

**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**

**PG DEPARTMENT OF FASHION TECHNOLOGY AND COSTUME DESIGNING**

**COURSE: NATIONAL AND INTERNATIONAL MARKETING**

**COURSE CODE: 20UFT6DE2A**

## **UNIT-II: NATIONAL MARKETING**

Introduction to National Marketing, Kinds of Marketing, National Marketing Strategy vs Regional Marketing – Geographical, Financial, Market Segmentation, Cooperative Activities, Physical and Electronic Markets.

### **2.1 NATIONAL MARKETING**

The domestic market place for goods and services operating within the borders of and governed by the regulations of a particular country. The health of its home country's national market in terms of the supply and demand for the product that a business offers can be a strong determinant of its success.

The domestic and foreign market in a given country. That is, the national market describes the supply and demand for all securities that are traded in a country. Each national market is governed by the regulations of its own country.

### **2.2 KINDS OF MARKETING**

#### **B2B AND B2C MARKETING**

When determining which of the many marketing strategies for small businesses you should choose, you must consider your audience. There are 2 common types of businesses: B2B and B2C. Business-to-business (B2B) marketing requires businesses to market to other businesses, which may involve using a sales team to answer questions and drive purchases. Many B2B companies leverage relationships in their sales process to keep their customers coming back. For example, Mailchimp markets to business owners for the use of our email marketing and automation tools.

On the other hand, business-to-consumer (B2C) businesses must market to regular consumers. For example, Walmart markets directly to consumers through different forms of marketing and advertising. B2C businesses focus on a more transactional nature and can create marketing campaigns focused more on emotion than logic.

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Depending on the nature of your business, you might have B2B and B2C products and solutions, which means 2 different audiences you must target.

## **2.3 DIFFERENT KINDS & TYPES OF MARKETING**

As we've already mentioned, with the evolution of technology came the evolution of marketing, so there are many different types of marketing to choose from. Depending on the nature of your business, industry, and customers, some marketing types will be more effective than others.

It's also important to note that there are 2 broader types of marketing: traditional and digital. Digital marketing encompasses all of the digital aspects. If you're marketing to people online, through computers or mobile devices, it's digital marketing. Digital marketing allows you to easily track and monitor your campaigns, taking all the guesswork out of marketing to ensure you can optimize every strategy for the best results.

On the other hand, traditional marketing uses print and traditional forms of media, including television commercials and billboards. Below you'll find the different marketing types that fall under these two broad marketing categories.

### **1. Content marketing**

Content marketing is an effective inbound marketing strategy that educates and engages customers by helping them find information about your products, brand, or industry online. Examples of content marketing include:

- ❖ Blogs
- ❖ Organic social media posts
- ❖ E-guides
- ❖ Video

Content marketing aims to provide your customers with the information they can use to make a purchasing decision.

### **2. Social media marketing**

Social media marketing is sometimes considered a small part of content marketing. However, many marketers believe social media is a stand-alone marketing technique worthy of more attention. Social media is a cost-effective marketing tool that can help you increase engagement with your audience, educate consumers, and sell more products.

There are many different ways to market on social media with different platforms to choose from, and some will be more effective for your marketing goals than others. For example, B2B businesses typically get better results on LinkedIn and Facebook than on Instagram and YouTube. Meanwhile, more visual businesses, such as e-commerce businesses, get better results

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on Instagram, TikTok, and Facebook. However, you can reach your audience anywhere if you have a good strategy.

### **3. Influencer marketing**

Some may consider influencer marketing a subset of social media marketing, while others consider it a separate strategy. With influencer marketing, businesses can leverage the relationships influencers and thought leaders have already made with audiences.

Because influencers are thought leaders in their industries, they have gained a level of trust many businesses never will, so their followers are likely to listen to product recommendations. As a result, influencer marketing can help your brand earn more exposure, boost brand awareness, and increase sales.

Influencer marketing is commonly used in B2C, particularly for e-commerce businesses. However, B2B companies can also take advantage of these popular marketing methods if they find a thought leader in the industry with a large enough following.

### **4. Search engine marketing**

Search engine marketing (SEM) includes all types of marketing that use search engines like Google as their marketing tool. Search engine marketing typically encompasses 2 digital marketing strategies.

Search engine optimization (SEO): Have you ever wondered how your competition is in the highest spot on Google search engine results pages (SERPs)? The answer is SEO, a marketing strategy that optimizes website content to help you increase your rankings on search engines.

Pay-per-click (PPC) advertising: PPC is another search engine marketing strategy that helps your business website appear on SERPs. However, your website will appear in the paid search results section instead of organic results, located at the top or bottom of the SERP. PPC requires you to pay per click, while SEO focuses on organic traffic. Both are effective ways to bring more traffic to your website.

In recent years, SEM has become associated mainly with PPC, and SEO has become its own separate strategy. So if you're discussing options with a marketing agency, ensure you clearly understand the type of SEM they're referring to.

Any type of business can benefit from SEM because many people use search engines as their 1st stop when trying to research solutions. Therefore, a B2B company selling software and a B2C e-commerce company can use SEM to improve their reach and increase website traffic.

Connect with people when it matters with our suite of automation features: customized purchase paths, email scheduling, custom triggers, and more.

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## **5. Email marketing**

Many companies use email marketing because it's highly effective. Email marketing requires marketers to send emails to customers and prospects to increase sales and help customers through the sales funnel easily. With high conversion rates come high returns.

Email marketing requires you to get people to subscribe to your emails, which may take work if you haven't already started growing your list. Even so, once you have subscribers, you can send them all sorts of emails and drip campaigns consisting of new product releases, abandoned cart reminders, and even newsletters to help them through the funnel. Before you start building out your emails, learn about the customer journey for email marketing to discover how automation can help you increase sales.

B2B and B2C companies can use email marketing and automation to improve their sales process. While B2C marketing emails will focus more on quick transactions, B2B companies can use automation to supplement the sales process and keep more prospective customers in the pipeline.

## **6. Public relations**

Public relations (PR) is a type of marketing that can help build your business reputation in the media. Public relations builds beneficial relationships between your company and the public through earned media to manage a business' image and reputation. Ultimately, PR aims to position your company or an individual from the organization as a thought leader in a particular industry, increasing brand awareness and trust among the public.

While all businesses can benefit from managing their reputation with the public, robust PR strategies are best for larger businesses that are often in the news. However, local PR can benefit local businesses if they have something newsworthy to share.

## **7. Print marketing**

Print marketing is the use of print media to generate brand awareness about your company. Print marketing includes advertisements in magazines, brochures, and billboards. Print marketing is not something you can effectively measure, even though there are some methods for ensuring your efforts perform well. For example, print marketing can promote your product or service within a small geographic range, or you can aim for national publications to get more brand awareness across multiple areas.

Print marketing can be effective for any type of business. However, you must target magazines carefully. For example, B2B businesses may choose to advertise in trade magazines, while B2C companies can target consumer magazines with a wider, less specific reach.

## **8. Direct mail**

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Direct mail marketing works similarly to email marketing, but instead of sending information to your digital mailbox, it sends print materials to your physical mailbox. The print pieces can contain much of the same information an email can, including CTAs and incentives. Unfortunately, direct mail may not be as effective as email marketing for your business since many people will consider it junk mail and toss it into the trash without actually reading the information you send them. Therefore, your offer to customers must be clear to make them take the action you want.

Direct mail is another example of a marketing strategy that any business can use. For example, a local spa might send city residents direct mail to promote discounts, while a B2B company will send their mailings directly to businesses rather than residential homes.

## **9. Television and radio**

Everyone has seen or heard commercials. Television and radio commercials have evolved over time but remain effective marketing strategies for businesses. Unfortunately, these advertisements can be expensive, so they're not ideal for small businesses. If your business has the money to spend, it'll need to get creative to make people act.

## **2.4 National Marketing Strategy vs. Regional Marketing**

### **1. Geographic** – Residence regarding location, neighborhood, and city

Anytime you expand your market area, you need to consider how you will reach your target market -- your existing and prospective customers. It is far easier to reach customers in several counties, or even a section of the country, than it is to reach them nationally. For a national strategy, you will need to expand your sales channels nationwide, rather than confining them to a few states.

### **2. Financial**

Maximize your sales and profits with marketing strategies for outdoor power equipment.

A national marketing strategy will cost you more than a regional strategy. Not only will you have more sales staff to compensate, but your promotional activities now have to reach your target audience in a far larger area. For example, if you send a press release over the news wires, sending it through a national distribution channel will cost several hundred dollars more than through a regional distribution channel. Purchasing television or billboard ads nationwide will also cost more than regional media buying.

### **3. Market Segmentation**

Even if you have researched your target market purchasing behaviors, you will find more diversity with a national marketing strategy than a regional one. For example, if you previously had a regional marketing strategy confined to the Midwest section of the United States, bilingual

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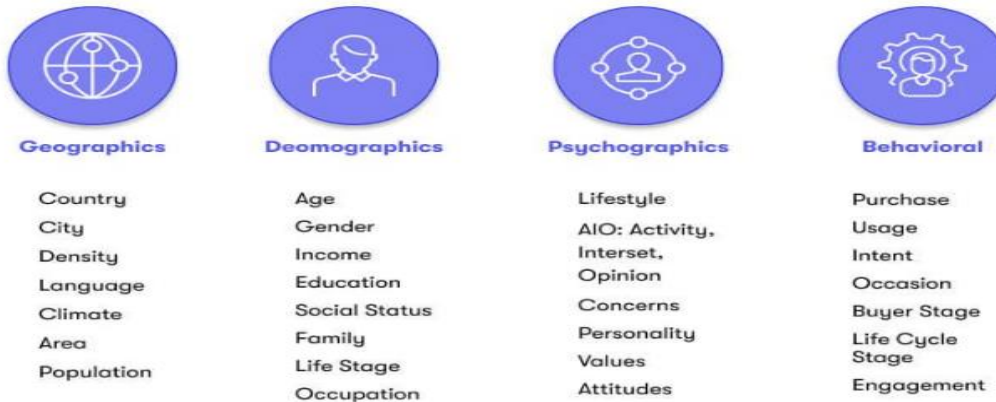
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marketing materials were likely not a concern. Expanding that nationally so that you now have a presence in areas like Texas or California requires you to consider both cultural and language sensitivities.

## Market Segmentaion



### 4. Cooperative Activities

California wine makers have successfully branded their wine-producing region to gain national recognition.

Depending on your industry, you may be able to ease some of your marketing expansion through cooperative efforts, both regionally and nationally. Winemakers in California have been successful in promoting particular regions of their state as producers of fine wines on a national level. Alaska and Texas have used similar strategies with seafood and other food products. Tourism bureaus often cooperate on promoting a particular region. If you currently operate under a regional strategy, this can help your foray into a national one. It could become a template for a similar cooperative national strategy among producers or within industries.

### 5. Physical market

A physical market is a marketplace in which commodities like food items, computers, physical gold are exchanged with cash or deliverables immediately. The physical market is also known as the cash market as cash is exchanged immediately.

A market is a medium that allows buyers and sellers of a specific good or service to interact in order to facilitate an exchange. A market is defined as the sum total of all the buyers and sellers in the area or region under consideration.

Definition: A market is defined as the sum total of all the buyers and sellers in the area or region under consideration. The area may be the earth, or countries, regions, states, or cities.

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## **The range of markets:**

Organised markets – commodities e.g. rubber, oil, sugar, wheat, gold, copper, etc.

Financial markets – stocks, shares, currencies, financial instruments

Goods markets – the supply and demand of goods and services in general, food, clothing, leisure, houses, cars, etc.

Factor markets – the supply and demand of factors of production – land, labour and capital

## **Characteristics**

Some of the major characteristics of marketing concept are as follows:

1. Customer-orientation
2. Marketing Research
3. Marketing Planning
4. Integrated Marketing
5. Customer Satisfaction.

Forms of Market Structure Perfect Competition

Monopoly –Duopoly- Oligopoly- Monopolistic Competition

## **Relationship Marketing**

A perk of local marketing is the opportunity to build a personal relationship with customers. Local and relationship marketing overlap with one another. One of the most notable differences is that the latter specializes in retaining returning prospects, which pays off. The return on investment is quite impressive. By increasing customer retention rates by as little as 5%, profit margins can increase by 25 to 95 percent.

## **Website**

Unlike a physical store, the website now becomes the pinnacle of marketing. Even if prospects connect to the website after viewing an ad or a social media post, prospects ultimately end up at the final destination of a website. Therefore, the branding, design, and layouts become really important because it needs to catch and retain their attention.

## **6. Electronic Markets**

### **Mobile-Friendly Website for Local Marketing**

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Of the 88% of mobile research on local businesses, consumers end up calling or visiting the site within the same day. In fact, HubSpot reported that 61% of mobile users are more likely to find a local business, if they have a website suited for mobile devices.

Some companies forget that not all websites are created equally. That is, depending on how the website is designed and set up. The layout on a desktop does not always translate properly on other devices, such as phones and tablets.

For example, on a mobile-friendly website, text, buttons, and images are usually bigger. While the layouts of menus and graphics cannot always be maintained, they can be structured to still tastefully be reformatted.

## **Website**

On websites, the businesses should use location-related terms to highlight the street, city, and perhaps even state. Adding addresses and phone numbers would be appropriate, too.

There should also be location-specific web pages. This is particularly important if a business has more than one physical location than a designated primary one.

The same principles apply to both ads and social media.

In addition to using keywords that pertain to location, there's also another way to angle marketing to optimize the search engine. Google allows for users to narrow their ad campaigns to a given geographic region.

## **Social Media**

Social media pages can also be localized. Beyond setting an address to the profile, an address can be added in each post. Also known as "geotagging," prospects see feeds dedicated to that address. For some, customers don't always look at professional review pages, which will be discussed later in the article. Typically, these social media feeds are filled with authentic posts from customers. However, companies can use it as an opportunity to add professional branding.

At the end of the caption, use location-specific hashtags to draw in consumers who might be new to town.

Business can also hold contests or exclusive discounts on social media to draw consumers to their social media pages. They can encourage customers to reshare or tag friends with some sort of an incentive. To increase foot traffic, companies can leverage this tactic by having the ultimate prize be collected in person.

## **Third-Party Websites**

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Some external websites might already be referencing the local business. On websites, such as Google business directories, Google Reviews, and Yelp, customers can pitch in their ratings by inputting their understanding of a business's basic information.

However, if businesses are unaware of their online presence, then it's a given that they're left unclaimed. By claiming it, companies are solidifying their ownership and formalizing their presence in these third-party forums. Now, they earn the ability to add official changes to build a consistent branding consistent throughout. It's also important to check for accuracy in specific business features. For example, food images, price points, and a menu. There are also spaces for a phone number, directions to address, website, little bio blurbs, and star reviews.

On a similar note, companies can also have more accountability with feedback as they now have a clearer access to what customers are saying

### **Community Networking**

Because the main target demographic is surrounding community members, community networking becomes important when businesses hone in to local marketing. By building a friendly rapport amongst the greater community, adults and kids alike embrace small businesses's services.

One way to be active in the community is to participate in school fundraisers for schools and sponsor local sports games. Other community events could be a way to increase branding awareness. Whether that's in the setting of a local farmer's market or county fair, those grounds are filled with potential purchasers. Set up a booth space or station and connect with locals. It can also be a space to promote exclusive deals and branded merchandise.

### **E-Commerce Extension**

While it may seem counterintuitive at first, expanding operations onto the online sector can empower location-based operations. Simply put, the sales can strategically connect back to the physical location. As a way to push for foot traffic, companies can offer an incentive to consumers to visit the location. In-store activities encompass in-store coupons, pick-ups, and returns.

An e-commerce is also a way to expand from a local scale to a national one, which would then require national marketing.

## **NATIONAL AND LOCAL MARKETING STRATEGIES**

As companies start out and reassess their marketing approaches, they question the appropriate size of their target audience. The answer lies in the pros and cons of national and local marketing. In the following article, we will be discussing the types of strategies that national and local marketers use.

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## What is Local Marketing?

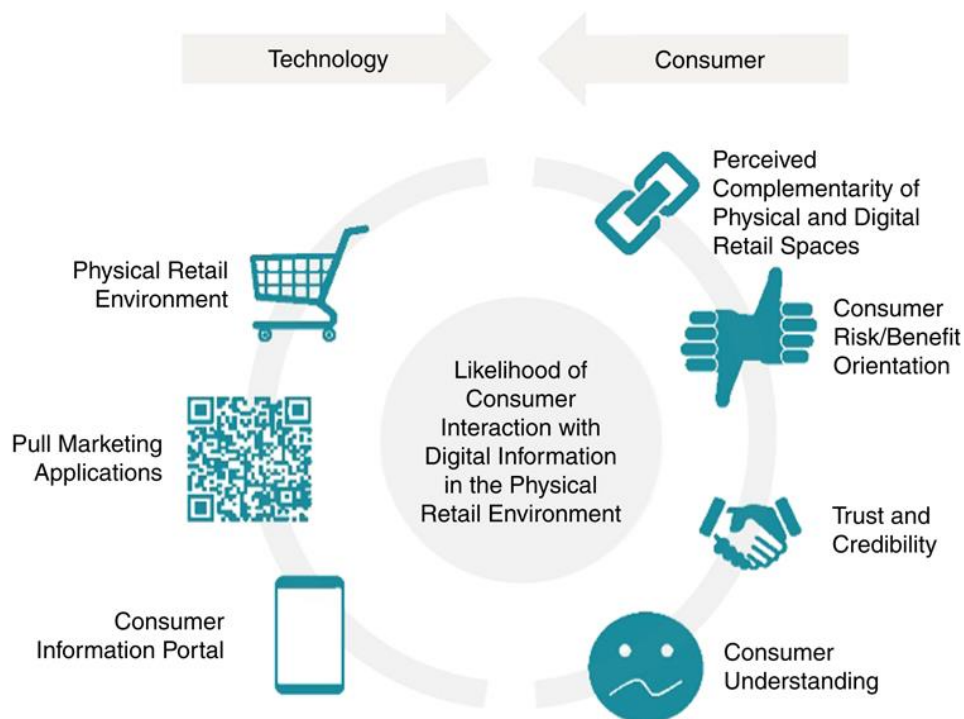
Local marketing specializes in generating sales, within a given geographical proximity. In some instances, it also refers to local store marketing and neighborhood marketing.

Local marketing caters to businesses based in a defined region, as opposed to online operations. Because online stores conduct business in all parts of the world, with transactions over the internet, their business isn't restricted or limited by a physical space.

With that context, local marketers optimize marketing strategies for location-based businesses.

## What is National Marketing?

In comparison to local marketing, national marketing appeals to consumer bases throughout the whole country. There is more freedom to choose target audiences, as there's a much wider accessibility to prospects.



## Local Advertisers and National Advertisers Differ

By definition, national and local marketing differ in focus, time orientation, and resources. Therefore, their respective strategies fundamentally differ too.

If the business starts out as a local operation, it's a good way to see how the business functions on a small scale first. Then, the business can expand and incorporate national marketing strategies.

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## **Audience Targeting in National Marketing**

As mentioned earlier, the audience establishes the local marketing: the people surrounding the physical location. However, national marketing doesn't necessarily mean everybody in a given country. Rather, it can have designated "hot spots," where marketing is more targeted. Remember, this doesn't mean ad campaigns need to be everywhere. In other words, location doesn't constrict marketing. Rather, there should be many locations throughout the country. After all, appealing to targeted audiences lowers costs.

Once those specific areas, or rather "hot spots," are outlined, the business can start getting involved in the community; this is where national and local marketing overlap. Documenting these interactions could foster easier ways to connect with community-based influencers and local coverage.

## **Local Marketing Strategies**

### **Target Audience for Local Marketing**

While the audience is already narrowed to where the physical store operates, it's still important address the intended audience. By outlining a buyer's persona, companies get a better picture of what customers want. Sales performances break down these nitty gritty details, such as general knowledge, interviews, surveys, and databases. Depending on the sales stages, the demographics may differ depending on the types of prospects, including recurring customers.

**Demographic** – Basic information surrounding name, age, profession, income, marital status, household size, and identifiers

**Geographic** – Residence regarding location, neighborhood, and city

**Psychographic** – Hobbies, personality traits, beliefs, attitudes and lifestyles

### **Establish Expertise in the Given Field**

With access to a wider audience comes with competing with other national scale businesses for those consumers. By establishing expertise in the given field, companies can stand out from the rest. Remember: credibility helps with overall visibility.

Businesses should implement content marketing strategies. This builds brand awareness and conveys knowledge to potential customers. They can have a consistent blog or email newsletter post schedule. On their website, there can be case studies, guides, and expositorys on product details. For example, if there's something unique about a certain material, a guide can spotlight those details.

Another way to build credibility is through social media personas. Again, this approach overlaps with both national and local marketing. However, there is much more weight on a national scale.

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Especially if the influencers have a big following, they act as a third-party vouch for why a company's service or product is unique. Social media personas can review products and promote the brand to their audiences. Ideally, this overlaps in the same field as the business.

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