



individual team performance

Confidence & Capability in International Marketing

Presented by

Aidan Dye & Jonathan Nunn



Aidan Dye

- 20 Years in Business
- Commercial Sales & Banking Background
- Relationship management, advisory and sales experience
- Qualified performance coach

Jonathan Nunn

- Corporate & Small Business Background
- Business Information & Marketing
- Own Finance Business
- Training Manager – Finance Co.
- Own business





SYMINGTON FAMILY ESTATES



BOSCH



Lloyds TSB

BARCLAYS



GMAC Commercial Finance



LONDON BRIDGE HOTEL



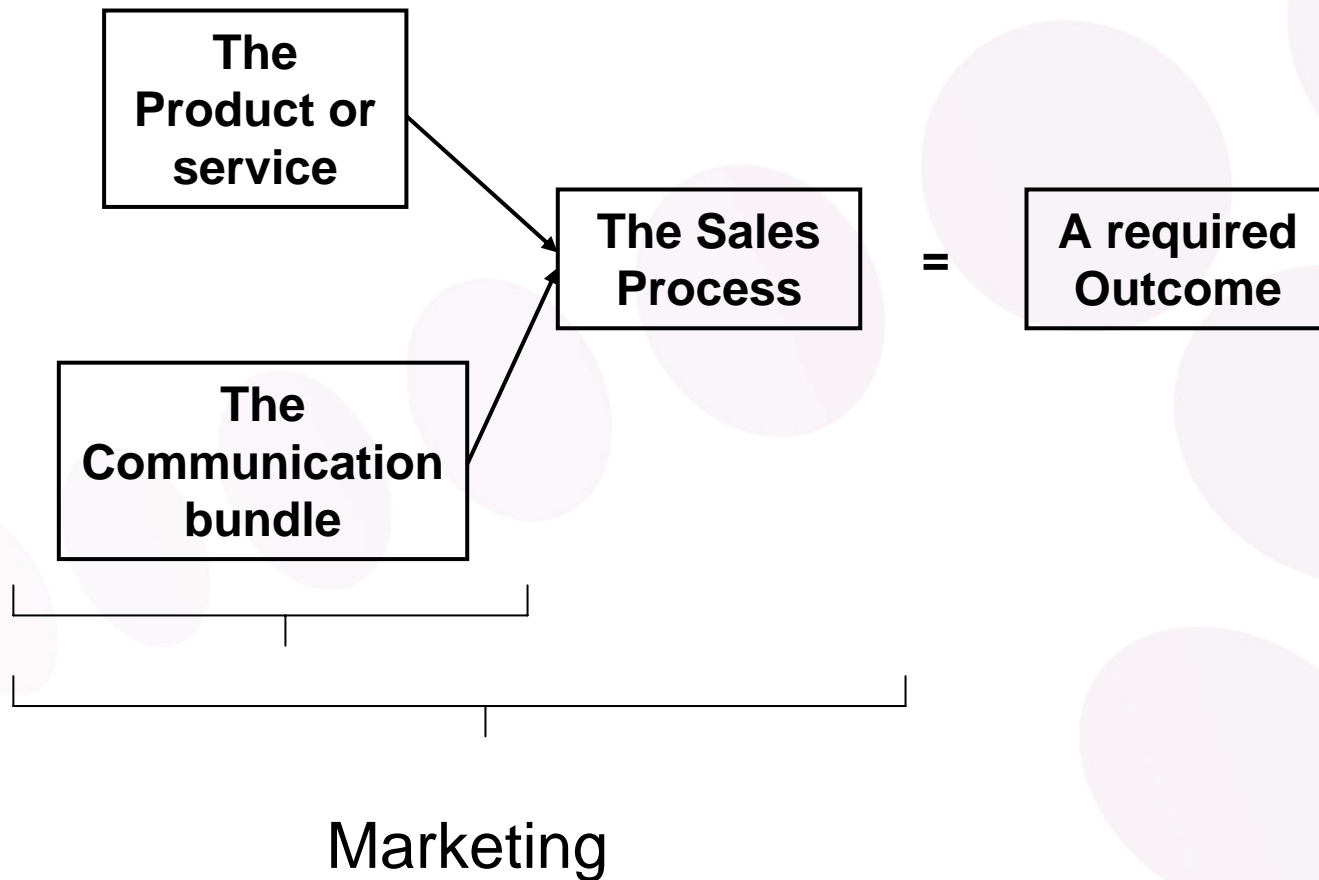
Our Export Markets Include...

- Holland
- Portugal
- USA
- Middle East

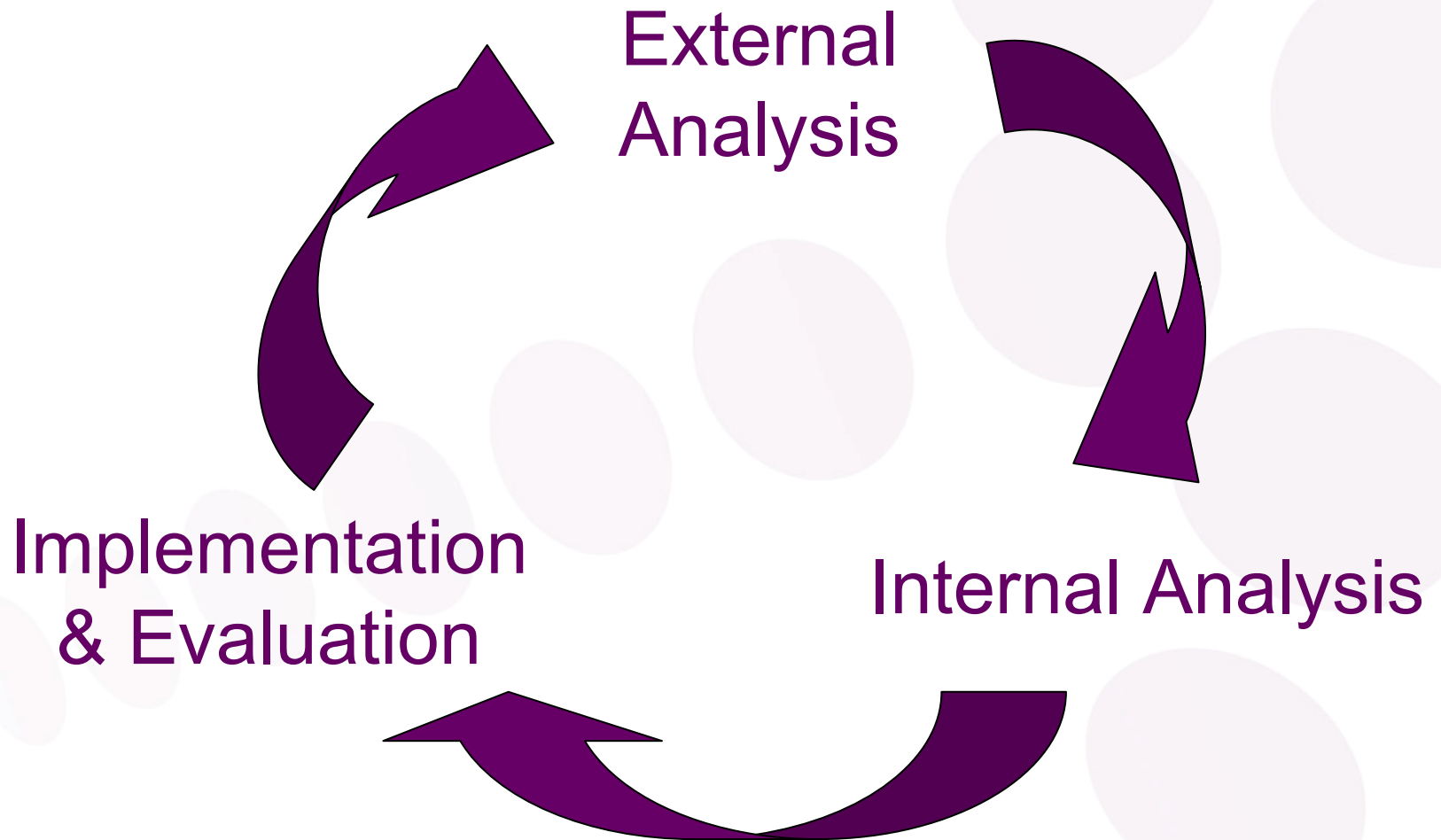
Workshop Objectives

- Review the international marketing process used by successful small, medium and large organisations
- Provide tools and techniques to help your international marketing
- Provide a template to help you kick start your International Marketing Plan

Marketing Outcomes



The Marketing Loop



Customer Analysis

An important aspect to finding new customers is to know who your existing customers are:

- Who are our best customers?
- Who do we deal with?
- What do they buy from us?
- Why do they buy from us?

Identifying Target Customers

Who are Our Best Customers? (Companies)	Who Are Our Best Contacts? (Role/Position)	Which of Our Products Do They Use?	Why Do They Use Them? (i.e. why do new Customers want to hear from us?)
Markets/Customers Where We've Had Some Success & There Is More Potential			

Creating a Target Customer Profile

Key Criteria	Score of 5	Score of 3	Score of 1
1. Bulk Purchase			
2.			
3.			
4.			
5.			
6.			

Target Customer Grading

Some of the criteria you might use to grade your Customers include:

- Bulk purchase
- Sales per year
- Location
- Existing customer
- Delivery
- In-stock products

Study the Market Geography

What sort of aspects might it be important to take account of?

- The extent of the demand for your products and sources of opportunity
- The location and extent of the competition
- The costs of servicing wider areas
- The impact on quality of service

Cost of covering a wide area

Ideal Lead Definition

What are some of the criteria you might consider?

- Value of order
- Method of enquiry
- Proximity to Decision Maker
- Pain
- Timescale
- Specific

Ideal Lead Definition

Creating the Ideal Lead Definition

Key Criteria	Score of 5	Score of 3	Score of 1
1. Value of Order			
2.			
3.			
4.			
5.			
6.			

Competitor Analysis

Key Industry Success Factors	Weighting	Competitor 1	Competitor 2	Our Business
Product Range				
Customer Service				
Product Quality				
Innovation				
Total				

Competitor Analysis

Key Industry Success Factors	Weighting	Competitor 1	Competitor 2	Our Business
Product Range	0.4			
Customer Service	0.3			
Product Quality	0.2			
Innovation	0.1			
Total	1.0			

Competitor Analysis

Key Industry Success Factors	Weighting	Competitor 1	Competitor 2	Our Business
Product Range	0.4	6 2.4		
Customer Service	0.3	4 1.2		
Product Quality	0.2	3 0.6		
Innovation	0.1	7 0.7		
Total	1.0	4.9		

Competitor Analysis

Key Industry Success Factors	Weighting	Competitor 1	Competitor 2	Our Business
Product Range	0.4	6 2.4	3 1.2	
Customer Service	0.3	4 1.2	5 1.5	
Product Quality	0.2	3 0.6	3 0.6	
Innovation	0.1	7 0.7	4 0.4	
Total	1.0	4.9	3.7	

Competitor Analysis

Key Industry Success Factors	Weighting	Competitor 1	Competitor 2	Our Business
Product Range	0.4	6 2.4	3 1.2	8 3.2
Customer Service	0.3	4 1.2	5 1.5	7 2.1
Product Quality	0.2	3 0.6	3 0.6	5 1.0
Innovation	0.1	7 0.7	4 0.4	1 0.1
Total	1.0	4.9	3.7	6.4

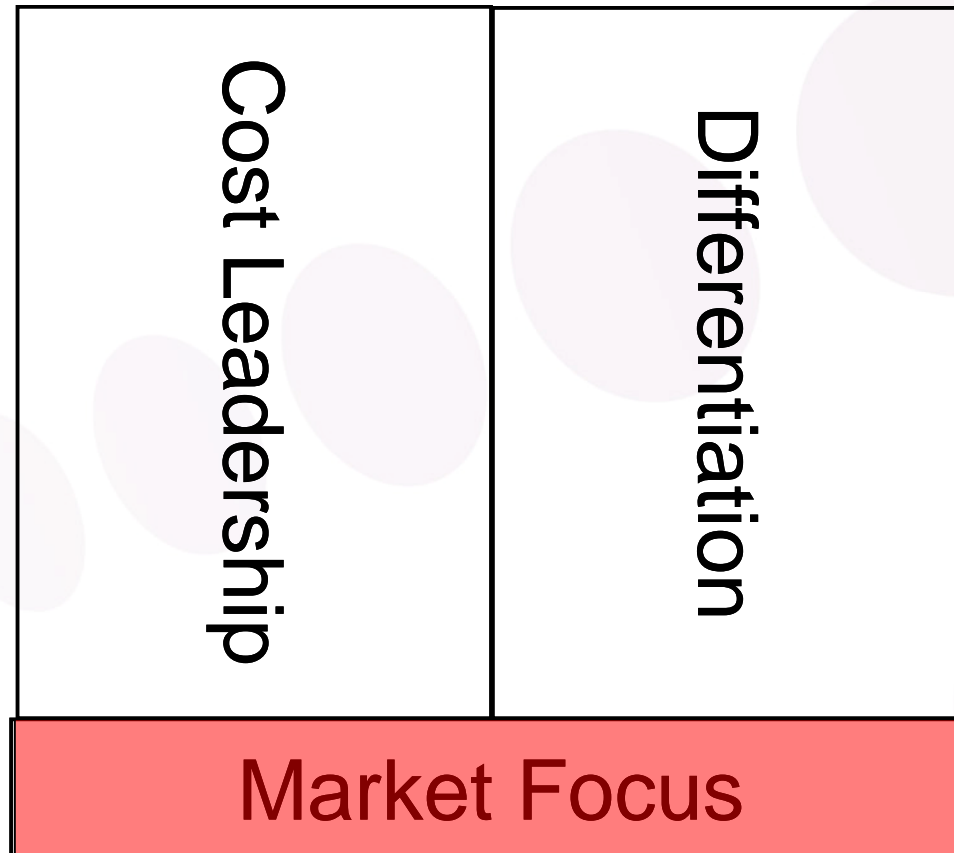
What Do We Mean by Competitive Advantage?

“Competitive advantage occurs when an organisation acquires or develops an attribute or combination of attributes that allows it to outperform its competitors.”

Porter's Competitive Analysis



Competitive Strategies



PESTEL Analysis

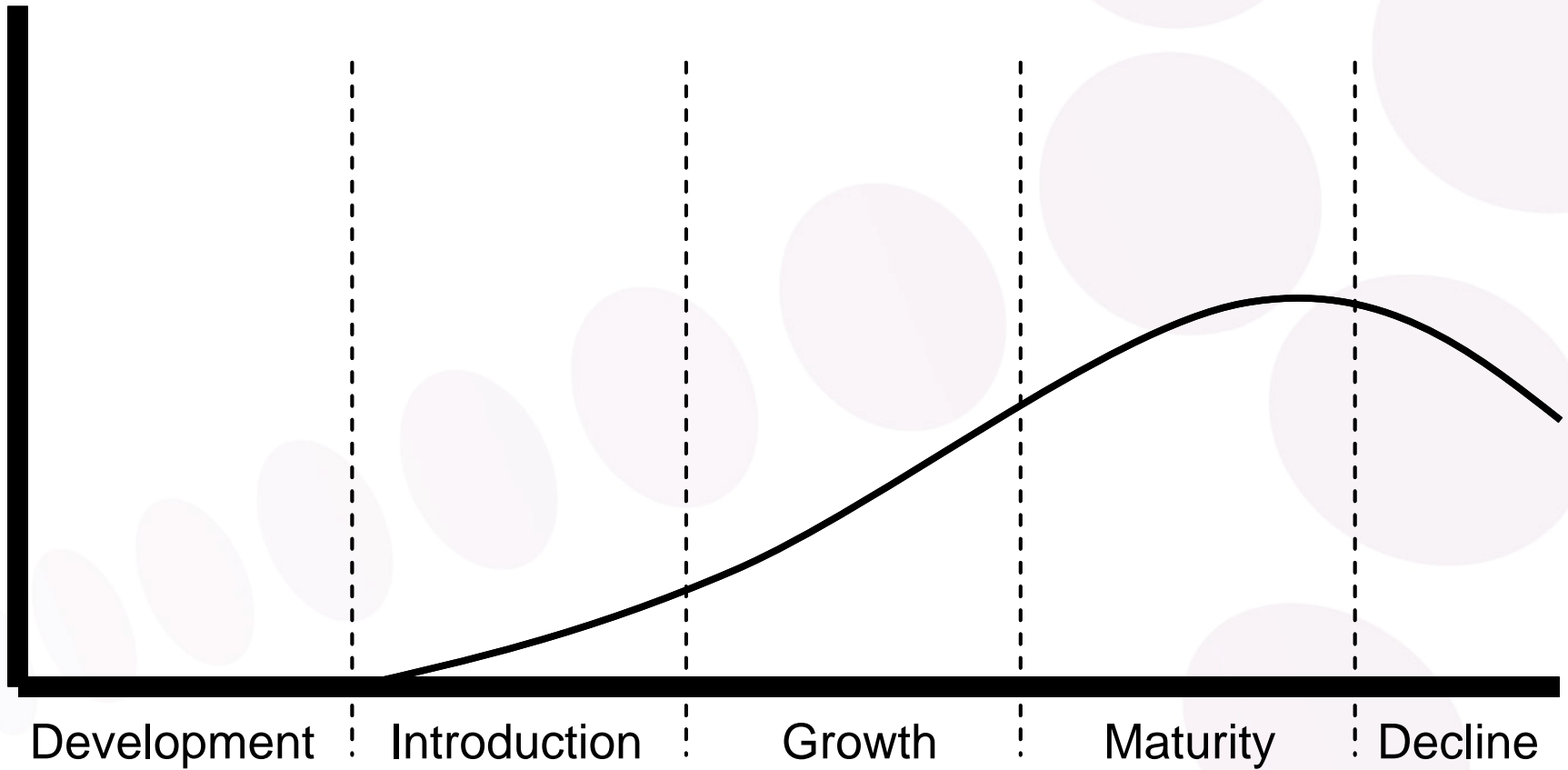
Political	Economic
Social	Technological
Environmental	Legal

Talk to Your Potential Customers

What could you talk to your customers about?

- Product range
- Quality
- Customer Service
- Value for money
- Durability of products
- Warranties
- Overall satisfaction

Product Lifecycle



Seasonality

Opportunities

- Reasons for promotions
- Testing new product areas
- Reaching new audiences
- Target Marketing at times of highest need

Risks of Getting it Wrong

- Redundant Stock
- Storage costs
- Damage to image & brand
- Wasted Marketing resources
- Unable to fulfil demand

Unique Selling Points

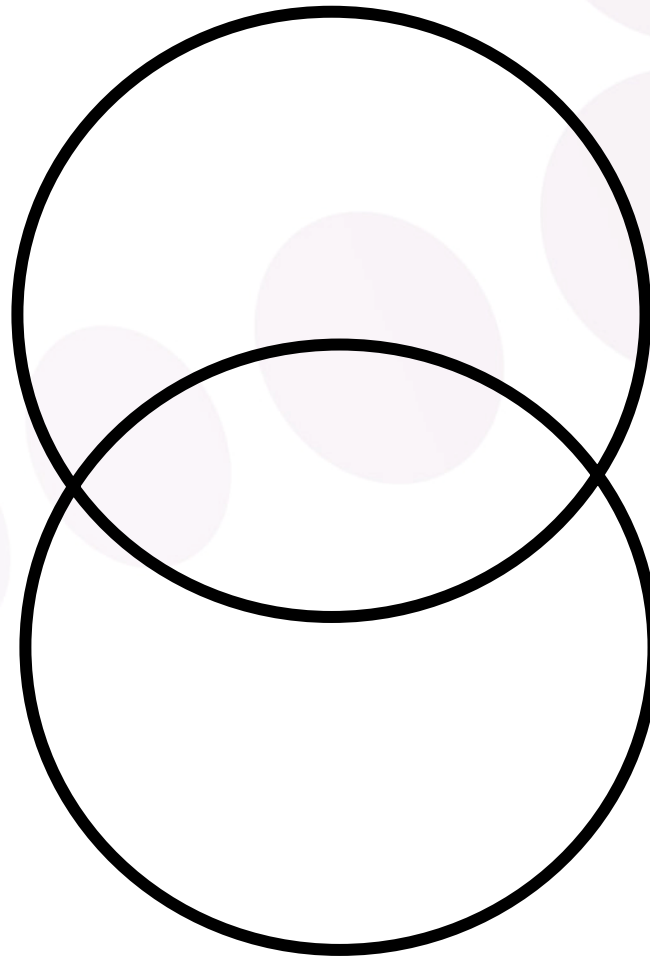
- U.S.P.s
- Differentiators
- U.S.P. 'Bundle'

Unique Selling Points

Yours

Shared

Competitor



Developing USP's

- What 'shared' USP's can you move to your unique USP's?
- What Unique Service (and Product) Problems do your competitors have that you don't? These are also USP's for you.

What Is Your Greatest USP?

YOU!!

S.W.O.T.

Strengths

Weaknesses

Opportunities

Threats

Finding More Business



Finding More Business



Competitive Strength Market Opportunity Matrix

Competitive Strength:

- Number of competitors
- Strengths vs weaknesses
- Unique Selling Proposition
- Brand attractiveness
- Client feedback

Market Opportunity:

- Customer Base
- Local geography
- Opportunity for more business vs threats
- Profit margins
- Product lifecycle
- Seasonality

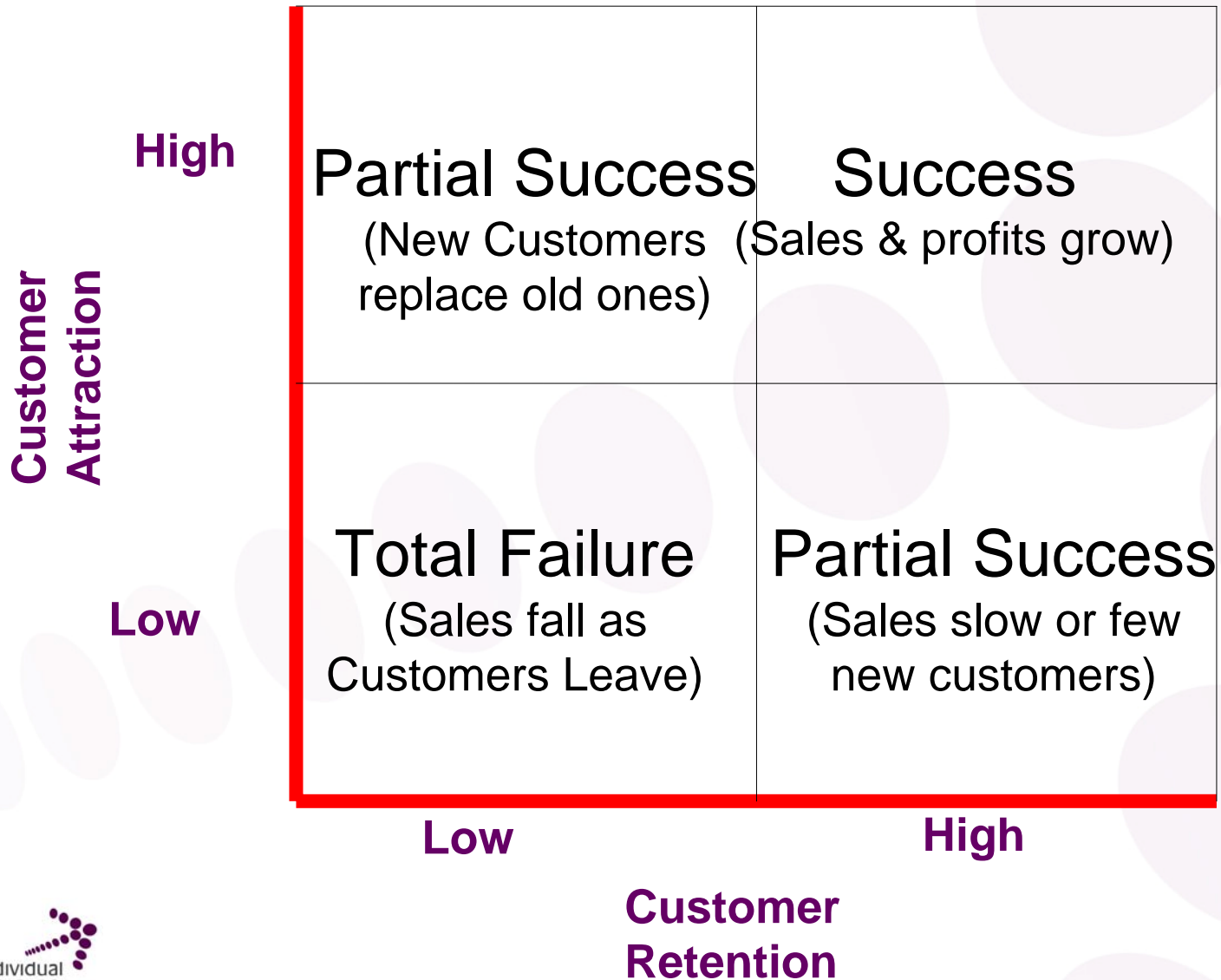
Competitive Strength Market Opportunity Matrix

Market Opportunity	High	Maximise Marketing Communication	Maximise Your Communication & Competitive Strength
	Low	Is this a Market You Want To Compete In?	Maximise Competitive Differentiation
		Low	High
		Competitive Strength	

Marketing Effectiveness Grid



Marketing Effectiveness Grid



Change the Proposition or the Communication

Communication

New

Communication not working but product right

Product and communication not working

Existing

Existing approach to both working well

Product not right but communication working

Present

New

Proposition

Change the Proposition or the Communication

Communication	New	Product liked but sales not increasing	No enquiries, sales declining
	Existing	Continue to develop and refresh	Lots of enquiries, not converting
		Present	New
		Proposition	

Marketing 4 P's

- Product
- Price
- Placement
- Promotion
- Packaging
- People

Marketing 8 P's

- Product
- Price
- Placement
- Promotion
- Packaging
- People
- Physical evidence
- Process

Marketing 33 P's

Processes
Pounds
Physical Evidence
Priorities
Product
Public Speaking
Payment
Packaging
Preparation
Press
Profile of Competitors
Policy
Public Relations
Price
Please
Place
Prospects
Patience
People
Personal Relationships
Patents
Podcasts
Perspiration
Promotion
Profit
Pay – per – click
Professionalism
Practices (Best)
Protection
Partnerships
Programmes
Paperwork

Marketing Campaigns - Mailing

3 Key Components:

- Inspiring Collateral
- Make it easy to reply
- Follow up

A.I.D.A.S.

- Attention
- Interest
- Desire
- Action
- Satisfaction

Advertising

- Awareness
- Response

Direct Marketing

- Direct to potential Customer
- ‘Call to action’

Channels of direct marketing include:

- Direct mail
- Tele-marketing
- Door to door leaflet
- Broadcast faxing

Direct Marketing

- Benefit - Measurable positive results
- Drawback – Often non-measurable negative results

'Relationship' Marketing

- Customer retention / satisfaction
- Long term approach

Applies when:

- Competitive alternatives available
- Ongoing, periodic desire for product

E - Marketing

- Blogs
- Viral / buzz marketing
- You Tube
- LinkedIn
- Ebay
- Wikipedia
- ‘Pay per click’

Marketing Plan Outline

- **Context for Marketing**
 - The Responsibility for Marketing
 - Top 5 Results We Need From Marketing
- **External Analysis**
 - Customer Analysis
 - Target Customer Profile
 - Local Geography
 - Competitor Analysis
 - Competitive Advantage
 - External Factors
 - Customer Research Feedback
- **Internal Assessment**
 - Product Lifecycle & Seasonality
 - Unique Selling Proposition
 - S.W.O.T.
 - Opportunities for More Business
 - Competitive Strengths & Market Opportunity
 - Effectiveness of Current Activities
- **Marketing Strategy**
 - The Marketing Mix
 - Developing the Brand
- **Summary**
 - Marketing Activities
 - Marketing Budget
 - Monitoring

Why Could it All Go Wrong?!

- Unclear Goals
- Unrealistic goals
- Lack of commitment
- Goals not shared
- Outside forces
- Failure to adapt / modify plan
- Not following plan

Key Message

The Key Message is:

“If you can’t measure it don’t do it!”

Use The UK Embassy In Your Chosen Market

- Market Information
- Competitors & Potential Customers
- Appointment Making
- Appointment Accompanying / Translation
- Meeting Facilities
- Launches & Events

Market Launch



Branding

What do we mean by Branding?

- Promises and assurances
- Real benefits and advantages
- Element of differentiation
- Reliability
- Major added value

What's in a name?



TOYOTA



NOKIA
Connecting People