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COVER PAGE AND DECLARATION

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I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

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Introduction

The success of all commercial activities depends on good marketing for them, because it includes many activities and is one of the most important functions of companies. It can also be defined as an activity that includes obtaining consumer preferences for services or products of different types. An overview of the international business environment

Companies operate in a dynamic, changing environment. The environment affects the method and mechanism of management of the company The business environment consists of a group of influential elements:

1: The political environment

2: The legal environment 3: The economic environment

4: The demographic environment 5: The technological environment

These elements have a direct impact on companies and are outside their control, so companies need to study them in detail and with care because of their impact on the competitive situation of the company. The technological environment is the use of scientific, engineering and cognitive skills to increase Production quality and improving marketing methods Also knowing and dealing with the legal environment is important for company owners, especially issues of taxes, licenses and regulations. It effectively contributes to the stability and continuity of returns for companies. The economic environment also has a direct impact on the work of companies in terms of price fluctuations, unemployment, and inflation in relation to workers' wages. Taking this into account is extremely important for the company. Also, knowing the demographic environment and population structure helps in knowing the needs of the population and developing products to comply with consumer requirements and preferences, as well as the

culture of the workforce that can work in the company, as well as knowing the culture of minorities and their customs. (1)

- Create an ad in JPEG



Marketing report

1- Our company

Lanz Recruitment Agency or LRA

2-Our goal

We are an employment agency that cares about and helps professionals looking for jobs in all fields around the world so that they can work in the international companies they seek to employ and create for.

3- Marketing Department

We have a professional marketing team with high experience in knowing the needs of companies. They are also fully aware of global markets. They are able to monitor and follow up on a global level. They also possess development, evaluation and assistance tools for all clients interested in employment.

4- Designers for advertising

Our team designs advertisements and chooses appropriate offers to address companies and professionals looking for work around the world

5-Site Analysis Section

Those who are interested in following social networking sites and knowing the number of people visiting, as well as the number of beneficiaries and the time they spend on the Internet (2)

6-Swot analysis

The team reviews the marketing campaigns of Lenz Recruitment Company in terms of the negatives and positives and works to benefit from the mistakes and draw up future plans while strengthening the strengths.

The target audience of the marketing campaign

Our target audience is :-

- 1- Professional doctors, nurses and chemists
- 2- Professionals working in technology, including data analysts, programmers, and others
- 3- People with high experience working in the tourism sector
- 4- Professionals working in the educational sector

Three countries in which the ad will be shown

1- Australia

It is characterized by different races and many ethnicities. It also possesses a unique cultural diversity due to the presence of races from Asian countries and many European countries, so that the percentage of Europeans has reached more than 75% of the Australian population. All residents also enjoy equality and freedom. Australia is also one of the safest countries with wonderful weather and large areas. A vast area of agricultural land, with a population of about 32 million people, helped by the small population to provide many job opportunities.

2-Canada

Canada has vast areas, which has had a positive impact on its economy, to the point that it has become one of the largest economies in the world. Its population speaks English and some people speak French. Canada has a distinguished service sector that has created a lot of work opportunities for it, in addition to the abundance of raw materials and minerals, with a small population of 35 million people, which Make it the focus of attention of job seekers

3-New Zealand

New Zealand is located in the southwestern Pacific Ocean, close to Australia. It is made up of two large islands with a population of approximately 4 million people, the majority of whom are of European origin. Its official language is English, as God has blessed it with. It has an attractive nature that is a major key to the economy. (3)

The reason for the success of advertising in the three countries

Australia

A- Australia has many opportunities for professionals in all professions due to its life systems as well as the culture of society, which makes Australia an attractive factor for many people.

2- It makes it easier for employees in Australia to achieve a balance between life and work

3- Salaries are competitive in Australia, with the average weekly income of an employee being more than \$1,700 for a full-time employee.

4-Australia is characterized by its low cost of living (4)

5-A country whose official language is English and is compatible with the language of the advertisement

Canada

1-Canada needs a lot of professional employees because of the shortage

2-Canada is one of the developed countries in terms of successful startup companies that want to include innovators

3-Canada is characterized by cultural diversity and inclusion, which makes it an attractive factor for professional employees

4-The increasing and continuing demand for flexible work (5)

5-A country whose official language is English and is compatible with the language of the advertisement

New Zealand

1-New Zealand societies are cooperative and welcoming

2- New Zealand laws give employees balance between personal life and work

3- The political and social stability of the country

4-Health care systems are supported and covered by the public sector

5-Salaries are competitive and high

6-A country whose official language is English and is compatible with the language of the advertisement

The chosen media for the add

In order to succeed, the marketing campaign requires many traditional and unconventional means

As for traditional means, they are such as advertisements, reports, magazines, and articles that take care of recruiting professionals, as well as conducting seminars and courses for those who obtain jobs through Lanz Recruitment Agency.

As for the non-traditional means, they are such as Instagram, LinkedIn, email, Facebook, TikTok, YouTube, Telegram, and many other social media means.

Also building cooperation with recruitment companies, hospitals, universities, factories and various ministries and participating in conferences interested in jobs and introducing Lanz Recruitment Agency. (6)

The length of time the ad will run

The ad will run for 9 months.

The cost for running the ad

The cost of the marketing campaign

For a period of nine months, distributed among advertising means, in order to achieve the goals, which are as follows

Expected price	Marketing channel
6300\$ monthly	Website & blog developing
5500\$ monthly	Social media
1500\$	Mobile application
1100\$ monthly	Paid advertisements
14400\$	Total

Three marketing strategies that you will use to create an effective add

Steps to choose the appropriate strategy

1- The platform is a platform used in the three countries to which the largest number of visitors and users enter

2- Target customers, for example, young people who want to search for jobs

3- Partnerships, which is giving a percentage of the returns to sellers, such as making advertisements appear with famous people and influencers on social media.

1- The first strategy

Creating a group of applications interested in employment that will be an intermediary between business owners, companies, hospitals, factories and professional job seekers. These applications will be a strong supporter of the Lanz Recruitment Company brand.

2- The second strategy

It is communicating with universities, companies, factories, and government ministries to know the market needs of job seekers and those wishing to employ professionals. This is done through groups interested in employment on social networking sites such as LinkedIn, TikTok, etc.

3- The third strategy

Creating a global website on the Internet that enables job seekers to access it at high speed. It contains many instructions, articles, magazines, and courses that help professionals obtain benefits easily and for free. (7)

Three multicultural issues that may arise due to running the same add in multiple countries.

1- Linguistic and cultural barriers

Many marketing campaigns face linguistic and cultural barriers, so this should be taken into account when creating a marketing campaign, which is that job seekers feel comfortable and choose phrases that are appropriate for their culture.

2- Avoid stereotypes

Taking into account the emotions of the targets and ensuring that the advertisement supports mutual respect between Lanz employees and customers

3- Different cultural communication methods

The advertisement must take into account the beliefs and customs of those being addressed and choose the appropriate style and method for that (8)

Conclusion.

The rapid progress in social media has had a positive impact on marketing campaigns, which requires developing the strategies used for this. I took this into account in the three strategies for the marketing campaign for Lenz Recruitment Company, setting the cost for the campaign and a marketing report for it. I chose three countries for this: Australia, Canada, and New Zealand, and they all speak English. I also talked about the obstacles. Facing international marketing campaigns and choosing the marketing duration of the campaign, paying attention to brand presentation of Lenz Recruitment Company, this research targeted professionals including doctors, engineers, and programmers working in the tourism sector.

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