



## HOW TO EXCEL IN GLOBAL MARKETING

5 tips to help you optimize your marketing work flow

### RESUME

In this paper, you will find 5 tips to optimize your marketing workflow. The paper will touch on following themes: brand consistency, time-optimization, localization, choosing social media platforms and eliminating the execution gap in marketing work processes.

ad-adapt

# HOW TO EXCEL IN GLOBAL MARKETING

Doing marketing within your own country is one thing. Targeting your marketing campaign at several international markets is a whole other story!

Have a read below and find some inspiration on how you deal with the challenges of global marketing.

## 1. Ensure brand consistency.

Above *anything else*, you need brand consistency!

*You have to create a consistent brand experience however and wherever a customer touches your brand, online or offline. The lines are forever blurred.*

Angela Ahrendts (Senior Vice President of Apple)

Source: HatchedDigital on Twitter 2019

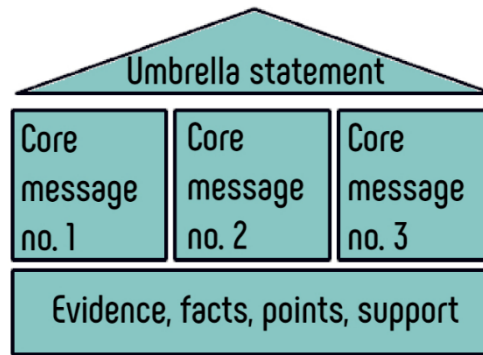
Brand consistency means ensuring that your brand can be recognized by customers across all media, platforms, and countries. Studies have shown that displaying your brand consistently across platforms and markets can increase your revenue by up to 23 %.

**Brand consistency increases  
revenue by**

**23%**

Source: "10 Marketing, Web Design & Branding Statistics To Help You Prioritize Business Growth Initiatives, Forbes 2018

One of the ways to achieve brand consistency is having a set of brand guidelines. These should be available to all marketers - at the HQ as well as at local offices - and should inform about their company's preferred color schemes, fonts, backgrounds, graphic elements and writing style. This way, all marketers have the foundation for creating materials that are in line with their company's brand.



Source: 7 steps to building a content marketing culture that works, Content Marketing Institute 2016.

Another way to ensure brand consistency is developing a Messaging House. A Messaging House is a tool that helps marketing teams streamline their marketing communications on different platforms and in various media.

A Messaging House consists of a number of core messages, an overall umbrella statement and a foundation of data and facts. The point is that your company's Messaging House should be the starting point for every single piece of communication that your company sends out. This way, you ensure consistency not only in the *appearance* of your marketing materials but also in their content.

## 2. Get rid of time robbers and optimize your resources.

To improve on your global marketing, you need to reflect on what you're already doing. Which efforts are paying off and which ones are not? Stop wasting your time and energy on a whole variety of projects that do not benefit your company. Instead, you should concentrate only on those projects that are actually generating conversions, followers, customers, etc.

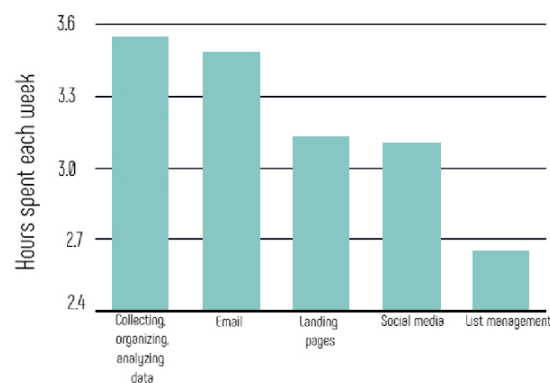
*Commit to a niche, try to stop being everything to everyone.*

Andrew Davis (author and key note speaker)

Source: Andrew Davis on Twitter, 2014.

You might also want to take a look at your team's work processes and at which tasks you are currently outsourcing. Can any of these processes be automated? Can any of the tasks that you have outsourced actually be done by yourselves?

### Time spent on routine tasks



Source: How much time do marketers spend on routine tasks?, HubSpot 2017.

Finally, you can save time and money by reusing your materials. Create some marketing designs that can be adapted and reused on different platforms and in different markets. Small local adaptations are fine, but there is no need for you to create a unique work of genius for every single market that you are targeting.

### 3. Target your content to local customers.

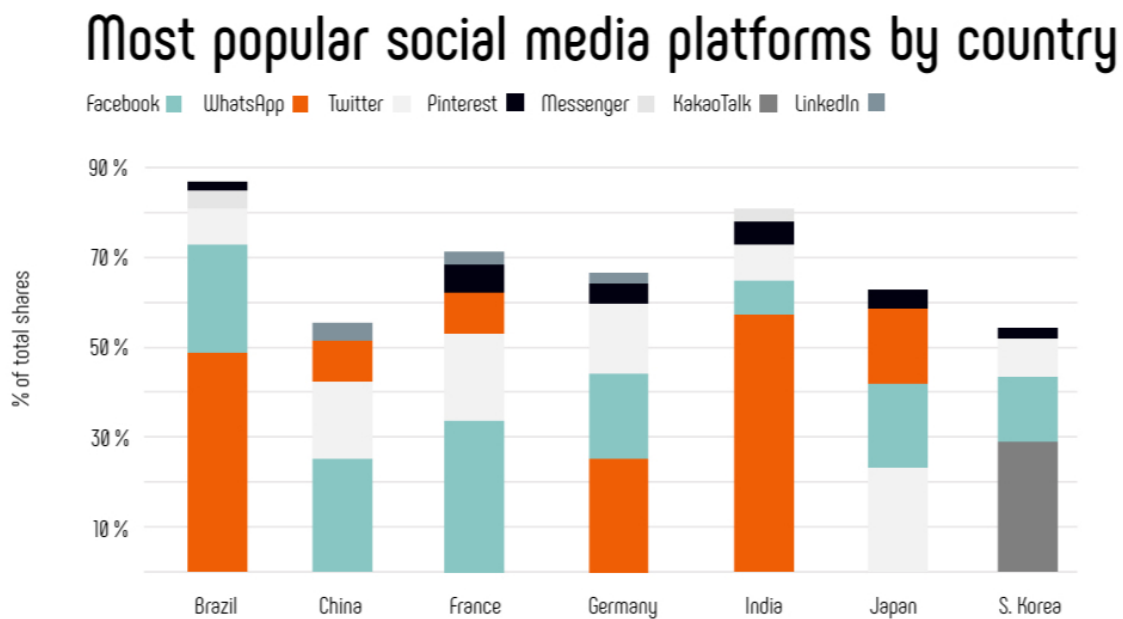
Your product will only *really* succeed if your branding is on point. And your branding is only going to be on point if you make an effort to adapt your materials to all your local markets.

Since branding a product requires a sound knowledge of the potential buyers of the product, your company is very dependent on the cultural expertise of its local offices. Your local marketers have to translate your campaign's text to the local language and in some cases, they have to make minor changes to the design of your materials.

However, you must make sure that the local marketers (who often have their own idea of how your materials should look) do not change the materials *too much*! This is why you need a clear set of brand guidelines that ensure brand consistency while also allowing for minor local adaptations.

### 4. Choose your platforms wisely.

It is also worth reflecting on which *platforms* you are using in your locally adapted marketing campaigns. The platforms that are most commonly used in *your* country might not be very popular in other cultures. While Twitter is wildly popular in Sweden, for instance, in Denmark it is mainly a tool used by politicians and journalists. Therefore, it would not make much sense to launch a Twitter campaign in Denmark, and you would be much better off focusing on a different platform.



This graph is based on a report by AddThis and show data from April 29 to May 29 2012. Source: Most popular social media platforms around the world, AddThis 2012.

## 5. Eliminate the execution gap.

It is all about great execution – you can have the best idea in the entire world, but without the right execution your idea might fail. For this reason, it is critical that you have the tools to help you and your colleagues get your message out. Ideally, your tool of choice should make it so straight-forward to execute your idea, that even the most inexperienced of interns can do it!

In terms of global marketing, execution plays an extremely significant role. This is mainly because of the challenges that many marketers face when they are having their materials adapted to local markets. While local modifiers often have their own idea of how they want to adapt the company's marketing materials, HQ marketers strive to keep things as close to their original designs as possible. This often results in endless communication between HQ marketers and their local modifiers. It is this *gap* in the execution process that needs to be closed! Otherwise, you either end up spending way too much time on communicating with local modifiers, *or* you risk your brand being misrepresented on local markets.



Source: How to bridge the gap between strategy and execution, GetSmarter 2017.

For this reason, it is worth investing in some kind of online tool that will enable a simpler and less time-consuming communication between HQ marketers and local offices. Such a tool will help you improve your internal communication as well as speed up the process of launching a new product to international markets. What's not to love?