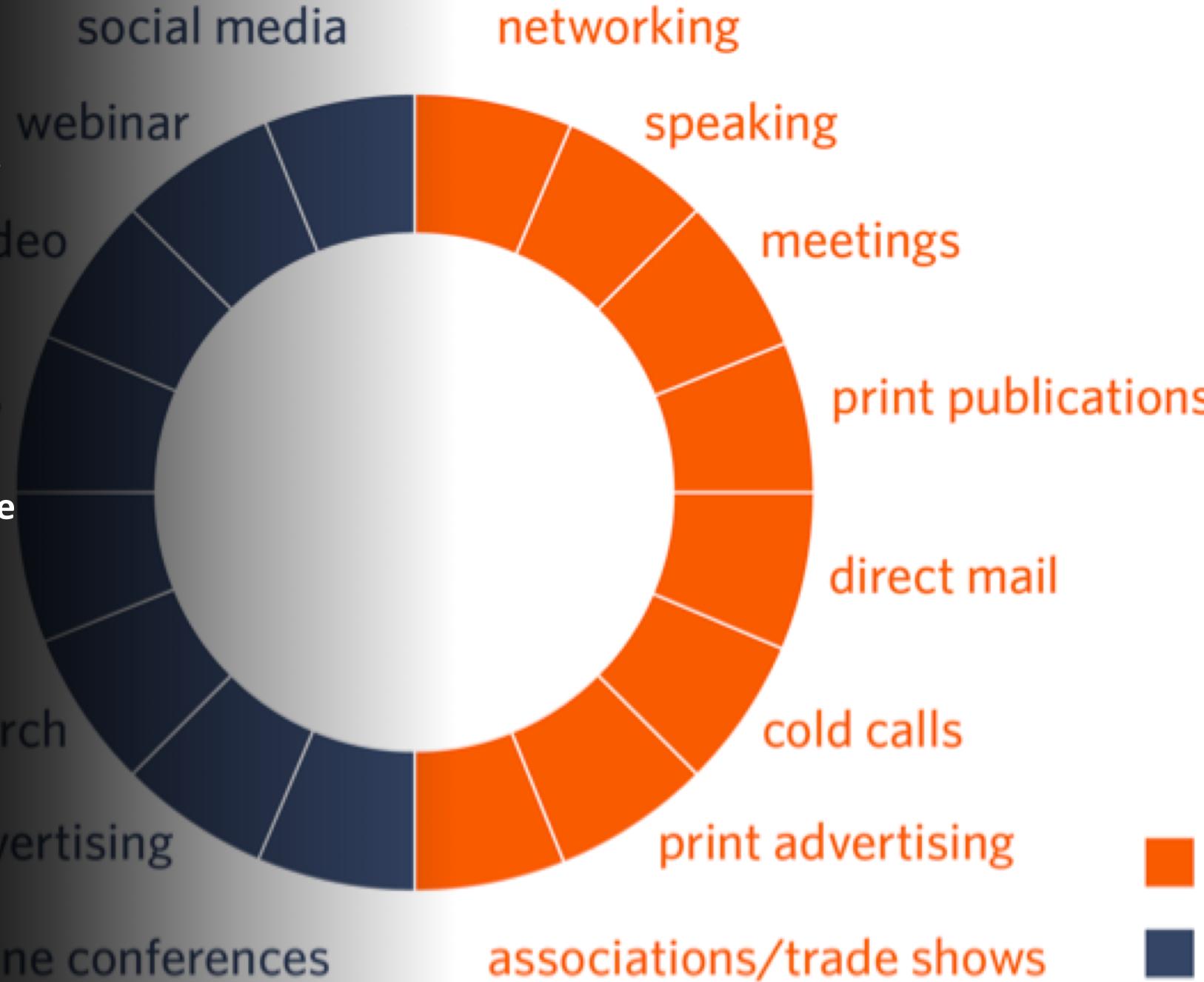
Other Suggestions



- Celebrity endorsements on social media.
- Affiliate advertising is when a brand pays to have a valuable spokesperson with a large audience, usually a blogger or social media influencer, to post about their company so that a company can increase its circulation.
- The heavily filtered Instagram aesthetic/ similar social media tools.
- Audio chat rooms.
- Long-form videos for social media.
- Marketing in the metaverse.

Offline marketing

- You can also ask your international customers to contribute a photo or video of your product in use, and feature that in your social media content.
- Promotion via word-of-mouth



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THANK YOU!

