



Seminar Presentation

Topic

Think Globally, Act Locally

MARKETING MANAGEMENT

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Objectives of this Presentation





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Introduction to Global Marketing

To understand this, one must first understand the meaning of marketing.

The AMA says marketing is

According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging value offerings to customers, clients, partners, and society.

While the Chartered Institute of Marketing says...

Marketing is “the management process responsible for identifying, anticipating, and satisfying customer requirements profitably.”

The father of modern marketing says...

Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures, and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

However, **Global Marketing** refers to the process of planning, producing, placing, and promoting a business's products or services in the worldwide market. It involves tailoring marketing strategies to accommodate different cultural, economic, political, and legal environments across countries.

Importance of to Global Marketing

Global marketing is essential in today's business world because it enables growth, builds resilience, and ensures long-term success in an increasingly interconnected economy.

Access to Larger Markets : Businesses can reach customers beyond their domestic borders. Expand their customer base, increase potential revenue, and reduce reliance on a single market.

Increased Revenue and Profitability: companies can sell more products and services, thus increasing their income streams.

Brand Recognition and Value A strong international brand often becomes more trusted and respected, enhancing customer loyalty on a global scale

Diversification of Risk

Importance of to Global Marketing

Global marketing helps businesses balance losses in one market with gains in another. For example, economic downturns in one country may be offset by growth in another.

Adaptation to Global Consumer Trends

Today's consumers are influenced by global culture, especially through the internet and social media. Global marketing enables companies to tap into worldwide trends and stay culturally relevant.

Fosters Innovation and Competitive Advantage

Importance of to Global Marketing

Exposure to diverse markets encourages companies to develop new products or adapt existing ones, leading to more innovation, agility and competitive advantage. They stay ahead of competitors in the local markets

Supports Economic Development

Global marketing can stimulate economic activity in both the home and host countries—creating jobs, boosting trade, and enhancing cultural exchange.

Key Challenges in Global Marketing



Cultural Differences

Adapting to language, values, and local consumer behavior



Legal and Regulatory Barriers

Varying laws on advertising, product standards, and trade



Economic Disparities

Differences in income levels and purchasing power



Communication Barriers

Language and messaging differences affect understanding



Legal and Regulatory

Varying laws on advertising, product standards, and trade



Supply Chain and Logistics

Shipping, customs, and distribution challenges



Brand Consistency vs. Local Relevance

Balancing global consistency with local personalization



Digital Divide

Unequal internet access limits digital marketing efforts

Last but not the least, Local Competition: Local businesses often have the stronger market knowledge and cultural ties, making it harder for foreign brands to gain loyalty

Thinking Globally: What are the Global Marketing Marketing Strategies

Standardization Strategy; Use the same marketing mix (product, price, promotion, and place) across all global markets.

- Best for: Products with universal appeal (e.g., tech gadgets, luxury goods).
- ✓📋 Pros: Cost efficiency, consistent brand image.
- ⚠️📋 Challenge: May not resonate with all cultures.

Adaptation (Customization) Strategy: Tailor products and marketing campaigns to fit local cultures, preferences, and regulations.

- Best for: Food, fashion, and services.
- ✓📋 Pros: Higher local relevance, better customer connection.
- ⚠️📋 Challenge: Increased costs and complexity.

Glocal Strategy (Think Global, Act Local): Combine global brand identity with local customization.

- Example: McDonald's keeps branding consistent but localizes menus.
- ✓📋 Pros: Flexibility and brand strength.
- ⚠️📋 Challenge: Requires strong local insights and agile teams

-Thinking Globally: What are the Global Marketing Marketing Strategies

Transnational Strategy: Optimize both global integration and local responsiveness.

- Focuses on sharing best practices, innovation, and resources across borders.
- ✓[?] Pros: Operational efficiency + market adaptability.
- ⚠[?] Challenge: Complex coordination and structure.

E-Marketing Strategy: Use digital platforms to reach international audiences (social media, SEO, email campaigns).

- ✓[?] Pros: Cost-effective, data-driven, scalable.
- ⚠[?] Challenge: Internet access and usage vary globally.

Strategic Alliances and Partnerships: Collaborate with local businesses to enter or grow in new markets.

- ✓[?] Pros: Local expertise, faster market penetration.
- ⚠[?] Challenge: Risk of conflicting objectives.

Standardization vs. Adaptation in Global Marketing



Standardization

Use the same
marketing mix
across all markets



Adaptation

Tailor the
marketing mix
to local markets

Standardization Vs Adaptation

Aspect	Standardization	Adaptation (Customization)
Definition	Using the same marketing strategy across all markets	Modifying the marketing strategy to fit each local market
Objective	Achieve consistency and economies of scale	Meet local preferences and needs
Product Strategy	Same product worldwide	Modified or new products for each market
Branding & Messaging	Uniform branding, slogans, and messaging	Localized messages, languages, and cultural elements
Pricing Strategy	One price model globally	Adjusted pricing based on local income levels and competition
Advantages	<ul style="list-style-type: none">- Cost efficiency- Consistent brand image- Easy coordination	<ul style="list-style-type: none">- Strong local connection- Increased customer satisfaction- Regulatory compliance
Disadvantages	<ul style="list-style-type: none">- May not suit all cultures- Risk of being irrelevant	<ul style="list-style-type: none">- Higher costs- More complex management
Best For	Tech products, luxury brands, global fashion	Food & beverage, personal care, cultural goods

Developing Global Marketing Strategies

Conduct Market Research

- **Analyze international markets:**
Identify demand, customer behavior, competitors, and economic conditions.
- **Study cultural, legal, and social factors** that may affect marketing effectiveness
-



Developing Global Marketing Strategies

Define Your Global Objectives

Set clear goals: e.g., market entry, brand awareness, revenue growth or expansion.



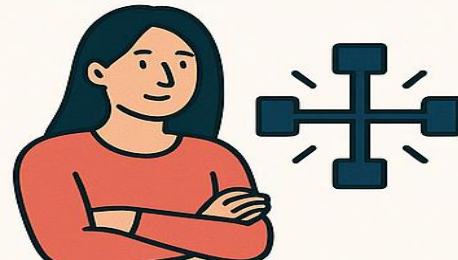
Market entry



Brand awareness



Revenue growth



Expansion

Define your global objectives

.Set clear goals: e.g., market entry, brand awareness, revenue growth, or expansion.

Align with overall business mission and long-term vision.



Choose Target Markets

Use segmentation criteria: geographic, demographic, psychographic, and behavioral.

Prioritize markets: this can be based on size, growth potential, accessibility, and risk.

Developing Global Marketing Strategies

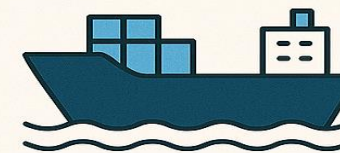
Decide on Market Entry Mode

Common methods:

- **Exporting**
- **Licensing & Franchising**
- **Joint Ventures**
- **Direct Investment**
- Choose based on resources, risk tolerance, and control requirements.

Decide on Market entry mode

Assess options: exporting, licensing, joint venture, or aquisition.



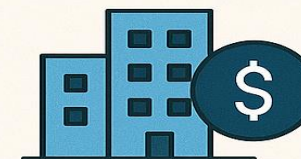
Exporting



Licensing



Joint Venture

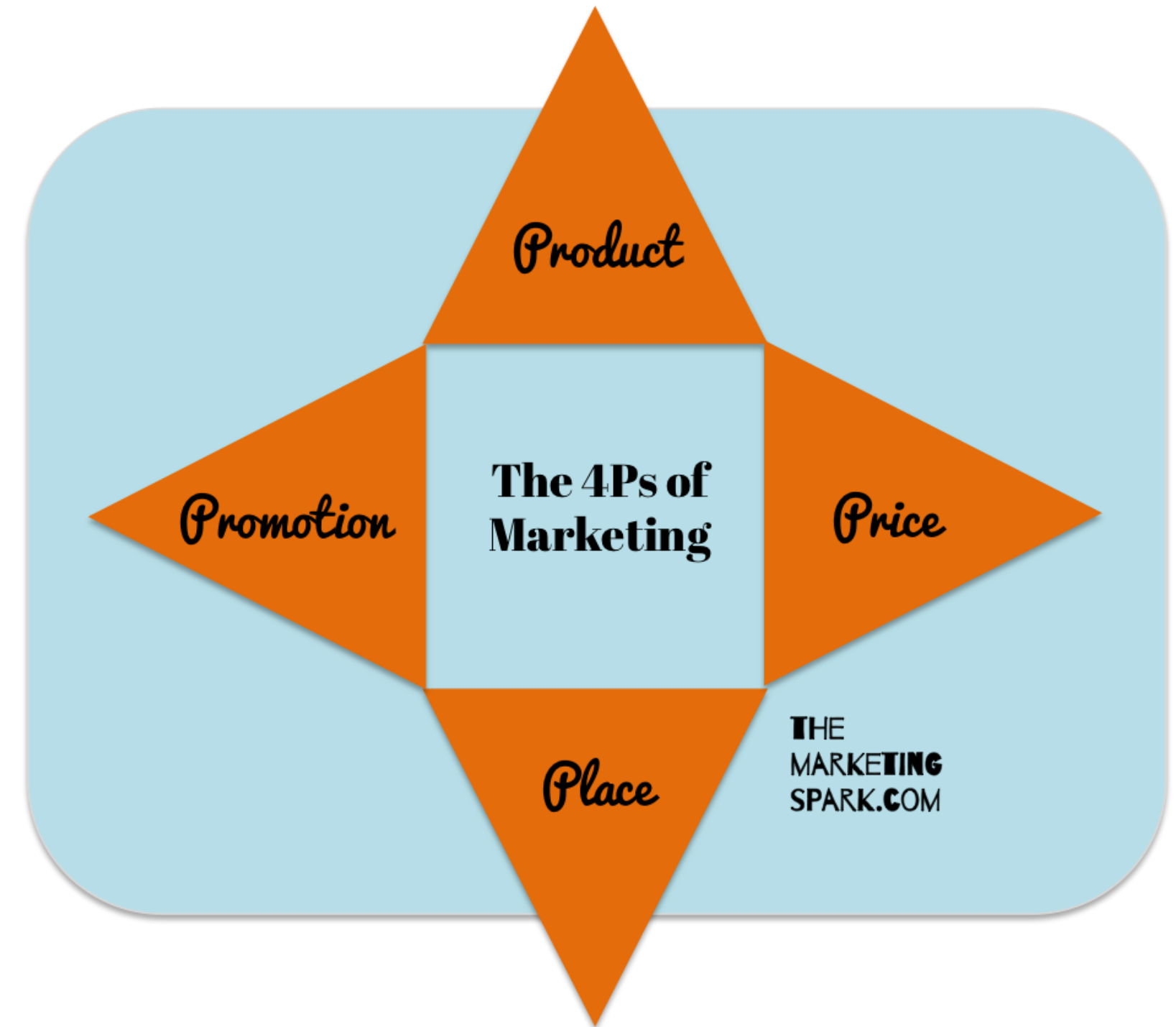


Acquisition

Developing Global Marketing Strategies

Develop your Marketing Mix

Element	Standardization	Adaptation
Product	Same design worldwide	Modify to fit local tastes
Price	Uniform pricing	Adjust for local economies
Place	Global platforms/distributors	Local channels and partners
Promotion	Global campaigns	Culturally tailored messaging



Developing Global Marketing Strategies

6

Build a Strong Global Brand

- Create a consistent brand image, logo, and values.
- Allow for local storytelling and cultural personalization where needed

7

Leverage Digital Channels

- Utilize global platforms: social media, websites, e-commerce
- Optimize content for multilingual, multicultural audiences

8

Monitor, Evaluate, and Adapt

- Track KPIs (sales, engagement, ROI)
- Stay flexible: adapt strategies based on market feedback and trends

Role of Market Research in Global Marketing

Market research is the foundation of global marketing. It bridges the gap between **global vision and local execution**, guiding strategy with real-world insights.

It plays a **critical role** in helping businesses successfully navigate and compete in international markets. It provides the insights needed to make informed, strategic decisions tailored to diverse global environments.

1. Identifying and Understanding Target Markets

- Research helps companies discover **which countries or regions** present the most opportunities.
- It provides data on **consumer demographics, needs, preferences, and behaviors**.

2. Cultural Insights

- Reveals **local customs, traditions, languages, values**, and taboos.
- Ensures marketing messages, products, and branding are **culturally appropriate and well-received**.

Cultural Insights



Research Local Customs

Understand cultural nuances, etiquette, and traditions



Examine Consumer Preferences

Identify local needs, buying habits, and communication styles



Tailor Products & Marketing

Adjust offerings, messaging, and campaigns to local culture



Role of Market Research in Global Marketing

Product



Adapt products/services to meet local preferences, needs, and regulations.

Market Mix



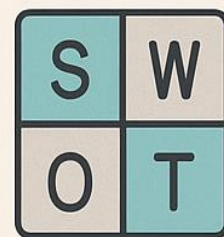
Develop strategies for product, price, promotion, and place.

Competitive Analysis



Analyze local and global competitors to identify key differentiators.

SWOT Assessment



Evaluate strengths, weaknesses, opportunities, and threats

3. Product-Market Fit

- Helps determine **whether a product needs to be standardized or adapted**.
- Identifies potential **product modifications** to meet local regulations, tastes, or usage habits.

🔍 4. Competitive Analysis

- Analyze **global and local competitors**, their strengths, pricing, and market positioning.
- Helps businesses find **gaps in the market** and unique selling points (USPs).

Role of Market Research in Global Marketing

📈 5. Market Entry Strategy

- Informs decisions on the **most effective entry mode** (e.g., exporting, licensing, partnerships).
- Assesses **barriers to entry** and **market readiness**.

🎯 6. Reducing Risk and Uncertainty

- Minimizes the chances of product failure or poor campaign performance.
- Provides **data-driven guidance** that reduces costly mistakes.



Role of Market Research in Global Marketing

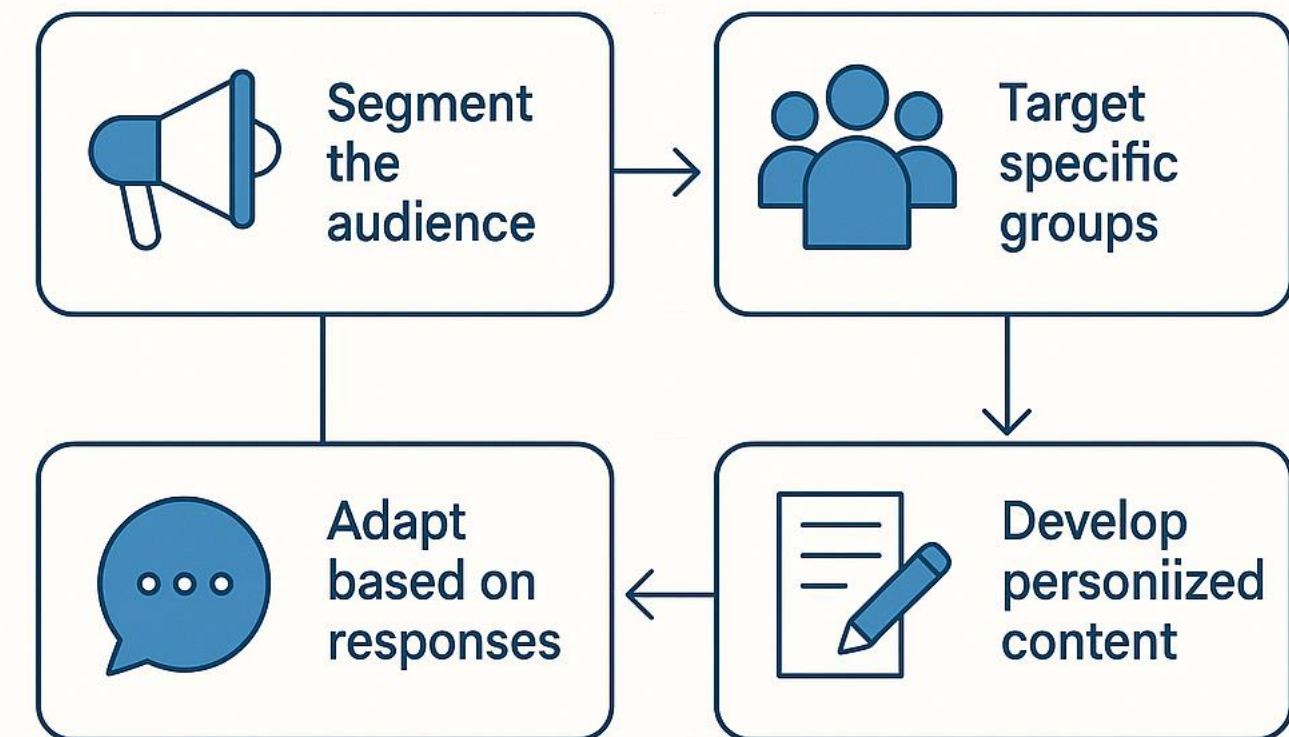
7. Tailoring Marketing Campaigns

- Informs **channel preferences**, language use, and content formats for different regions.
- Enables **personalized and localized** marketing efforts.

8. Tracking Performance & Customer Feedback

- Helps companies **monitor results**, identify what's working, and make **continuous improvements**.
- Gathers **feedback from global customers** to improve satisfaction and loyalty.

Tailored Marketing Campaigns and Responses





think
GLOBALLY,
act
LOCALLY

Acting Locally – Cultural, Economic and Regulatory Factors

“Acting Locally” means shaping your global strategy to fit the local market reality. It’s about blending your brand identity with regional relevance for meaningful impact and business success.

To succeed in international markets, brands must "act locally" by understanding and adapting to the **unique factors** within each target country. These include **cultural norms, economic realities, and regulatory frameworks**.

Cultural Factors



Language & Communication

Use correct language, tone, idioms, and non-verbal cues.



Values & Beliefs

What matters most to the local population (e.g., family, religion, tradition)



Customs & Etiquette

Buying habits, holidays, dress codes, food preferences



Symbolism

Colors, numbers, or imagery may have different meanings (e.g. white means mourning in some Asian cultures)



Advertising Sensitivity

Avoid stereotypes or offensive content, be respectful of cultural identity

Economic Factors



Purchasing Power

Adapt products and prices to match affordability.



Income Levels

Luxury vs. value-based offerings.



Market Maturity

Emerging vs. developed economies require different strategies.



Local Infrastructure

Internet penetration, logistics, and payment systems.



Currency Fluctuations

Impact on pricing, profits, and budgeting.

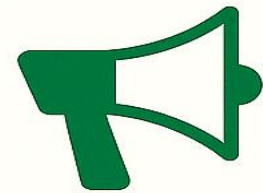
Regulatory Factors

Every market has its own rules for business operations.



Trade Laws & Tariffs

Affect costs, distribution, and market entry.



Advertising & Labeling Laws

What you can say and how you present products.



Product Standards & Safety

Health, environmental, and quality regulations.



Data Privacy Regulations

Especially in digital marketing (e.g., GDPR in Europe)



Employment & Tax Laws

Impact partnerships, hiring, and overall business strategy

Digital Technologies in Global Marketing

Digital technology has transformed how brands connect with global audiences. It enables businesses to reach new markets, personalize experiences, and make data-driven decisions — faster and more efficiently than ever before. And this created emergence of

- ## 1. Digital Marketing Platforms:
- Facebook, Instagram, TikTok, and LinkedIn help brands engage global audiences with localized content.
- **Search Engines, email marketing** : Google Ads, Baidu, and SEO strategies drive global visibility.
- ## 2. E-Commerce & Mobile Commerce
- **Global Online Stores** (e.g., Shopify, Amazon, Alibaba) enable businesses to sell worldwide, and **Digital payment solutions** (e.g., PayPal, Stripe, Flutterwave, Alipay) support seamless transactions globally.
- ## 3. Data Analytics & AI
- ## 4. Customer Relationship Management (CRM)
- Tools like **Salesforce**, **HubSpot**, and **Zoho** centralize customer data across global markets
- Cyber Security and Compliance tools and many more

Impact of Digital Technologies on Global Marketing

Digital technologies have made global marketing faster, smarter, and more accessible — reshaping how brands connect with the world, one click at a time.

1. Expanded Global Reach

- Brands can now market to audiences across continents instantly via websites, social media, and digital ads.
- Small businesses gain access to global markets without needing a physical presence.

2. Targeted and Personalized Marketing

- **AI and data analytics** help segment audiences and personalize messages based on behavior, location, language, and preferences.
- Improves customer engagement and conversion rates.

3. Rise of Mobile and Social Media Marketing

- Mobile-first strategies allow companies to reach consumers in mobile-dominant markets (e.g., Africa, Asia).
- Social platforms (Instagram, TikTok, X, LinkedIn) support real-time global campaigns.

4. Growth of E-commerce & Digital Sales Channels

- Online storefronts and marketplaces (Amazon, Alibaba, Shopify) enable global transactions.
- Cross-border logistics and digital payments have become more streamlined.

Impact of Digital Technologies on Global Marketing



Data-Driven Decision Making

Real-time analytics allow marketers to monitor campaigns, adapt strategies, and make faster decisions.

Customer insights drive product innovation and market fit



Automation & Efficiency

Tools like CRM systems, chatbots, and email automation improve marketing workflows across regions

Reduces time and costs while maintaining consistent quality



Enhanced Communication & Engagement

Brands interact with customers globally through live chat, DMs, and localized content

Role of Social Media in Global Marketing



Global Reach & Brand Awareness

Social media platforms like Instagram, TikTok, Facebook, LinkedIn, and X (formerly Twitter) enable brands to reach international audiences instantly, promoting products and services across borders without physical presence



Cultural Connection & Localization

Social media allows brands to tailor content to specific regions, using localized languages, trends, and cultural nuances, essential for building relevance and trust in diverse markets

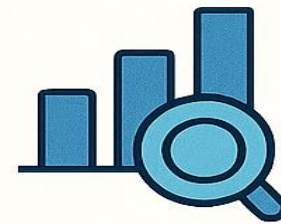


Customer Engagement & Community Building

Through interactive content, customer service via DMs/comments, and community-building features (like Facebook Groups or LinkedIn communities)

4.

Market Insights & Trend Monitoring



With analytics tools, social listening, and hashtag tracking, companies can gather real-time feedback, monitor competitors, and identify emerging global trends aiding agile marketing decisions

5.

Cost-Effective Advertising



Social media ads offer advanced targeting by geography, interests, behaviors, and language, making it possible for businesses of all sizes to run global campaigns affordably and effectively

6.

Influencer & UGC Leverage



Global influencers and user-generated content (UGC) help brands penetrate new markets authentically, tapping into trusted

E-Commerce and Global Marketing



1 24/7 Global Storefront

E-commerce enables businesses to operate beyond geographical and time zone limitations, offering products and services to international consumers 24/7.



2 Market Expansion Made Easy

With online platforms (like Shopify, Amazon, and Alibaba), companies can test and enter foreign markets quickly—without setting up physical stores—reducing entry barriers.

Localized Marketing Strategy

Global e-commerce success requires localization: translating product descriptions, adjusting pricing to local currencies, using culturally relevant visuals, and running geo-targeted promotions.



4 Data-Driven Decision Making

E-commerce platforms collect valuable consumer behavior data across regions—helping brands understand preferences, and buying patterns, and optimize inventory and marketing campaigns.



5 Integration with Social Commerce

Social platforms (Instagram Shops, TikTok Shops, Facebook Marketplace) have merged with e-commerce, allowing users to discover, review, and purchase globally from their feeds.



6 Customer Experience & Logistics

Seamless UX/UI, global payment gateways, and efficient international shipping and returns are key to building trust and loyalty.

Creating Effective Global Marketing Campaigns

Creating effective global marketing campaigns involves a strategic balance of consistency and localization. Brands must maintain a unified identity while adapting messaging to suit local cultures, languages, and consumer behaviors. Success relies on thorough market research, use of global digital platforms (like social media and e-commerce), culturally relevant storytelling, and data-driven personalization. Additionally, collaborating with local influencers and ensuring flexible logistics and payment options are key to global resonance and engagement.



Creating Effective Global Marketing Campaigns



4. Localize Content and Messaging

Translate and culturally adapt content — not just language, but humor, tone, and imagery. Use local idioms, holidays, and references to connect with regional audiences



5. Leverage Digital Platforms Strategically

Choose social media, e-commerce, and ad platforms popular in each region. Optimize content for mobile, which dominates many global markets



6. Collaborate with Local Influencers & Partners

Build trust and authenticity through local voices and community-based marketing. Partner with regional distributors, retailers, or digital platforms

7.



Customize Offers and Pricing

Consider local economic conditions, currencies, and purchasing power. Adjust product features or packaging to meet local preferences.

8



Monitor, Measure & Optimize

Track performance using KPIs like engagement, sales, ROI, and brand sentiment.



Customer Experience & Optimize

Use analytics to tweak campaigns and respond to market feedback in real-time.

Role of Branding in Global Marketing

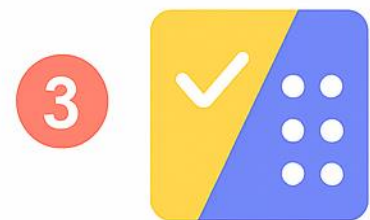
Builds Global Recognition



A well-defined brand helps consumers quickly recognize and trust a product or company, regardless of location – boosting recall and credibility in diverse markets.



Consistent branding (logos, colors, tone) across regions reinforces a unified identity, creating a cohesive experience that strengthens customer loyalty.



Differentiates from Competitors

Effective global branding distinguishes your offerings from local and international competitors, highlighting unique value propositions that resonate across cultures.



Evokes Emotional Connection

Strong brands transcend language barriers, connecting with global audiences through shared values, storytelling, and relatable visuals.



Supports Premium Pricing

A globally trusted brand can justify higher pricing through perceived quality, prestige, or emotional value—enhancing profitability.



Enhances Market Entry

When entering new markets, a reputable brand eases entry by reducing consumer uncertainty and attracting local partners, distributors, or investors.

Measuring Success in Global Marketing Campaign

1. Key Performance Indicators (KPIs)

- **Brand Awareness:** Track impressions, reach, and brand recall in different regions.
- **Engagement Metrics:** Monitor likes, shares, comments, video views, and time spent on content.
- **Website Traffic:** Analyze traffic sources, bounce rates, and geographic breakdowns.
- **Conversion Rates:** Measure lead generation, sign-ups, and purchases across regions.

2. Return on Investment (ROI) and Sales Performance:

- Compare campaign cost versus revenue generated, calculate ROI by regions to identify profitable. Markets. Track changes in international sales volumes during and after the campaign.

3. Customer Feedback & Sentiment

- Monitor reviews, surveys to assess public perception and satisfaction.
- Use Net Promoter Score (NPS) to gauge customer loyalty across markets.

4. Market Penetration & Reach

- Assess the growth of your customer base in targeted global regions.
- Measure distribution reach and channel effectiveness.

5. Local Adaptation Effectiveness

- Evaluate how well-localized messages and creatives performed.
- A/B test versions in different regions to optimize cultural relevance.

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THANK YOU