

# Global Marketing



Global Management

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Friday, April 20, 2012  
The Nines Hotel  
Portland, Oregon

**NASBITE International Conference**  
Portland, Oregon, Friday, April 20th, 2012



## Global Marketing

- *Manage, implement, coordinate and/or assist with marketing, including planning, sales, research and support functions to assess customer needs;*
  - *evaluate opportunities and threats on a global scale; and*
  - *meet corporate needs within environmental constraints and corporate goals.*

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## Evaluate the internal and external environment to identify potential marketing threats and opportunities

- Physical geography, history, cultural
- Economic and political environment
- Regulatory, technological issues
- Competitive analysis

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## Marketing opportunities and threats (cont'd)

- SWOT analysis related to global marketing
- Internal resources
  - export readiness assessment,
  - goals and preferences of senior management,
  - experiences and capabilities of employees,
  - technical and production capabilities
- External environment
  - Physical geography, cultural, economic, currency
  - Protectionism, regulatory and technological issues
  - Competitive analysis

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## Marketing opportunities and threats (cont'd)

- Public and private sources of data and assistance including electronic and print
- How to research competitor activities internationally
  - PIERS, UN Comtrade
  - Kompass Directory
  - STAT-USA
  - USA Trade Online

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## Marketing opportunities and threats (cont'd)

- Major trade agreements, trade law, and customs unions
  - NAFTA, European Union,
  - Export control regulations,
  - Anti-boycott regulation
  - Foreign Corrupt Practices Act
- Product certifications / standards
  - CE Mark, ISO 9000

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## Marketing opportunities and threats (cont'd)

- Cultural issues related to marketability of product, translation issues
- Assessing technological infrastructures in target markets

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***Develop and implement the global marketing plan:  
Conduct market research in order to determine the best  
potential market***

- **Laws and regulations that impact the marketing plan**
  - entity law, promotional restrictions,
  - distributor requirements
  - Corruption
- **Public and private marketing resources**
  - International Trade Administration
  - Commercial Service, Country Commercial Guides
  - Freight forwarders

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*After analysis of the market research, select products  
and markets to be targeted*

- Market segmentation and demand analysis
- Impact on market selection of product, price, place, and promotion (the four P's)

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*Develop and select market entry strategy to maximize sales and profitability*

- Foreign market entry methods

- licensing,
- agency
- distributor
- sales subsidiaries
- International joint venture
- greenfield investment

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*Develop and implement a marketing budget related to the global activities of the company*

- budgeting processes
- reporting requirements
- basic accounting procedures
  - retained earnings
  - accounts payable
  - accounts receivable
- cost of marketing and promotion

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*Coordinate the marketing mix of goods and services to implement the company's marketing plan: Provide products and services for the targeted markets*

- Customer expectations and cultural requirements
- Product life cycle implications (or strategies)
- Product development modification process
- Technical compatibility and standards
  - CE marking
- Packaging, labeling, and marketing requirements
- After-sales service and support requirements (e.g., manuals, warranties, technical support, recycling)

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## *Marketing Mix: Products and services (cont'd)*

- Product liability implications
- Trade assistance resources in support of providing products and services
- Environmental concerns

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*Implement, monitor, and adjust the company's global pricing strategies.*

- Cost structures, including marginal and fixed
- Tariff and non-tariff barriers and incentives
- Quoting methods
- Resources for global pricing strategies
  - Int'l Chamber of Commerce Incoterms, UCP, URC
  - U.S. government agencies, and websites
- How local market conditions could impact pricing
- Legal/regulatory requirements for pricing
  - Pricing constraints /controls, fair trade laws, anti-dumping

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*Initiate and manage global promotion strategies in order to support the global marketing plan*

- Sales promotion mechanisms
  - trade shows and trade missions
  - horizontal vs. vertical tradeshow
- Technological tools for promotion
  - e-mail, web sites, e-commerce
  - video-conferencing
  - virtual trade fairs
- Trade assistance resources supporting promotion

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## Analyze and formulate global distribution strategy for products and/or services.

- Types and roles of distribution channels
  - Resellers, agency/distributor, joint ventures
- Contractual issues related to market entry (e.g., common elements found in most distributor agreements)
- Impact of local market distribution characteristics and implementation issues, gray marketing

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## *Establish and manage the global sales activities*

- Sales techniques (e.g., pull vs. push)
- Sales knowledge
- Business travel

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