

Writing an international marketing plan

Market positioning

As with your [existing marketing plan](#) you should think about the 4 P's of marketing: Product, Positioning, Price, Place when thinking about your strategy for your new international market, remembering that some elements might be different in each country. Consider:

- What will your brand positioning be in each country?
- What unique product features will you accentuate in each country?
- How/will you add value to the customer if you are entering an established market?
- What price positioning will you take? Consider competitor prices when making this decision.
- You need to build credibility in the overseas country so do you have relevant independent validation or case studies that will resonate with the market?
- How will the competition respond to your entry into their market?
- Think about your client/customers perception of quality-price relationship as this might be different from your home market. This might drive your price and positioning in new countries.

Marketing tactics

It is really important to understand the culture in which you will be marketing so that you are aware of how your message will be perceived. If you have partners or associates in country then they will help you, but consider:

- Your online presence and how you can translate it for overseas clients.

- How strong your social media presence is and whether it can easily extend into new markets or whether you will need to develop new platforms.
- How will you promote your product to your key market segments? If you have existing customers, can you replicate your marketing for new customers?
- Think about your communications. Each country will have different tone and idioms which you need to be mindful of.
- Consider using one or more of the following:
Advertising: where, when, how, to whom
 - Public relations
 - Direct marketing
 - Website and internet marketing
 - Social media: research which is the best platform for each market
 - Exhibitions and conferences
 - Word of mouth
- What resources do you have to undertake your marketing?
- Do you need specialist skills in those countries?

Making contact

In some countries you need to spend a lot of time developing a relationship before any business emerges so bear this in mind when approaching potential contacts.

- If you need to tender or to become a preferred supplier, think about what you need to do to achieve this.
- Do you have links with people in the new market who can make introductions for you?
- If not, can you get these through your research and or visiting a relevant conference or exhibition?

Our tips on [getting the most out of international trade shows, conferences and exhibitions](#) might help you prepare for a market visit.

Relevant Links

> [Guide to Writing a Marketing Plan](#)

> [Marketing Internationally](#)

> [Tips On Getting The Most Out Of Trade Shows And Conferences](#)

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