



Comprehensive Global Consulting Services

## ***Commentaries and Insights from Allawos & Company***

*January, 2015*

### ***“International Business Marketing?”***

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#### ***International Business Marketing***

Are you planning to economically expand outside the borders and into international territory? Are you excited to spread the word about your products and services to a bigger audience? If your answer is “yes” then these are international business marketing tips are for you.

It’s a fact that talking about international business marketing is fiscally risky and can be like diving into the realm of uncertainty where there are diverse cultures that have to be dealt with head on. However, these simple steps will make a large difference and less risky. Review the following friendly advice and in the long run, you will be surprised where you are.

It’s important to set a media budget from the onset and revisit it prior to starting the campaign. In most economic down turns media budgets are the first to be cut. This is one of the biggest mistakes an organization can make.

#### ***Talk to your clients***

It makes a difference when you personally converse with your clients about your products and/or services. It’s there where you can launch stronger ties and discover what you need to improve within your current territory. Ideally, this is best performed in a neutral environment and not inside your office. This can restrict your clients in opening up to get un-biased answers to your questions. This would not be conducive to achieving your goals. Simply approach a good sampling of your clients between 5 to 10 by asking for a constructive meeting that would give feedback and benchmarking for success. Ask value- based questions such as the challenges they are facing and solutions they are looking for.

The key to this exercise is verify your organization is properly communicating with your domestic customer base so that any mistakes that are made can be corrected before going international. Make sure to send a thank you note with some overall conclusions. This process is usually performed annually per ISO standards.

### ***Creative marketing campaigns***

Ingenuity always sells. International business marketing will constantly require you to strive for innovation and creativity, as novelty attracts. It doesn't have to be a high cost production commercial just to capture potential individuals or new clients. "Think out of the box". It doesn't matter what your competitors will critique as long as you reap the objectives of your action. The secret behind your success is to know your target market and audience. Remember each marketing campaign will be slightly altered to fit the audience. It's also important to understand perfectly what you are aiming for and not just for the sake of doing it. White board presentations are a creative vehicle for getting your message out. Contact the media for press conferences or news releases if necessary. If possible, hire a public relations officer to accomplish this task without a hassle on your part.

### ***Leverage existing international media outlets***

There are a number of international news outlets including magazines, newspapers and websites. All of these outlets are looking for credible stories that are synergistic in content. Make a list of all those you know. Prioritize them into either A, B or C. Send the editor an e-mail with your newsletter to test which media source will work best for your organization. Once that comfort zone has been found, the next step is to invest in direct advertising. This is one of the mediums for international business marketing that is cost effective and high impact. With social media all the craze some old fashion marking still works and is sometimes more acceptable.

### ***Summary***

Market research set a budget, creative "out of the box" campaign and leveraging media outlets are the cornerstones for success.

### **About Allawos and Company, LLC**

Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, our team is focused on client-specific value creation.

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