

Case study - Sample blog marketing strategy for athletic brand

This slide covers case study highlighting how an organization crafted its most successful marketing strategy. It features details about target audience, goal of formulating blog, challenges faced strategies implemented, and impact areas.

01

Target Audience

- Young adults (aged 18-34)
- Interested in sports and fitness
- Passionate about innovation and community involvement

02

Goal of Formulating Blog

- Increase brand awareness and engagement
- Build trust and credibility
- Establish consistent message, tone and style of brand

03

Challenges Faced

- Difficult to stand out in a crowded digital landscape and promote engagement
- Building trust and credibility with target audiences
- Maintaining consistency across communication channels

Strategy Implemented

- **Content Strategy** - Blog is used to tell stories about brand's products, collaborations, partnerships, athletes, and company culture
- **Content Regularization** - Blog is regularly updated with new content making it a valuable resource for followers
- **Social Media Promotion** - Blog is promoted via brand's social media channels, allowing the brand to reach a wider audience



Impact Areas

- **Brand Awareness** - Blog helps increase brand awareness and engagement by 25%, providing platform for the brand to share news, updates and relevant content
- **Build Relationships** - helps in building relationship with the audience by providing valuable and engaging content
- **Consistent Messaging** - Regular updates with new content helps to establish a consistent message, tone, and style across the brand's communication channel

International Marketing Strategy Case Study

JE Gale



International Marketing Strategy Case Study:

International Marketing in Practice Véronique Boulocher-Passet, 2025-06-26 *International Marketing in Practice* features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing. Across its four sections the book examines how companies can overcome the challenges of connecting with potential customers in a foreign country through strategic choices around which markets to enter, identifying appropriate modes of entry, successfully adapting their marketing mix for these markets, and leveraging a country of origin strategy. The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes operating in a range of industries. Each case features a case synopsis, learning objectives, a concise narrative, along with stimulating discussion questions for individual cases, as well as each section. These compact case studies will enable students to apply concepts to situations in other organizations, thus strengthening their understanding and supporting learning. This exciting new text is designed as recommended reading on undergraduate and postgraduate International Marketing and International Business courses. For instructors who teach with the cases, there are accompanying teaching notes available online.

International Marketing Strategy Chris Phillips, Isobel Doole, Robin Lowe, 1994. This textbook sets out the context, techniques, and strategies involved in successful international marketing. It breaks down the area into three main parts: analysis, development, and implementation.

Marketing Management: An International Perspective Dominique Turpin, Kamran Kashani, 1999-05-28. *Marketing Management: An International Perspective* brings together over twenty real-life case studies of marketing management issues faced by leading international companies from around the world. Including cases from America, Asia, and Europe, this collection is an ideal supplement to both marketing management or international marketing courses at both undergraduate and MBA level. Written by professors at IMD, one of the leading international business schools with a reputation for writing top-quality cases, this text is an invaluable resource for students of business and marketing. Providing both text and cases, the book is supported by a Tutor's Guide based on the authors' own teaching experience, which provides a roadmap and guidance on how to best use each case.

Research Frontiers on the International Marketing Strategies of Chinese Brands Zuohao Hu, Xi Chen, Zhilin Yang, 2016-08-05. This book proposes a theoretical framework identifying external and internal factors that influence internationalization strategy of Chinese brands and brand performance. It explores several key strategies, e.g., standardization versus adaptation, price leadership versus branding, OBM export versus OEM export, and incremental versus leap forward internationalization model. The relationships are examined between various international marketing mix, e.g., distribution channel and pricing strategies, and brand performance. Through case studies, the text also analyses the internationalization of contract-based firms.

International Marketing Strategy Alexandra Kenyon, Robin Lowe, Isobel Doole, 2016-01-29. *International Marketing Strategy* (with CourseMate & EBook Access Card). Isabel Doole, 2011. **International Marketing Strategy** Isobel

Doole, Robin Lowe, 2004 This text looks at context techniques and strategies involved in successful international marketing It sets out to provide a good balance of the theory and implementation behind international marketing EBOOK: International Marketing Pervez Ghauri, Philip Cateora, 2014-01-16 Now in its fourth edition this successful introduction to international marketing has been thoroughly revised updated and developed throughout to reflect the most recent developments in today's dynamic business environment Contemporary engaging and accessible International Marketing is essential reading for the aspiring practitioner You will discover The importance of international marketing to creating growth and value The management practices of companies large and small seeking market opportunities outside their home country Why international marketing management strategies should be viewed from a global perspective The role of emerging economies in today's business environment The impact of increased competition changing market structures and differing cultures upon business Key Features An extensive collection of in depth Case Studies focus upon a diverse range of companies from around the world and are designed to apply understanding and provoke debate Going International vignettes go beyond the theory and demonstrate international marketing in real life with contemporary and engaging examples Further Reading sections have been designed to reflect both the most influential and the most recent studies relating to each chapter acting as a spring board to further study Key Terms are highlighted where they first appear and define in the margin for ease of reference to aid understanding A full Glossary is also provided at the end of the book and online A new chapter in response to reviewer feedback dedicated to International Segmentation and Positioning Professor Pervez Ghauri teaches International Marketing and International Business at King's College London He has been Editor in Chief of International Business Review since 1992 and editor Europe for the Journal of World Business since 2008 **Strategic Global Marketing** Erdener Kaynak, 2021-08-29 Learn to select appropriate strategic tools and measure the competitiveness of international firms This essential text addresses important strategic marketing issues and questions in a unique and insightful way Strategic Global Marketing Issues and Trends takes on the standardization vs adaptation issue and will familiarize you with important topics including customer value measurement in highly competitive industries factors influencing export attitudes qualities necessary for successful international business conduct distribution channels behavior and regional differences in the way these channels function and more Handy charts tables and figures make the information easy to access and understand In Strategic Global Marketing Issues and Trends authors from Israel the United States India Hong Kong and New Zealand examine the usefulness of comparative studies of dominant cultural values in successful international strategy development as well as other specific facets of international marketing strategy such as technometrics a benchmarked approach to compare competing brands on a set of attributes the attitudes of Taiwanese executives regarding exporting and international conduct the cultural values that must be taken into account to produce effective print advertisements in the United States and India the marketing roles and functions undertaken by Chinese

wholesalers and the functions they are still reluctant to perform a meta analysis tested model of the relationship between export performance and the degree of standardization of international marketing strategy used by the exporter the effectiveness of policies put in place by leaders of United States cities in their efforts to promote exports

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International Marketing Strategy Isobel Doole, Alexandra J. Kenyon, Robin Lowe, 2019 Fully updated and revised the eighth edition of this popular text reflects the changing focus of international marketing and ensures students are fully up to date with the challenges posed by new patterns of development in global markets It provides students with accessible content from around the world including newly emerging economies as well as explaining the increasingly global risks such as natural disasters and the role of digital developments An exciting range of features including Management Challenges Directed Study Activities and contemporary case studies guide students through the complexities of international marketing as it responds to a rapidly changing environment

Cases in International Marketing Christopher Gale, Neil Hopper Borden, Jean-Pierre Jeannet, 1986

International Marketing and Export Management Gerald Albaum, Gerald S. Albaum, 1994 Central themes are the understanding of marketing processes and the management of export operations and decision making

Global Marketing Management Warren J. Keegan, 1989 This leading book in international marketing features comprehensive cases that cover consumer industrial low tech and high tech product and services marketing Specific chapter topics examine the global economic environment the social and cultural environment the political legal and regulatory environments global customers global marketing information systems and research global targeting segmenting and positioning entry and expansion strategies marketing and sourcing cooperation and global strategic partnerships competitive analysis and strategy product decisions pricing decisions channels and physical distribution global advertising promotion personal selling public relations sales promotion direct marketing trade shows sponsorship global e marketing planning leading organizing and monitoring the global marketing effort and the future of global marketing For individuals interested in a career in marketing

Strategic Marketing Decisions in Global Markets Isobel Doole, Robin Lowe, 2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

International Marketing Hans Mühlbacher, Lee Dahringer, Helmuth Leih, 1999 In the age of globalism international marketers need to adopt a global

perspective if they are to compete successfully International Marketing A Global Perspective starts from the premise that any firm regardless of size can compete globally The challenge for today s manager is to identify and seize the opportunities most appropriate to their company International Marketing A Global Perspective examines the main issues facing companies that want to compete successfully in the global marketplace It combines extensive coverage of the relevant theories with a practical approach to the issues Written in a clear and accessible style it is divided into several sections covering assessing a potential market economically culturally and politically identifying cultural similarities and differences deciding which products to market internationally and how to price and promote them motivating marketing managers to compete globally building and implementing successful marketing strategies from making strategic decisions and choosing market positions and entry methods to developing a marketing plan Using real world case studies and vignettes centred on contemporary problems and issues International Marketing A Global Perspective will be ideal for undergraduates MBA students and students following executive courses in international marketing or strategy

International Marketing John Shaw, Sak Onkvisit, 2008-01-28 Marketing is a universal activity that is widely applicable regardless of the political social or economic systems of a particular country However this doesn t mean that consumers in different parts of the world should be satisfied in the same way The 4th edition of International Marketing has been written to enable managers and scholars to meet the international challenges they face everyday It provides the solid foundation required to understand the complexities of marketing on a global scale The book has been fully updated with topical case studies examples of contemporary marketing campaigns the most relevant discussion topics as well as the most up to date theories references and research findings It is this combination of theory and practice that makes this textbook truly unique presenting a fully rounded view of the topic rather than an anecdotal or descriptive one alone The book includes chapters on Trade distortions and marketing barriers Political and legal environments Culture Consumer behaviour Marketing research Promotion and pricing strategies Currencies and foreign exchange Accessibly written and designed this book is the most international book on marketing available that can be used by undergraduates and postgraduates the world over A companion website provides additional material for lecturers and students alike

Marketing Harold Chee, Rod Harris, 1993 Provides an introduction to marketing and international marketing taking an applied approach wherever possible The text relates theory to practice looks in detail at issues in marketing services exporting and points out the full implications of adopting a market led strategy for organizations

International Marketing and Export Management Gerald S. Albaum, Edwin Duerr, Jesper Strandskov, 2005 Albaum Duerr and Strandskov offer a unique focus on export management The comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non academic sources The balance between theory and practice is just right I highly recommend this text Geraldine Cohen Lecturer School of Business and Marketing Brunel University Looking to learn about marketing decisions and management processes needed to develop export operations either in a small

to medium size business or in a global corporation With changing opportunities and challenges in the global environment International Marketing and Export Management 5th edition provides the most comprehensive and up to date coverage on the topic In my opinion Albaum Duerr and Strandskov have written an excellent text book on the subject of International Marketing and students will find it both readable and extremely informative David Demick Senior Lecturer School of Marketing Entrepreneurship and Strategy University of Ulster Geared to both undergraduate and postgraduate courses on International Marketing or Export Marketing International Trade this book can also be used as a supplementary text on International Business courses and as a useful source of reference to even the most experienced of practitioners New to this edition In response to recent global developments the authors have increased emphasis on the following the impact of the Internet World Wide Web and e commerce the increasing use of specialized software to assist in managing marketing functions increasing efficiency in logistics and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from China s rapid export led growth and from its entry into the World Trade Organization the growing concerns with respect to social responsibility and the costs of failure to meet societal expectations Visit www.booksites.net/albaum to access valuable teaching tools including an Instructor s Manual and Power Point Slides Gerald Albaum is Research Professor at the Robert O Anderson Schools of Management University of New Mexico and Professor Emeritus of Marketing at the University of Oregon USA He is also Senior Research Fellow at the IC2 Institute University of Texas Austin USA He has been a visiting professor and scholar at universities in Canada Denmark New Zealand Australia Turkey France Finland and Hong Kong Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University USA He has been a visiting professor at universities in Japan Brazil Germany Denmark Sweden and the Netherlands and has extensive consulting business around the globe Duerr is also Senior Editor of The Journal of International Business and Economy Jesper Strandskov is a Professor of International Business at Aarhus School of Business Denmark He has been visiting professor at universities in the USA and Australia He also acts as an international business consultant to several business companies and public institutions

International Marketing Philip R. Cateora, 1990 The undisputed leader in international marketing this book pioneered the environmental cultural approach to the field It concentrates on explaining how a nation s culture and environment should be central to any marketing strategy Hot topics are also emphasized including Strategic International Alliances Green Marketing TQM the Japanese distribution system NAFTA the Commonwealth of Independent States and much more

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