



International Marketing Campaigns & Online Marketing Opportunities

Marketing in English

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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

E-commerce

■ Defintion

□ „Refers to commercial transactions occurring over open networks, such as the Internet. Both business-to-business and business-to-consumer transactions are included.“ worldbank.org

- Definition 2.: „Electronic Commerce, commonly known as (electronic marketing) e-commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks.“ wikipedia.org

E-commerce

■ Characteristics

- Customer has to own a „gadget“ connected to a network in order to participate in e-commerce (i.e. PC)
- Merchant has to have a space within the network (i.e. domain name and website)
- Customer obtains information about the product electronically
- Customer confirms his decision to purchase the product electronically (i.e. filling in a form on a website)
- Payment can be made online
 - Credit Cards, Paypal, PaySec(Czech), SMS payments
- Distribution
 - Electronic - Online (i.e. songs, books, software, services)
 - Physical - Offline (necessary for physical goods)

E-commerce

■ Benefits

- Lower transaction cost
 - Merchant side
 - Store, inventory, staff, communication
 - Customer side
 - Time needed to get info and compare prices, communication
- Global market
 - Outsource services globally
 - Take advantage of price differences, exchange rates etc...
- Marketing
 - Whole AIDA + payment + distribution in one moment
 - Both B2B and B2C in one channel
 - example: www.hp.com

E-commerce

■ Risks & Drawbacks

□ Security Issues

- Fraud, both on Merchant and Customer sides

□ Virtual relationship

- No face-to-face interaction – may contribute to the trust problem

□ Technology & Equipment

- Direct proportion between Internet expansion and E-commerce growth

□ Consumer behaviour more „item specific“

- According to Stuchlik, Dvoracek (2002) customers engage mostly in „targeted shopping“ not in „leisure shopping“ in the online environment

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 😊 lukasgottwald@gmail.com

References

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