

The background of the slide features the LIUC University logo, which consists of the letters "LIUC" in a large, dark blue, serif font, and the word "Università" in a smaller, dark blue, sans-serif font below it. To the left of the text are four yellow stars of varying sizes, arranged in a pattern similar to the European Union flag.

Students' version

S1.2 International Marketing

September 23, 2019

LIUC
Università

Contents of the session



1. Prof. Presentation
2. Student elevator pitch (1')
3. Syllabus review and rules
4. International Marketing Concept
5. Global Digital Environment
6. Wrap-up

Learning Objective 1

Understand *what international marketing is* and *how it is influenced* by the cultural, economic and financial environments

The background of the slide is a dark blue world map. Overlaid on the map are numerous glowing blue dots, likely representing major cities or data points. These dots are interconnected by thin, white, curved lines that arc across the map, symbolizing global communication, trade, or data flow. The overall aesthetic is high-tech and international.

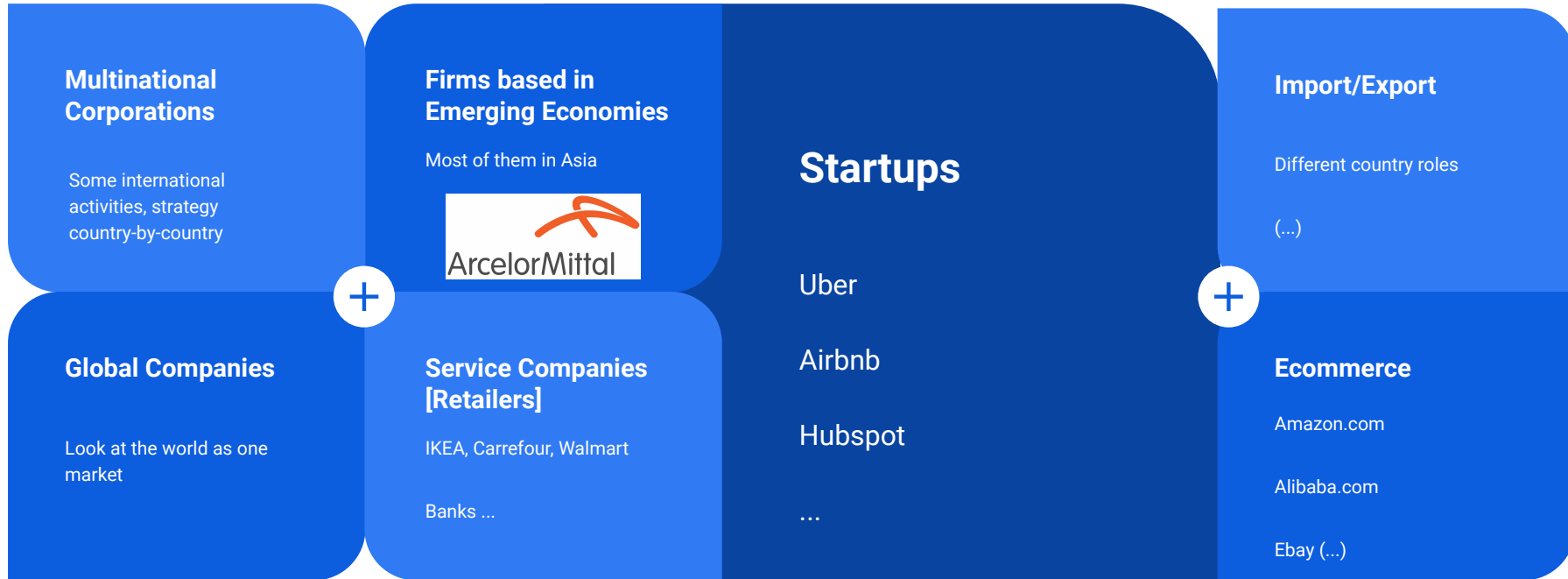
International Marketing Course

Now your takeaways of session 1!

1. (...)
2. (...)
3. (...)
4. (...)
5. (...)

15 minutes exercise on previous session takeaways
to share after with the class!

5. Participants in Global Marketing





Global Marketing vs Tactic Marketing

Strategic Marketing

- Positioning
- Segmentation
- Product Development
- Branding
- (...)

When can we say that a topic is strategic?

International level

Upstream (strategic) Mkt

Tactic Marketing

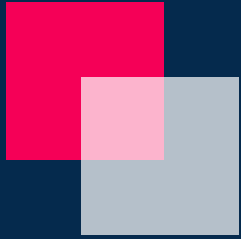
- 4 P's
- Legal implications of product features and advertisement
- Channel policy
- Distribution Network Management
- Influencer Marketing Campaigns
- (...)

Local - country level

Downstream Mkt

FBA Export

No extra costs. More business.



2. International Marketing Offline



2. International Marketing Offline



Offline marketing is a concept that describes traditional marketing activities, taking place out of the Internet and digital tools.

2. International Marketing Offline



Traditional integrated campaigns that we have been used since the last 10 years refer to all kinds of conventional communication approaches that use the concepts of advertising, campaigns, corporate communications, branding, and promotions.

2. International Marketing Offline



The most common approaches that are followed in traditional communication strategy include pamphlets, fliers, magazines, direct mail, billboards, print advertisements, billboards, newspapers, TV, radio, etc.

These methodologies have been employed since the dawn of the marketing field.

Federica I. Fornaciari, 2018



Advantages of Offline Marketing Activities:

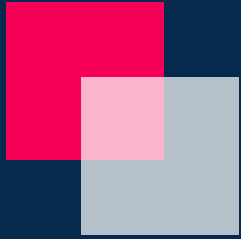
- Mass advertisement without segmentation
- Addressing offline customers
- Segmentation for niche customers (ie through local TV channels)
- Good alternative for some types of local businesses (ie billboards for funeral parlor and fliers nightclubs)

Digital marketing vs Traditional marketing

Audience can directly interact with your ads in digital space.



It is a medium where you can convey your brand message loud and clear.

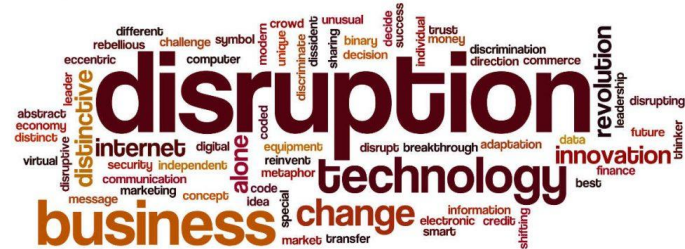


3. Global Digital Environment

3. Global Digital Environment



3. Global Digital Environment



Digital Disruption

[Interruption of an activity of process]

Destroying long-term successful business models















- Breaking industry barriers
- Transforming purchase behavior

Threats & Opportunities

3. Global Digital Environment

Industry disruptors?

3. Global Digital Environment

 Uber World's largest taxi company Owns NO 	 airbnb World's largest Accommodation provider Owns NO 	 skype WeChat World's largest Phone companies Owns NO 	 Alibaba Group World's most Valuable retailer Owns NO 
facebook. Most popular Media owner Owns NO 	 SocietyOne World's fastest Growing bank Owns NO 	NETFLIX World's largest movie house Owns NO 	 Apple Google World's largest Software vendors Owns NO 

3. Global Digital Environment

How companies prepare for
digital disruption?

3. Global Digital Environment

How companies prepare for digital disruption?

- Increasing digital knowledge about customers
- Develop digital ecosystem and partnership
- Companies narrowly focused on value chain only will suffer gain extra pressure

3. Global Digital Environment: 4 biz model for digital

Business leaders have 4 options to design business models (alone or in combination) in digital era with associated capabilities and relationship.

Executives need to determine:

- A) The extent to which they want to control the value chain, or drive or be part of the ecosystem that delivers on the end customer's total need
- B) To the extent to which they know about their end customer's goal

3. Global Digital Environment: 4 biz model for digital

Knowledge of End Customer
Partial - Complete

Omnichannel business:

- Owns customer relationship
- Multi product and multi channel CX
- Integrated value chain

Example: banks and retailers

Ecosystem driver:

- Ensures great customer experience
- Plug and play third party products
- Customer knowledge from all data

Example: Amazon

Supplier

- Sells through another company
- Potential for loss power
- Skills: low cost producer

Examples: insurance via agent

Modular producer:

- Plug and play product/service
- Able to adapt to any ecosystem
- Constant innovation

Example: Paypal

Value Chain - Business Design - Ecosystem

3. Global Digital Environment: preparing 4 the future

- A) Use digital capabilities to obtain information about customer's goals and life events
- B) Amplify the customers voice inside the company
- C) Boost evidence based decision making
- D) Develop integrated and multi channel CX
- E) Be the first customer's choice → volume matters
- F) Became great at building partnership
- G) Create service enabled interfaces that others can use

3. Global Digital Environment



3. Global Digital Environment: ad campaigns



Examples of global ad campaigns

Remember:
We r selling
24/7!

Thanks for
your attention

