

#### MODULE – 7

## INTERNATIONAL ADVERTIS INTERNET ADVERTISING INDUSTRIAL ADVERTISIN

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### <u>Definition:</u>

 International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods services to consumers or users in mothan one nation for a profit.



#### Reasons for International Importance

Stagnation of domestic markets

Company survival, particularly those with sidomestic markets

Growth and profit opportunities

Economic necessity

#### CHALLENGES FOR INTERNATIONAL ADVER

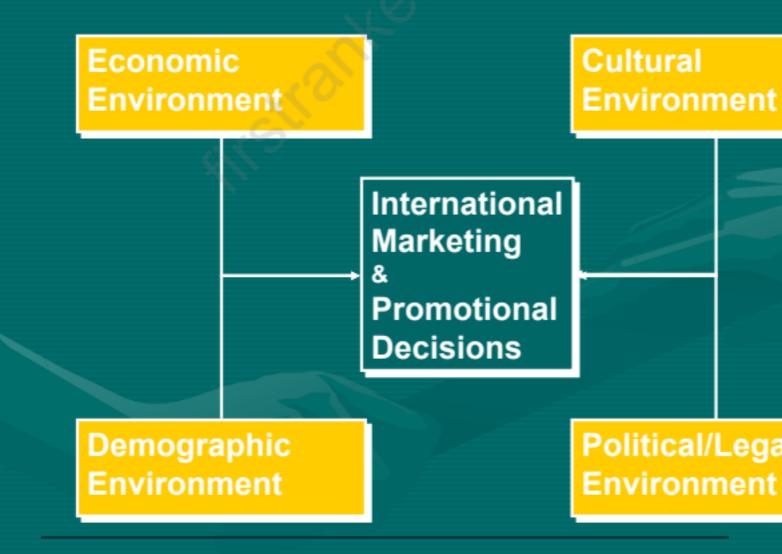
- Competition
- legal restraints
- government controls
- Weather
- fickle consumers
- any number of other uncontrollable element

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# Differences between domes and international Marketin

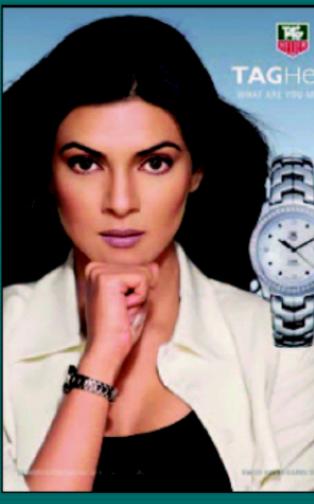
- (i) countries are different,
- (ii) the range of problems are comparatively simple domestic marketing than those confronted by intermarketing.
- (iii) Managers in an international business must j
  ways to work within the limits imposed by government
  intervention in the international trade and investment
  system, and
- (iv) international transactions involve converting many into different currencies.

# The International Environment (PEST ANAL) International Context)



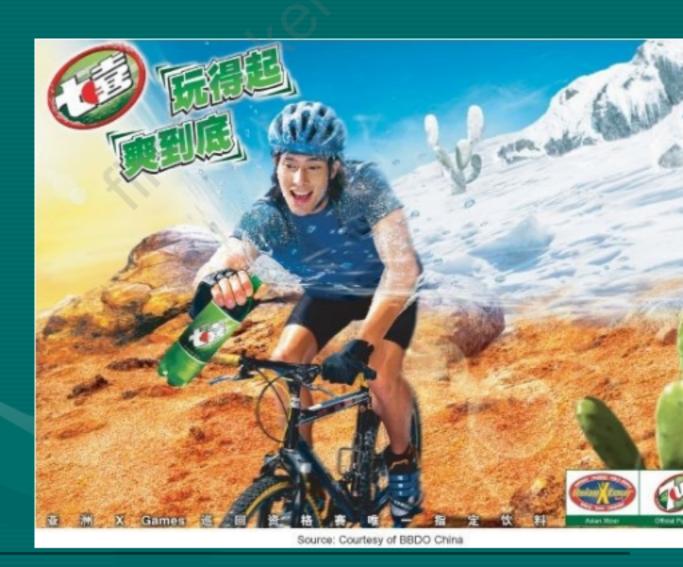
#### TAG Heuer's Global Campaign







#### Focusing on China for Growth



#### Global Marketing & Advertising Advantag

Economies of scale in production, distribution

Lower costs with less in planning and control

Lower advertising production costs

Ability to exploit good ideas worldwide

Ability to introduce products quickly, worldwide

Consistent international brand, company image

Simplification of coordination and control

#### **Problems With Global Advertising**

Differences in culture, market and economic development make it difficult to use global advertising

Consumer needs and usage patterns often vary by country or region

Media availability or usage may vary by country or region

Legal restrictions may make it difficult to develop an effective universal appeal

#### When is globalization appropriate?

Brands can be adopted for visual app avoiding translation problems Brands promoted with image campai playing to universal needs, values, en Globalization High-tech products, new to the world steeped in the cultural heritage of the Often Works Best of origin For: Products with a nationalistic flavor, if the country has a favorable reputat the field Products appealing to a market segm universally similar tastes, interests, n values

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# <u>INTERNET ADVERTISIN</u>

- It is a form of marketing and advertising w uses the internet to deliver promotional marketing messages to consumers.
- Example: email marketing, search engine marketing (SEM), Social media marketing, mobile advertising, web banner advertising

# Advantages of web advertisin

- i) Advertisements can reach a very large number of poten buyers.
- ii) Web advertisements are accessed on demand for all the day, 365 days
- a year and costs are the same regardless of audience local
- iii) One-to-One direct marketing is possible.
- iv) Web advertisements can be interactive and targeted to interest groups and
- individuals.
- v) Contents can be updated, supplemented or changed at a minimum cost.
- vi) Multimedia will create more attractive advertisements
- vii) They can efficiently use the convergence of text, audi and animation.
- v) They can introduce new products or alternatives to exist products.

# Disadvantages of web advertisi

- i) There is no clear standard or language of measurement.
- ii) Audience is only net sufferers, who are lesser.
- iii) Cost is high in many circumstances.

## Industrial Advertising

Industrial advertising on the other hand refers to the advertisements which are issued by the manufacturers/distributors to the buyers of industripoducts. This category would include machinery an equipment, industrial intermediates, parts and competc. Because of the unique characteristics of industrial decision process, the importance of industrial advertision process, the importance of industrial advertision process.

# Trade Advertising

- Advertisements, which are directed by the manufacturers to the distribution channel members, such as wholesalers or retailers, called trade advertising.
- The objective of such advertising is" to prosales by motivating the distribution channel members to stock more or to attract new routlets.

# Professional Advertising:

 There are certain products for which the consumers themselves are not responsible the buying choice. The classic examples are pharmaceuticals where the decision is mad doctors while the consumers are the patier



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