



Seminarios virtuales Miércoles del exportador

Marketing Internacional para Empresas Exportadora

Lima, 11 de mayo de 2022

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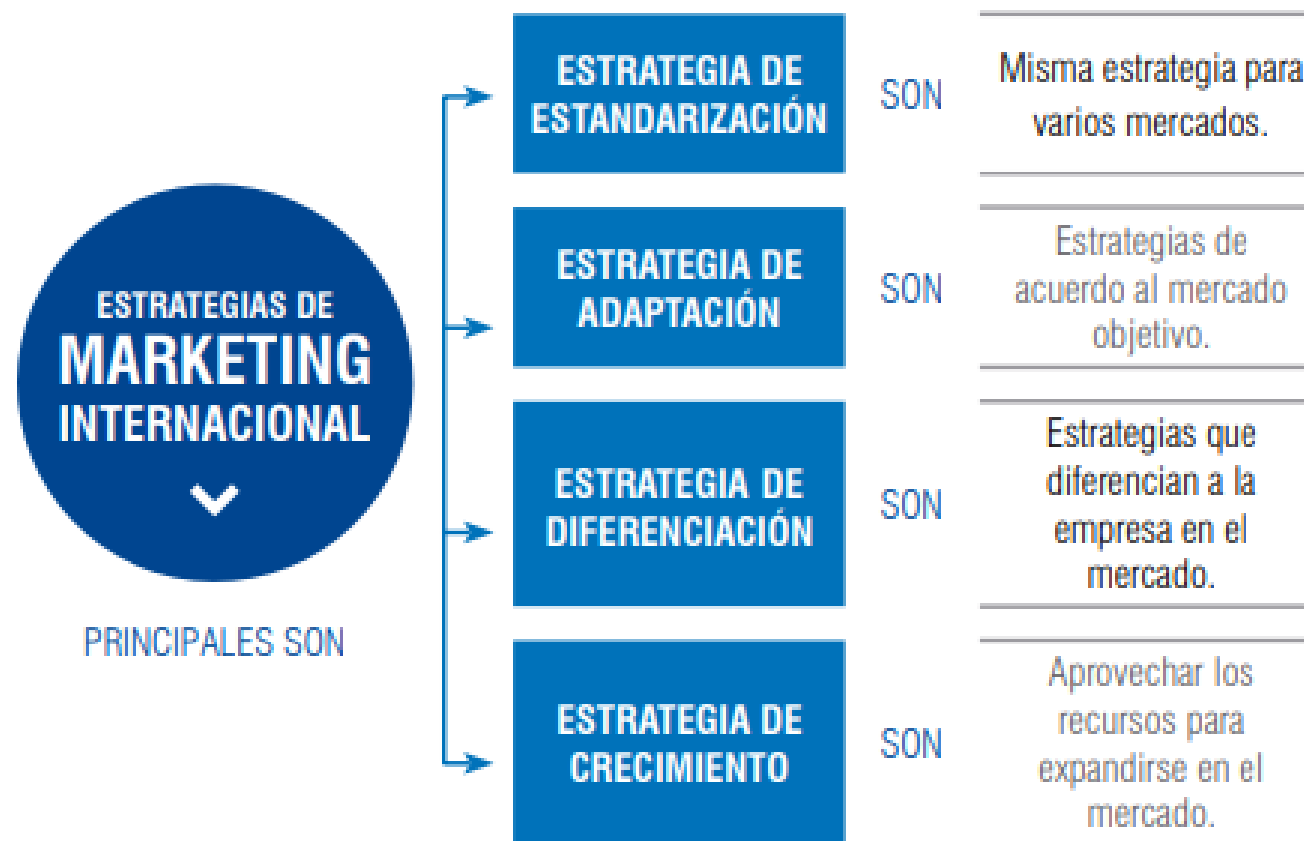
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Beneficios del marketing internacional



Estrategias genéricas de marketing internacional

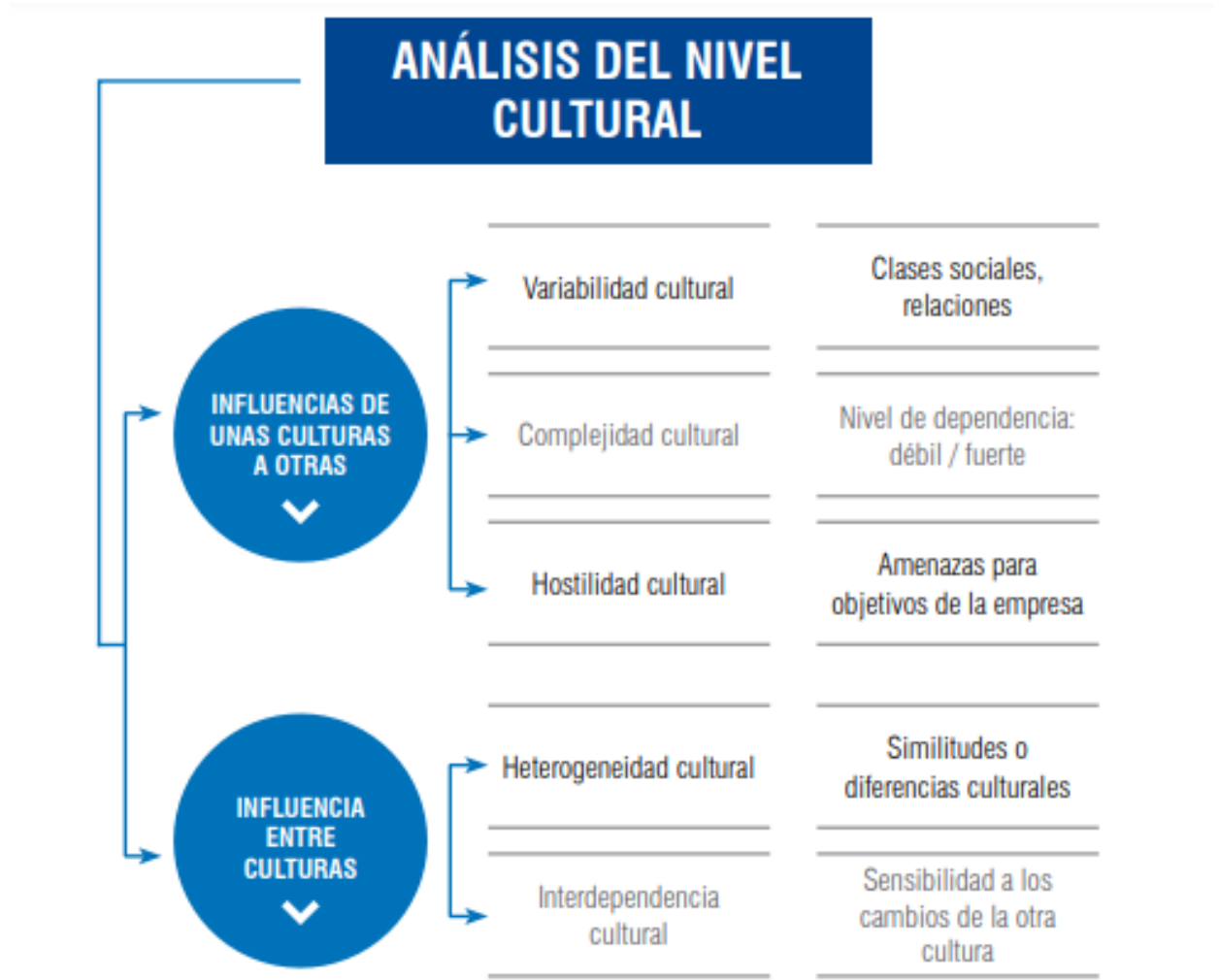


Factores del entorno del marketing internacional

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Análisis del nivel cultural



Análisis a nivel de la empresa



Factores estratégicos para lograr el éxito a nivel internacional



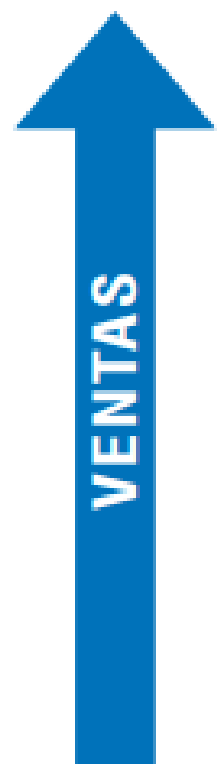
Factores estratégicos para lograr el éxito a nivel internacional



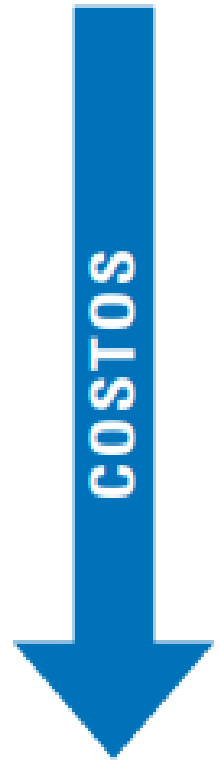
CRM y branding



Beneficios del CRM



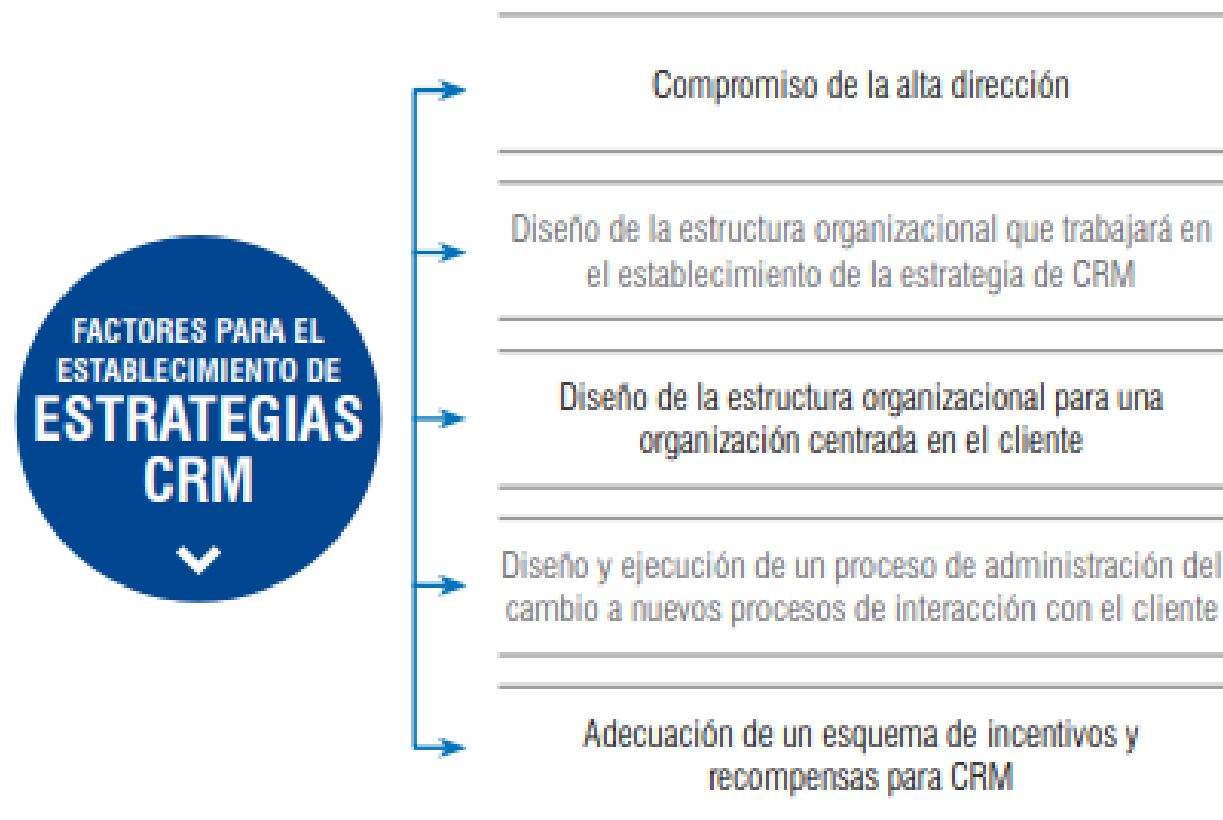
-
- Aumento en la productividad de la compañía.
 - Menos tiempo gastado en recolección, administración y mantenimiento de información.
 - Incremento en la generación de prospectos, oportunidades y retención de clientes.
 - Mejores reportes, análisis y evaluación de actividades del negocio.
 - Estrategia de negocios y asignación de recursos centrados en la retención y el aumento de clientes.
-



Beneficios del CRM



Beneficios del CRM



Branding

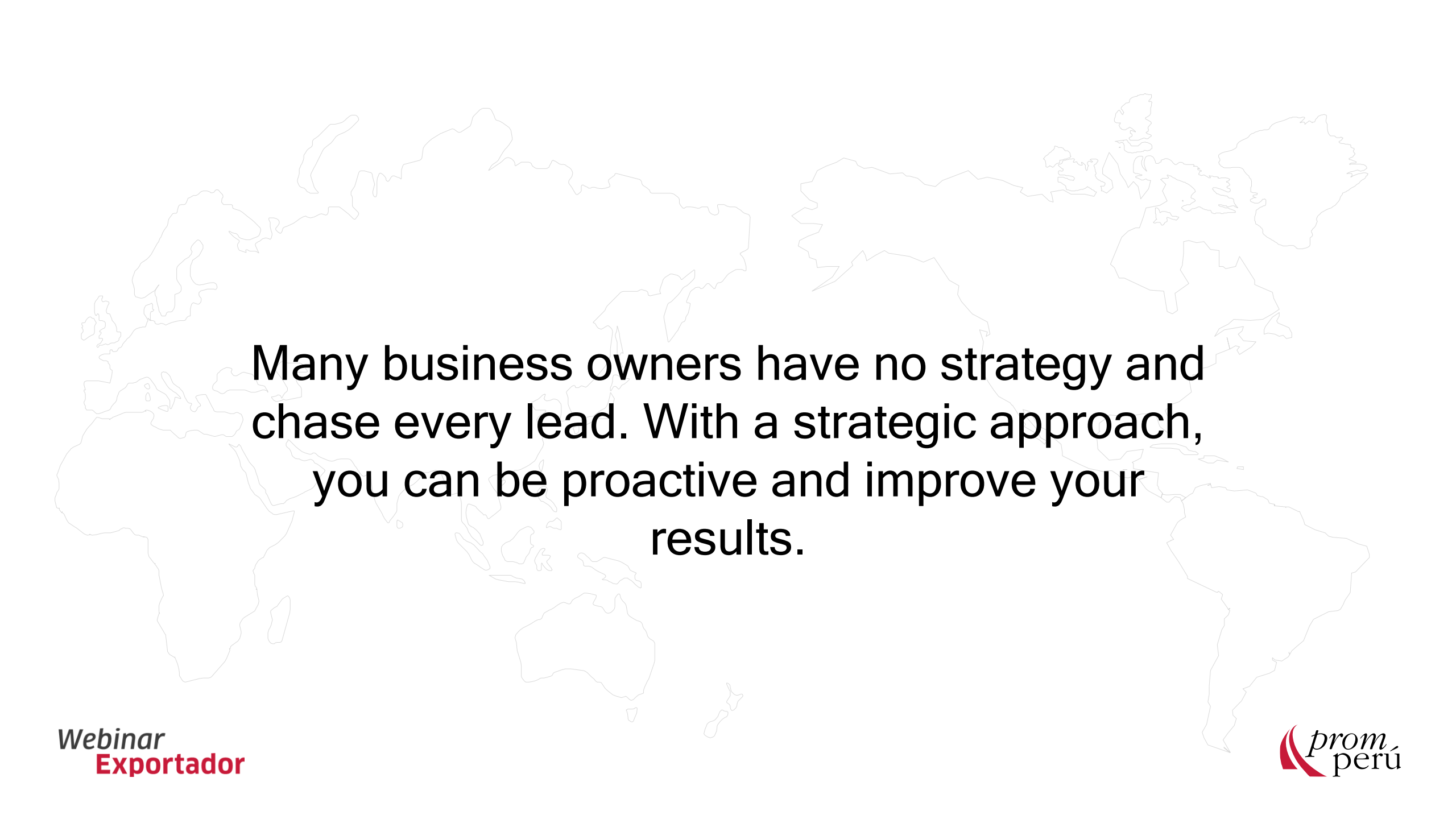


Elementos del branding



¿Cómo generan valor las marcas?





Many business owners have no strategy and chase every lead. With a strategic approach, you can be proactive and improve your results.

Developing your export marketing strategy





Developing your export marketing strategy

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Understanding export marketing plans

- What are the characteristics of your target market?
- How do your competitors approach the market?
- What is the best promotional strategy to use?
- How should you adapt your existing marketing materials, or even your product or service?



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The many Ps of international marketing

- Product
- Price
- Promotion
- Place



Developing your export marketing strategy

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The many Ps of international marketing

- Payment
- Personnel
- Planning
- Paperwork
- Practices
- Partnerships
- Policies
- Positioning
- Protection



Developing your export marketing strategy

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Building your export marketing plan

- What is the nature of your industry?
- Who are your target customers?
- Where are they located?
- What is your company's marketing strategy?



Developing your export marketing strategy

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Building your export marketing plan

- What products or services do you plan to market?
- How will you price your products and services?
- Which segment of the market will you focus on?
- Does your marketing material accurately convey the quality and value of your products or services and the professionalism of your company?



Developing your export marketing strategy

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Your Marketing plan should contain the following sections:

- Executive summary
- Product or service analysis
- Market analysis
- Competitive analysis
- Goals
- Marketing strategy
- Implementation
- Evaluation



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Setting prices

- currency exchange rates and fluctuations
- market research
- customer research and credit checks
- receivables/risk insurance
- business travel



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Setting prices

- international postage, cable and telephone rates
- translation
- commissions, training charges and other costs involving foreign representatives
- consultants and freight forwarders
- product or service modification and special packaging



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Market demand

- Demand in foreign markets can affect your price. In other words, what will the market bear?



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Competition

- If you have many competitors in a foreign market, you may have to match or undercut the going price to win a share of the market.
- If your product or service is unique, new or demonstrates superior quality, you may be able to set a higher price.



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Pricing strategies

- Static pricing
- Flexible pricing
- Full cost-based pricing
- Marginal cost
- Penetration pricing
- Price skimming



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Pricing checklist

- Marketing and promotion
- Production
- Documentation
- Transportation
- Customs
- Financing



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Promotion

- Advertising
- Promotional materials
- Direct mail
- Media
- Personal visits
- Trade shows
- Internet
- Social media

3 essential steps for entering a international market



Review your company

- Capacity to expand
- Leadership
- Your team
- Product or services

Develop a market entry strategy

- **Set clear goals**
- **Do preliminary research on your market**
- **Choose your mode of entry**
- **Consider financing and insurance**

Develop a market entry strategy

Set clear goals

- Your business goals and targeted level of sales
- The specific product or service to export
- The target market
- Major action items, a timeline and your budget

Develop a market entry strategy

Do preliminary research on your market

- Size of the market
- Competition
- Your unique value proposition
- Regulatory, certification, trade and other barriers and opportunities

Develop a market entry strategy

Choose your mode of entry

- Using a distributor or agent
- Acquiring or partnering with a local business
- Opening a physical presence
- Selling through online marketplaces
- Offering direct e-commerce sales
- Selling indirectly through another company that exports to the target market
- A blend of several channels

Develop a market entry strategy

Consider financing and insurance

- Think about what financing you may need for your investments in the venture to ensure you don't eat into working capital.

Prepare and execute an export marketing plan

More detailed research on your target market, including:

- Target customer characteristics
- Local consumer needs and trends
- Specific regions or segments to target
- Cultural considerations
- Potential partners and buyers
- Details on regulations and certifications you need to meet

Prepare and execute an export marketing plan

Needed adaptations to reflect local needs and customs. You may have to adapt:

- Product features
- Packaging
- Labelling
- Pricing
- Branding
- Business practices

Prepare and execute an export marketing plan

Logistics needs, including:

- Transportation of products
- Documentation
- Packing
- Storage en-route
- Customs clearance

Prepare and execute an export marketing plan

A promotion plan. This may consist of:

- Website and social media marketing
- Ads
- Media kits
- Brochures
- Business cards
- Testimonials

Prepare and execute an export marketing plan

- **Monitoring your efforts.** It's important to pick a few key metrics and regularly monitor them to stay on target and optimize.

Modelo ampliado



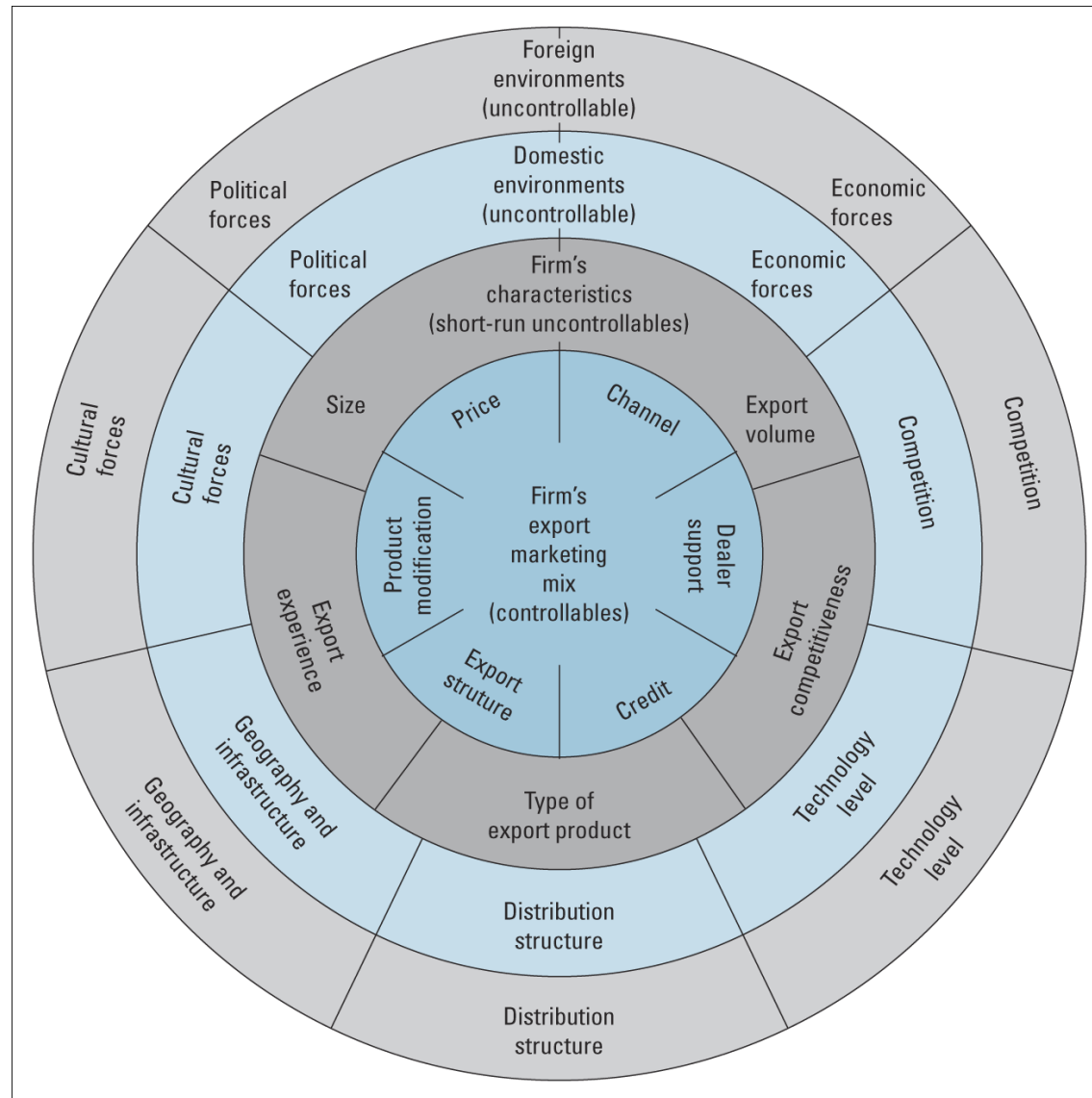


Figure 1.2 Schematic model of the export marketing mix

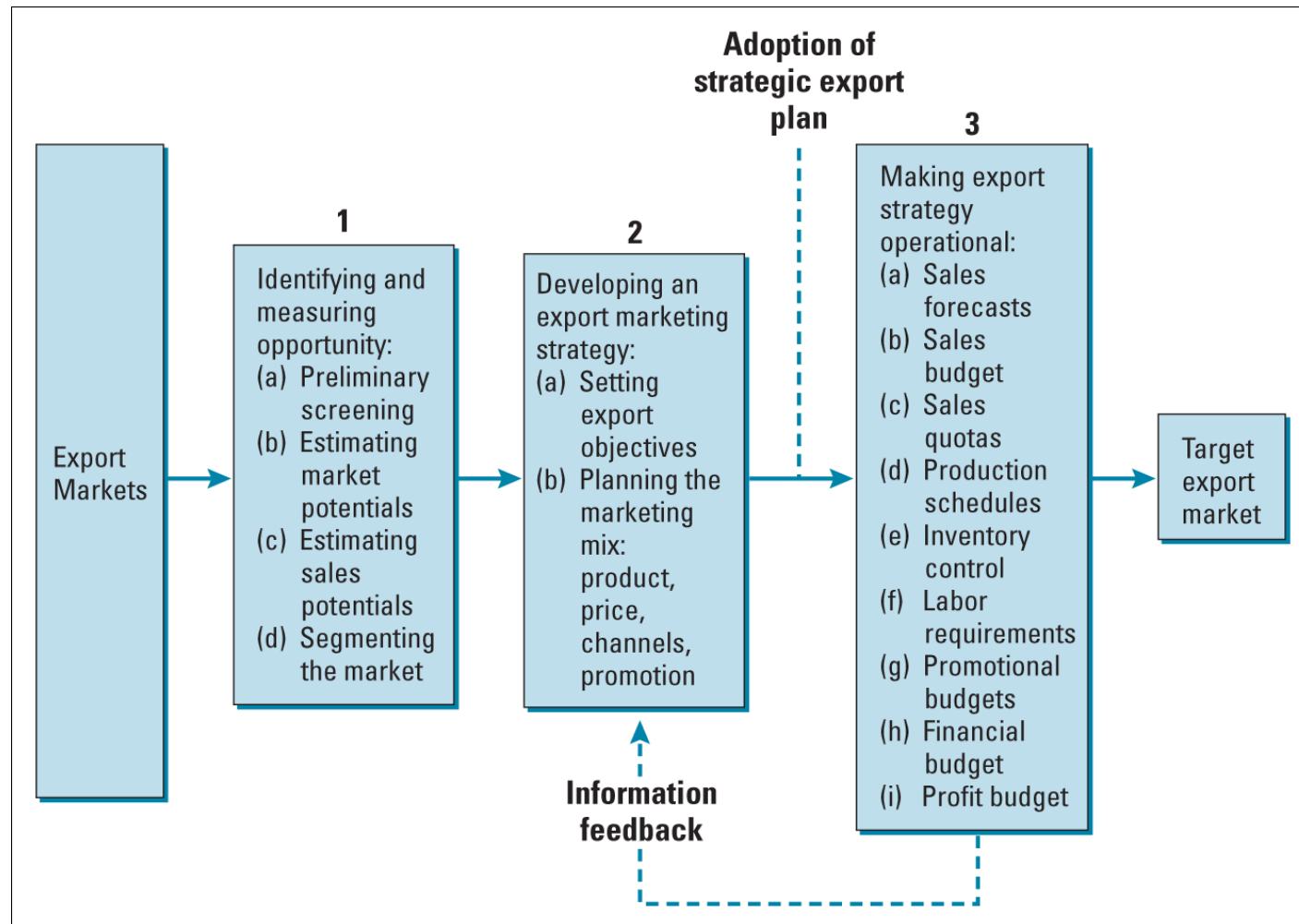


Figure 1.3 Export marketing planning process

	General market indicators	Specific product indicators
Country market level	<ul style="list-style-type: none"> Demographic and population characteristics Socio-economic characteristics Political characteristics Cultural characteristics 	<ul style="list-style-type: none"> Economic and legal constraints Market conditions Product-bound culture and lifestyle characteristics
Customer market level	<ul style="list-style-type: none"> Demographic characteristics: age, gender, life cycle, religion, nationality, etc. Socio-economic characteristics: income, occupation, education, etc. Psychographic characteristics: personality, attitudes, lifestyles 	<ul style="list-style-type: none"> Behavioral characteristics: consumption and use patterns, attitudes, loyalty patterns, benefits sought, etc.

Table 5.2 Bases for export market segmentation

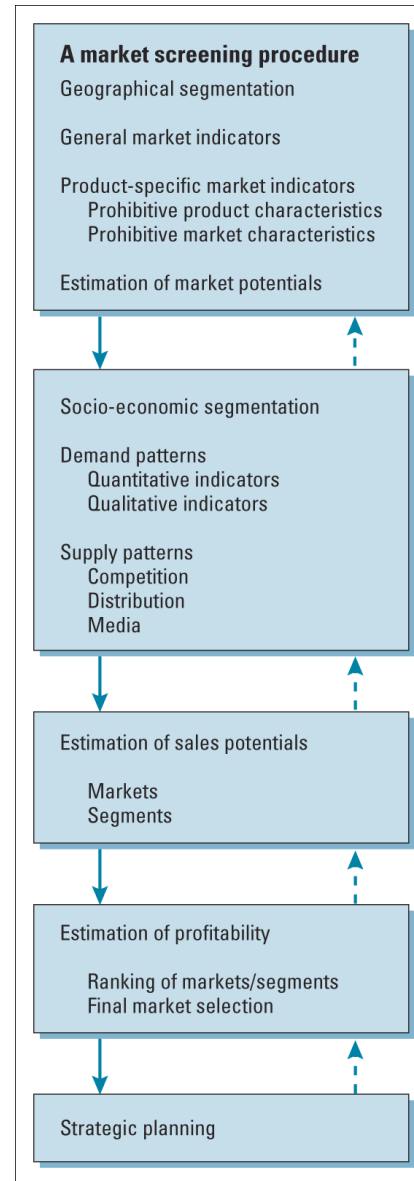


Figure 5.3 Export market selection: a market screening procedure

Country attractiveness	Competitive strength
<p>Market size (total and segments)</p> <p>Market growth (total and segments)</p> <p>Market seasons and fluctuations</p> <p>Competitive conditions (concentration, intensity, entry barriers, etc.)</p> <p>Market prohibitive conditions (tariff, nontariff barriers, import restrictions, etc.)</p> <p>Economic and political stability</p>	<p>Market share</p> <p>Marketing ability and capacity</p> <p>Product fit</p> <p>Contribution margin</p> <p>Image</p> <p>Technology position</p> <p>Product quality</p> <p>Market support</p> <p>Quality of distributors and service</p>

Table 5.6 Dimensions of country attractiveness and competitive strength

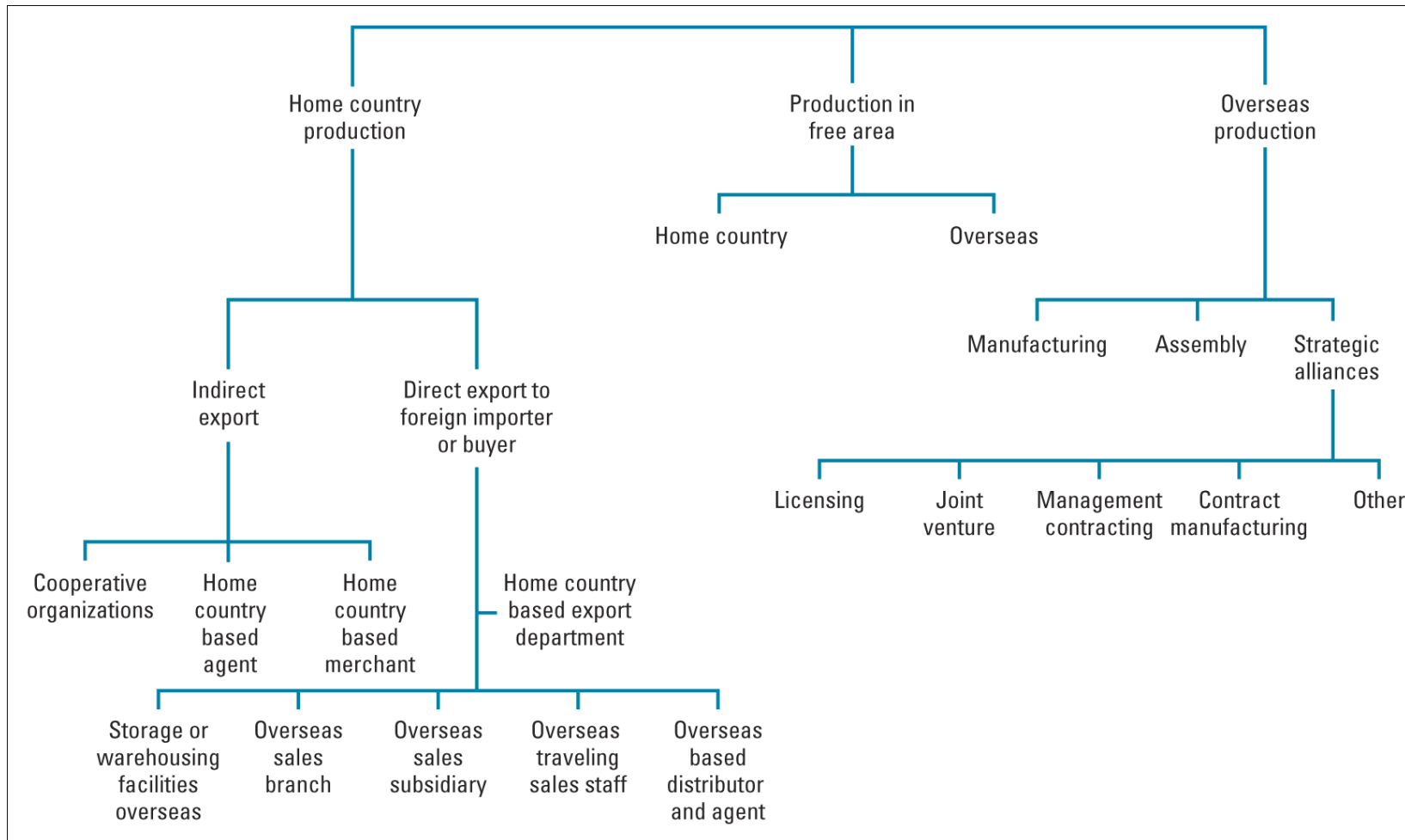


Figure 7.2 Outline of alternative basic international marketing channels

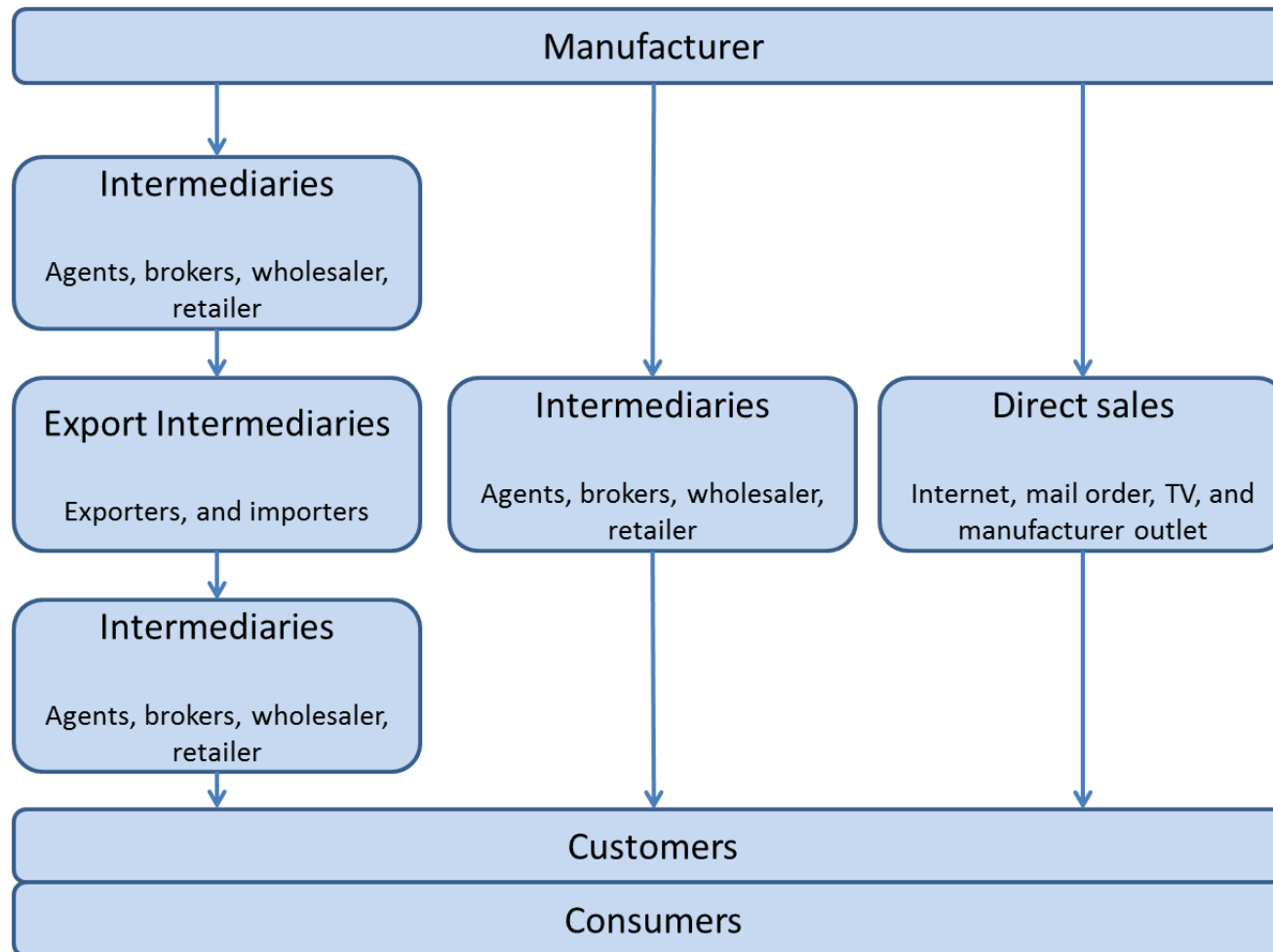


Figure 7.4 Some alternative channels within a nation

Source: From *Entry Strategies for International Markets*, Lexington Books (Root, F.R. 1982)



Stages model of export development

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Export development can be viewed as occurring in stages (Bilkey and Tesar 1977):





Este 27, 28 y
29 de abril
Estaremos
participando en:



Encuétranos en el
STAND E -015

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modasa

Equipos POWER MODULE

PARA CHILE 

The image shows a row of white industrial power modules. The central module has its doors open, revealing internal electrical components. Five men in white shirts and dark trousers stand in front of the units. The background features a city skyline under a blue sky with light clouds. The Modasa logo is on the left side of the units, and the GENSYS logo is on the doors.



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