

International Marketing Campaigns & Online Marketing Opportunities

International Marketing

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3rd Nov 2009, VT2 7.40 am

Overview

- What is a „marketing campaign“?
 - Marketing strategy vs. marketing campaign
 - Components of a marketing campaign
 - Internationalizing a marketing campaign: Total Gym
- Designing a marketing campaign
 - Main considerations
 - In-class task
 - Overview of Online Promotional Tools
- Opportunities internet brings to global campaign management and design
 - Audience Research
 - Campaign Design
 - Campaign Execution

What is a „marketing campaign“

- Action plan of coordinated marketing activities
 - Typically „promotional“ (4Ps)
 - [Price, Place, Product, Promotion],
 - Typically „communication“ (4Cs)
 - [Cost, Convenience, Customer Value, Communication]

‡ In this lecture for clarity & simplicity:

Marketing campaign = Marketing communication campaign

Even though campaign may possibly include pricing & distribution elements... i.e. iPhone...

What is a marketing campaign

- **3 levels: Strategic, Operational, Tactical**
 - **Marketing Strategy**
 - The main concept within all marketing functions
 - **Marketing Communication Strategy**
 - The main idea driving communication with customers & shaping the brand image, derived from the marketing strategy
 - » Simply said: How do you want your brand to be perceived by your customers
 - » Example: „McD is a fun place to eat, all the kids have to know it
 - **Marketing Campaign**
 - Plan of concrete „conversations“ within specified time-frame for a specified audience in a specified media
 - **Putting communication strategy into life!**
 - **From „This is what we want to do“ to „This is how we want to do it“**

What is a marketing campaign

- **Defined plan of targeted promotional activities**
 - Clear Message (**Message!**)
 - Set of planned activities (**Promotional Tools**)
 - Within specified time-frame (**Timing**)
 - For a precisely selected audience (**Audience**)
 - Note: connection Audience and Region
 - And in specified communication channels (**Media**)
 - Note: connection audience-media
 - Including goals & campaign metrics (**Goals & Results**)
 - For a defined amount of money (**Budget**)
- **Military analogy**
 - War – Front – Battle
 - Strategic – Operational - Tactical

What is a marketing campaign

- A Basic Example: **Total Gym**
 - **Message:** Total gym does work + Call to action
 - **Tools:** Teleshopping style ads on TV
 - **Timing:** during Walker Texas Rangers series, 3x week
 - January 2010 till April 2010, 4 months
 - **Audience:** Chuck Norris fans in North America
 - **Media:** FOX, CBS, NBC
 - **Goals and Results:** 600 000 leads & 400 000 units sold in given period
 - **Budget:** 10 mil. USD, 25 USD per predicted unit sold
 - live: <http://www.youtube.com/watch?v=fzE0FOPiaDU>

What is a marketing campaign

- A Basic Internationalization Example: **Selling Total Gym in Italy**
 - **Message:** Total gym works for all athletes
 - **Tools:** Teleshopping style ads on TV
 - **Timing:** during Teleshopping session in the afternoon
 - January 2010 till April 2010, 4 months
 - **Audience:** Couch potatoes feeling guilty watching TV in the afternoon
 - **Media:** Rai Uno
 - **Goals and Results:** 60 000 units sold in given period
 - **Budget:** 1 mil. EUR, 16,7 EUR per predicted unit sold
- live: <http://www.youtube.com/watch?v=AppSsTpfFR4>

Sidenote

- Internationalization Issues & Considerations
 - Culture
 - Political and legal factors
 - Target country's level of economic development
 - Mode of involvement in foreign markets

Designing a marketing campaign

- Synchronizing Marketing communication strategy with desired goals and available resources
- Strategic & Creative & Practical
- Optimizing the aforementioned interdependent elements:
 - **Message**
 - Note: connection Message & Media
 - **Promotional Tools**
 - **Timing**
 - **Audience**
 - Note: connection Audience & Region
 - **Media**
 - Note: connection Audience & Media
 - **Goals & Results**
 - Note: Metrics have to be defined!
 - **Budget**
 - Note: Budget limits Promotional tools available...

Designing a marketing campaign

- Individual in-class task
 - Design a Total Gym campaign for your country
 - Brief Outline is sufficient
 - Be ready to present and reveal your strategy choices (why) not only campaign variables (how)

Designing a marketing campaign

- Discussion: Promoting Total Gym Online

Designing a marketing campaign

- Promoting Total Gym Online
 - Options
 - Direct Mail
 - Website
 - Search engines
 - Ads
 - Forums / Groups
 - Magazines
 - Videos
 - » See „How to use Total Gym“ on You Tube:
http://www.youtube.com/watch?v=ah_gS-v1jzg
 - Viral Campaigns
 - Internet Radio, Internet TV

Opportunities internet brings to international marketing campaign design & management

- Advantages:
 - **Architecture!**
 - Global network with national sub-networks, i.e. domains
 - Country targeting is easy!
 - **Technology**
 - Language recognition, location recognition
 - Real-time adjustments
 - Script recognizes your location and will generate relevant promotional coupon usable at a store in your town
 - localization of services: Google
 - **Global audience in a single medium**
 - Market Research
 - Testers „playground“
 - **Global campaign management** on one platform
 - i.e. Google AdWords

Opportunities internet brings to international marketing campaign design & management

- Advantages:
 - **SME Friendly**
 - The size of the company is not discriminating
 - Even SMEs can market goods globally online
 - Generally cheaper to run an international campaign online than offline
 - **Physical distance less critical**
 - Means opportunities especially for services companies
 - **Online campaigns are measurable and comparable**
 - Offline campaigns as well, but in online environment it is cheaper to get the data:
 - Benchmarking and Assessing Markets
 - Real-time campaign data – Monitoring
 - Quality feedback allows prompt action in case something goes wrong

Opportunities internet brings to international marketing campaign design & management

- Disadvantages

- **Lower Credibility**

- internet environment perceived more risky

- **Global, but...**

- in some countries only marginal part of population actually has internet

- **Tendency to cut + paste**

- Just because USA and UK share the language doesnt mean the same campaign will work...

Opportunities internet brings to international marketing campaign design & management

- Summary
 - **Convenience**: Design and manage a global (but possibly locally adjusted) campaign on one platform and get real-time feedback
 - **Testing opportunities**: before an expensive product launch on a foreign market, test drive the product in that particular country online
 - **Low-cost**: No need to higher a media planning agency in every country
 - **Userbase**: World-wide still growing

Thank you!

- Questions?
 - Ask now!
 - Or later 😊 lukasegottwald@gmail.com

References

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