



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	BBA topup program
Specialisation:	BBA
Affiliated Center:	
Module Code & Module Title:	IBM350 International Marketing Assessment
Student's Full Name:	Farid Awadh Mohsen
Student ID:	EIU2022211
Word Count:	
Date of Submission:	

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE: Farid Awadh Mohsen

DATE: _____

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33 144 857 317 | Mobile/WhatsApp: +33607591197 | Email: paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | Tel: +66(2)256923 & +66(2)2569908 | Mobile/WhatsApp: +33607591197 | Email: info@eiu.ac

Contents

Introduction	3
Ad Creation	3
Target Audience	6
Country Selection and Success Explanation	6
Chosen Media	8
Campaign Duration	9
Cost Analysis	9
Marketing Strategies	10
Multicultural Issues	12
Conclusion	13
References	13

Introduction

Land Recruitment Agency (LRA) focuses on placing top-performing candidates to fill varied job positions at international organizations. The global employment audience is even more interesting, as most companies are currently experiencing what is popularly known as a shortage of skills in different industries and regions. Therefore, it is necessary to maximize the potential of the said labor resources. Specifically, this strategy identifies a context where the success in talent placement within LRA is a subject of three key markets: India, Germany, and Nigeria. These geographies emerged as choice destinations due to their unique market needs. The integrated campaign centers on a message that emphasizes LRA's role in providing on-demand placement services on a global scale and connecting people with opportunities they have in their home country. The media strategy chosen for this campaign is a blend of conventional and digital platforms that ensures the maximum output. One element in the campaign plan is audience orientation. As much information may be available in the context even more, certain cultural factors that may influence the respondent or objectives are met, ensuring specific returns due to the association-branded association of valiant LRA.

Ad Creation

A major selling feature of the ad is that it places focus on the effectiveness of the workforce and the ability to connect people globally.

Key Features:

Corporate motto: Global talent. Special success stories.

Illustrations:

India: a group of IT specialists working together in office space.

Germany: Staff of engineers working at a modern factory with the latest technologies.

Nigeria: employees working to extract oil and gas in the fields and tech experts working in modern offices.

Call-to-Action (CTA):

“Get Started on Hiring the Right Talent for Your Business” via a QR code that will direct you to a page that is specific to a country.

Gilts:

Progress markers and achievements (For instance, “This year, over 95 out of 100 clients are satisfied with LRA’s provided resources.”).

Such features are aimed at ensuring that the effectiveness of the ad design will be appreciated while identifying viable solutions.



Target Audience

Primary Segments:

Leaders of Companies:

The rationale is to overcome the shortage of talent and achieve the business goals. This enrolls individuals such as directors, vice presidents, etc., those making decisions in IT, engineering, and energy.

Members of the HR Community:

The motivation is quickened processes in recruitment and sourcing of talents from all over. This usually includes human resources recruitment and operations executives in cross-border businesses.

Working People with Skill and Experience:

People are interested in better job opportunities and expanded workplaces. Such sectors as information technologies, engineering and healthcare, and power energy will be relevant to foreign job seekers.

Regional Trajectories:

India: A relatively active workforce in terms of technology and employment outside the country.

Germany: Industries specialized in particular technical occupations that are in demand by the market.

Nigeria: Professionals are in their early days but have a big vision to conquer the international market.

Consumer Behaviors:

Corporate leaders are present on LinkedIn and either specific industry-related boards or blogs. HR personnel are not unusual patrons of job boards and tend to use specific professional network platforms. Workers of such categories use the advertisements sent or displayed on social networks or websites advertising different job openings.

Country Selection and Success Explanation

1. India

The IT and healthcare segments of India are known for their worldwide standards of professionalism. Hence,

many people might be looking for employment elsewhere for growth opportunities. Deploying LRA company focuses on its global operations what India and other countries offer in employment or labor markets and hence increasing enhancements from such perspectives in countries, namely, India. Indians have a conservative system concerning employment where even people in low positions in organizations aspire to move up the ladder. So the lifetime stories of LRA staff face a positive reception. New challenges, such as how India has a pool of much more talent than it needs and the challenges of international skill-matching, should be tackled. There is always a race for every Indian IT group, merely at the national level, to get an international appointment. Here is a mention of policy statements enacted to promote its use, such as the enhancement of it in India's 'Digital India' and the use of SAARA for global linkages, where ad messaging Appeals to Understanding the Culture through Communication the desire to have overseas experience and convey advertisements through such taglines as Your Skills, Our Platform, Global Success.

2. Germany

Germany requires more engineers and technical specialists since it struggles with increasing its low-skilled labor force due to, among other things, the effects of population aging. This image problem for LRA is unwarranted, as most German HR departments and recruitment agents have come to trust the services of LRA in providing skilled and experienced professionals. Germans prefer things that are well 'exactly to the last detail' and appeal to putting possible redesigns into the ad as the message being transmitted in the ad. Workforce deficits affect GDP growth rates, especially automotive and green industries sectors being of principal concern. Such issues, as the German Institute for Economic Research notes, are likely to result in a mere 2% drop in the country's economic output due to the current gap in Malay engineering circles. Other areas that the ad should explore are the motivational needs of German HR managers who love numbers and accountability. For instance, in the ad, an expert who implements advanced machinery after being placed in the appropriate organization courtesy of LRA is used.

3. Nigeria

The energy and technological emergence that Nigeria is experiencing calls for individuals with training and

experience, which is not present at the levels of higher skill. Through its workforce and wide circle of acquaintances, LRA fills in the existing gaps, which are major industrial sectors in these countries. Nigerians are a fast-growing society in as much as they also value experiences in other cultures, and the ad's use of dreams in sentences to the audiences and employers here will be exceedingly seductive. An important trend that we can focus on in the labor market will be Nigeria's economic structure, predominantly occupations in the manufacturing sector, which is also related to technological advancement. Lagos, the center of Nigeria's technology revolution, is expected to be responsible for as much as 30% of the country's GDP by 2025 and, at the same time, is faced with very acute skills shortages. Another underlying economic trend that could be looked at in the African context is the quest or yearning among Nigerians for cross-border placements to attain developmental skills in this case and contribute these skills in the future. Once back in the local smart economy, Nigerians having worked came out as a winner in the IT sector and were made responsible for a team of people from different countries.

Chosen Media

Chosen Platforms:

Social Media:

Platforms: LinkedIn, Instagram, and Facebook. Social media could deliver to professionals or recruiters more cost-efficient and more precise content effectively. This is done by advertising through search engines: Google and YouTube, and so the keyword-based targeting ensures that the ad can be actively displayed to the user searching for employment.

Print Media:

Publications:

1. The Times of India (India).
2. Frankfurter Allgemeine Zeitung (Germany).
3. The Guardian Nigeria (Nigeria).

Print media ensures credibility, especially with established traditional companies. And therefore, it combines in-house trust-enhancing and external digital engagement.

Campaign Duration

The contract is set to extend for half a year, that is, from January to June 2024, with three sections:

Awakening Phase (1-2 Months): The activities mentioned above are used on print and social media to popularize LRA's services and make them known to the recipients of the products.

Intermediate Stage (Months 3-4): this will be more involving as it contains more visual data and various case studies.

Culminating Phase (5-6 Months): the focus will be on techniques to convert the existing sources of revenue.

This timetable guarantees that the project remains engaging and active throughout.

Cost Analysis

Budget Split

Social media advertising (\$70,000).

Social media campaigns will be run on LinkedIn, Instagram, and Facebook. Thirty thousand dollars (\$30,000) are for spending on LinkedIn (actively engaging CEOs of companies in German industries such as engineering and other high-ranking officials). Twenty-five thousand dollars (\$25,000) are allocated for the individualistic environments of India and Nigeria concerning young people who are generally gadget savvy and to once again use Instagram and Facebook. Fifteen thousand dollars (\$15,000) shall be reserved for Nigeria in the face of lower platform costs, even on Instagram, and adjust the spending to fit accordingly. LinkedIn is equipped with advanced precision ad targeting features and is best suited for reaching out to German company executives. Instagram is relevant and has a high outreach when it comes to Nigerian teenagers, or rather, in Bee Cool's words, most of them are digital.

Search Engine Advertisement (\$50,000).

Advertising on Google search engines and YouTube pays. Twenty-five thousand dollars (\$25,000) will be

allocated for Google Ads, focusing on specializing in IT, healthcare, and engineering sectors. Another 25 thousand dollars (\$25,000), however, will be designated for the YouTube platform and used to create commercial ads for mechanics and their customers. The use of Google Ads increases the reach of professionals who search for jobs both locally and even in other countries. The use of storytelling in video does the magic with the audience, especially in India and Nigeria.

Print advertising (\$30,000)

Media placements

The Times of India: \$12,000 (a respectable academic provider catering to professionals such as IT experts and healthcare workers).

Frankfurter Allgemeine Zeitung: \$10,000 (a publication widely read by engineers and corporate is known)

The Guardian Nigeria: \$8,000 (a local publication loved by working individuals in energy and innovation sectors in Nigeria).

Justification:

To foster rapport and trust and build interest in the advertisement, which is mostly applicable in Germany since their traditional media stations are still authentic. Content production and marketing in languages other than English adapting: \$25,000. Language and cultural adaptation for preference of the indigenous advertising language and the translation of the ad in the market (in particular countries, etc.). Creation of videos featuring testimonials that are to be suited for each region and extra shooting of promotional material.

A review of the offer's marketing message brought about to work out the demands of the target market.

Marketing Strategies

Localized Success Stories:

Featuring testimonials from professionals placed by the LRA. Example: an Indian IT professional is thriving in Germany.

Retargeting Campaigns:

Using tools like Google Analytics to refine targeting. Follow-up ads focus on users who interacted with the

campaign.

Industry Partnerships:

Collaborating with trade associations (e.g., VDMA in Germany, NITDA in Nigeria).

Localization of Storytelling:

India: A healthcare worker who has relocated to Germany for a better salary and professional experience.

Germany: An Indian engineer who led the selection and brought about the objectives of automation of factory processes by 30% in terms of efficiency.

Nigeria: The story about a young tech guru's loyalty to local startups and how he ended up with global clients.

Interdisciplinary Approach: Try and think of ideas where such stories can be utilized in explainer videos or even LinkedIn and emails.

Dynamic Ad Units:

Great insights:

Let the use of handy tools such as Google Tag Manager for audience segmentation based on engagement triggers in webpages.

Illustration: “Users who will have watched more access fifty percent of a YouTube client service video is going to be retargeted for the promotion of consultation.’

Describe techniques to capture real-time data and customize the ad content to fit audience needs, like serving IT-focused content to the Asian audience.

Business Development:

Extended Clarifications:

Leverage the Commonwealth Indian Industry Federation (CII) and conduct webinars on the enhancement of global talent acquisition.

Explore new opportunities within the framework of "Make it in Germany"—the" government's stable employment schemes on the international level ensure that.

Cooperate with higher education institutions in Nigeria and offer assistance in preparing future workers in the field of oil and gas and technology.

Multicultural Issues

Language and Translation:

Rephrasing advertisements in German and Nigerian languages ensures clarity.

Cultural perceptivity:

Avoiding conceptions, similar to overgeneralized delineations of diligence or workers.

Regulatory Compliance:

With the GDPR in Germany and original laws in India and Nigeria, there's a byword: language is the flower of culture. Thus, copying and pasting a textbook from one language to another will inescapably lead to either deformation of the restatement or misapprehension of specific professional words. Also, in Nigeria, while dealing with general advertising dispatches aimed at the youth, it's necessary to flash back that English. Pidgin has been in use numerous times, and as a result of which, the business this language has created for itself cannot be done down with. When these countries are concerned, it would be right to elect consumer solicitations and prospects meeting which the product is to be made according to a certain strategy, advertising intends to target request.

Sustainable Options:

Mooching Difficulties:

Particularly worrisome in Germany, similar explanations will simply gray out the whole society. People in India don't enthrall any academic positions, and women in Africa pursue slavish jobs after classes are terminated. There's a lot of exploration you could do to make sure in different countries what kinds of different effects work and what doesn't work. Whenever it becomes further and more delicate to yield the acceptance rate of the target request, specific counterarguments are employed.

Conclusion

The aspect of marketing aim of this missive is geared towards making LRA a dominant figure in staff replenishment as well as covering vacant positions in India, Germany, and Nigeria. In addition to using different tools and working on different levels, the plan also aims to drive a market boom in key locations in the year 2024.

References

- German Chamber of Commerce. (2023). *Labour market trends in engineering*.
- International Labour Organization. (2023). *Global employment trends for youth 2023: Technology and the future of jobs*.
- LinkedIn. (2023). *Global workforce insights: India's IT professionals*.
- McKinsey & Company. (2023). *Reskilling for the global economy: Bridging talent shortages across borders*.
- PricewaterhouseCoopers. (2023). *Future of recruitment: Trends in global talent acquisition*.
- Statista Research Department. (2023). *Labor market shortages in Germany: An analysis of skilled worker gaps*.
- World Bank. (2023). *Nigeria's workforce challenges and opportunities*.
- Deloitte. (2023). *Future of work: Bridging global skills gaps*.