



Marketing Strategy for Overseas expansion in USA and UK

Submitted By:

Paramshree Tinjan
(MBA-Tech CS)(NMIMS, Mumbai)



VASHISHTH
TECHNOLOGIES
SIMPLIFYING BUSINESS

General Entry Requirements



USA

In the US, companies must comply with a range of federal, state, and local laws, including labor and employment laws, tax laws, and immigration laws. In addition, companies must also obtain any necessary licenses and permits, such as business licenses, and register with relevant state agencies.



UK

In the UK, companies must comply with the Companies Act 2006 and the Financial Services and Markets Act 2000, which regulate company formation, financial reporting, and market conduct. Companies must also register with Companies House and obtain any necessary licenses and permits. Additionally, companies must comply with EU regulations, such as the General Data Protection Regulation (GDPR), as well as immigration laws.



Segmentation And Targeting

We are looking for Technology Industry right now, and for either cases of B2B or B2C the target audience would be students, professionals, small to medium scale entrepreneurs and big businesses who are in the age group of 16 to 64 in USA and 18 to 65 for UK



Positioning

We must use product/service positioning map, define our unique value proposition, identity POPs and PODs and start developing our brand image.



Light Capital Expenditure

Since we are focusing on light capex we must try to keep our fixed assets at a minimum in the foreign markets. This also means that the company is trying to keep the base of operations at home and may also try to access these markets indirectly and remotely. This means that we should focus on collaborations, partnerships, joint ventures, licencing and outsourcing as well. I would suggest using sprinkler model for the same.

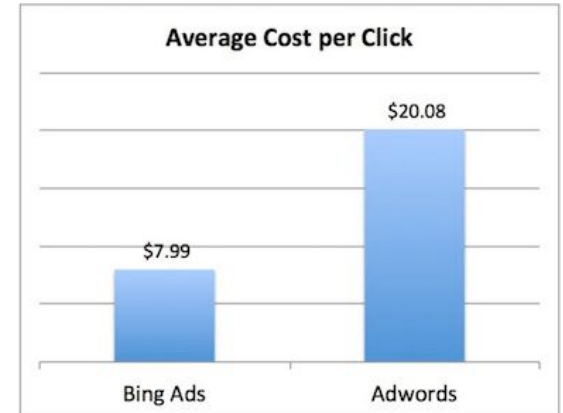
Digital Marketing Strategies

Online Advertising Platforms



It would help in search engine optimization, Pay-Per-Click (PPC) Advertising and Content Marketing.

Advertising Platform	Budget
Google AdWords	\$2,000
Bing Ads	\$400 - \$700





Social Media Marketing

It helps us reach a wider audience and increase brand exposure, engagement, and sales. We must use techniques like profile optimisation, posting, engaging, advertising and measuring as well.











Influencer Marketing

Influencer marketing leverages the trust and credibility of the influencer to promote a product, making it more effective than traditional advertising. We can use agencies or can directly contact top influencers in the technology domain in UK and USA.

Social
Shepherd

Buttermilk

EngageHub

#	@Username	Country/Region	Topics	Followers	Engagement Rate
1	 John Martin • iOS Developer @martinsoft	 United States	Business and Finance Software Programming Digital Creator	38K	2.80%
2	 Konrad Szerszen	 United States	Fashion Software Engineering	10.2K	2.23%
#	@Username	Country/Region	Topics	Followers	Engagement Rate
1	 HD Cutz@ Sheldon Edwards @hd_cutz_london	 United Kingdom	Celebrities Technology	739.4K	1.50%
2	 Joa.Eth@cooperjoanaa	 United Kingdom	Automotive Beauty Technology	540K	8.97%



Email, Affiliate, Video and Mobile Marketing

HubSpot



MobileMonkey

wideo.co



USA

USA										
Assets	Sales				\$500,000					
	Total Sales				\$500,000					
Liabilities	Licencing and Permits									
	(business license, software license, and a value-added tax (VAT) registration.)				\$5,000					
	Online Advertising Platforms									
	Google AdWords				\$12,000					
	Bing ads				\$3,300					
	Social Media Marketing									
	Facebook				\$9,700					
	Instagram				\$10,700					
	Twitter				\$7,000					
	LinkedIn				\$56,700					
	Pinterest				\$13,300					
	Influencer Marketing									
	(We are collaborating with macro influencers i.e. 500000 to 1M+ followers)				\$10,000					
	Email, Affiliate, Video and Mobile Marketing				\$500					
	Total Costs				\$128,200					
	Profit				\$371,800					
	Profit after Tax				\$260,260					

Note:		
	Clicks	Cost per click
Facebook	10000	\$0.97
Instagram	10000	\$1.07
Twitter	10000	\$0.70
LinkedIn	10000	\$5.67
Pinterest	10000	\$1.33
(We assume 2% capture and reach as 500000)		
(We capture 1% of business from a total 25000)		
(We assume price of software developed to be \$1000 for now)		



Note:		
	Clicks	Cost per click
Facebook	10000	\$0.97
Instagram	10000	\$1.07
Twitter	10000	\$0.70
LinkedIn	10000	\$5.67
Pinterest	10000	\$1.33
(We assume 2% capture and reach as 500000)		
(We capture 1% of business from a total 25000)		
(We assume price of software developed to be \$1000 for now)		

Thankyou.

