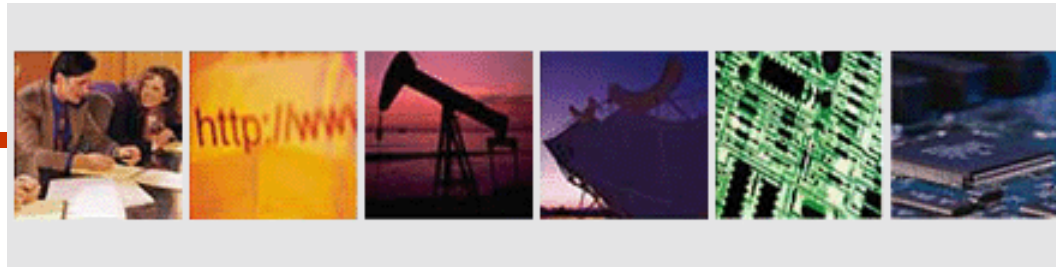


Implications of Global Marketing



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Telling Your Story

- **“Markets are Conversations” ***
 - Today’s are worldwide: Internet, Press, Int’l events
 - Global/local – each country is different
- **Positioning and Branding are key**
 - What you do – declaration of commitment
 - Who you are – relationship built by words, deeds and experience
- **Know your competition**
 - How does the competitive set vary market to market?
 - How do your claims resonate?
 - How loud are those claims being made and at what cost?

* *Doc Searls, The Cluetrain Manifesto*



- Reaching your Customer is different with each new market
- Reaching your Customer can be costly – need to prioritize

- **Marketing is an extension of the business plan**
 - Consider benefits of centralized vs. decentralized management
 - Consider trade offs in phased vs. rolling launches
 - Consider introduction of one vs. multiple product lines
 - Consider internal vs. external resources
 - Consider one industry segment vs. multiple
 - Consider launch costs vs. sustained marketing costs

- **Marketing Roadmap**
 - What are your resources?
 - Where will you deploy?
 - How will you deploy?
 - When will you deploy?

- **Website Strategy**
 - Technical implementation
 - Hosting; global/local; content management
 - Content
 - Localization; tailored content
 - eCommerce
 - Coordinated sales strategies; shipping and currency issues; etc
- **Press & Analysts**
 - Target key influencers
 - Pick your local partners
 - Familiarize them with you and your products
 - Prepare core materials: industry backgrounder, company overview, etc.
 - Launch – make your introduction meaningful
 - Get others to make your claims for you
 - Speaker’s Bureau program
 - Events – participate and develop your own

Parting Thoughts

- **World is de facto global**
- **Only one chance to make first impression**
- **Undoing confusion is expensive**
- **Assume success and plan accordingly**