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Introduction:

In the modern day, connections which subsist amongst different states require businesses to extend their operations far beyond any borders within which they are nestled if they are to compete effectively with their counterparts. International marketing entails the creation of a persuasive narrative to contemplate the views for a given product or services of different countries. This paper develops the plan of Ladz's Recruitment Agency (LRA) for promoting its services to both recruiters and employers across different industries. More importantly, the marketing service for each of the marketing actions will be appropriately planned considering marketing ideas bursts and the merger of the traditional approaches to marketing as well as other innovative ones. Closing LRA's core function, which is making sure that talented individuals get the opportunities they richly deserve, makes it vital for the company to come up with marketing activities that would speak to different demographics. Targeting and discussing key international markets, this report shows how Lanz Recruitment Agency Ltd might promote its services, use and communicate the correct location-based, and address the cultural hindrances.

Target Audience:

Elaborate Stadium Psychographics

LRA's target markets are three main sectors:

Employing Global Competency:

Such organizations include those in the technology, healthcare, engineering, and manufacturing industries, who are strategically employing foreigners due to a lack of domestically available expertise.

Senior Professional Employees:

Those who are professionals such as qualified executioners, and conscious engineers, and whereas who seek employment overseas.

Connection Clients:

Companies that are searching for options for hiring services of a specialist or a set of staff in the frame of a contractual provision.

Employment Trends Abroad:

The international shortage of talent and inadequate skills breed dependence on the foreign workforce to an extent.

High up the interest of urge for geographical relocation activities in career movement.

Focus has increased on employing diverse gender, race, and age groups in economies.

Attitude or Way of Life Groupings Professionals pay attention to the breakdown of the hiring

processes in the way of application, advancement remedies, and relocation. In the employment arena, the efficiency of the business in terms of efficiency in terms of resources and terms of the recruitment function cost, as well as the dying returns of staff — diversity among the employees. Operating model.

Distinguishes the customers from the organization's operating models:

Corporate clients: these are businesses in the sectors suffering talent shortfall, for example, ICT, nursing, and engineering; the aim is to develop specialized provisions for actual workforce requirements.

Professionals: Professionals from low to advanced career levels, with emphasis on those in high-demand sectors, remain at the core of the business focus. External clients of the service, these professional members, meticulously embrace the aspect of quick changes as they enjoy many mobility benefits and exceptional services relative to this position. Potential partners: Business Partners, Corporate Customers, and Institutions that are looking for services, in particular, contractors, cooperation in the area of recruitment of employees becomes the segment.

Real-World Examples:

A case in point is the success of different campaigns that most of the renowned organizations such as professional networking social Marcom platform LinkedIn and Mckinsey operations management consultancy business Kaplan, Goldstein & Co. carried out. One illustration site brings a story about the “Talent Solutions” campaign of LinkedIn which comfortably served both job seekers and employers by incorporating testimonials, factual sales materials that it contains depending on people's characteristics, and localized texts.

Country Selection:

United Arab Emirates (UAE):

Market Potential: The UAE is a multi-ethnic and multi-cultural country that has a huge demand for foreigners in the fields of technology, construction, and oil and gas.

Cultural Considerations: A more business cultural context may involve several languages and cultures, as the ads should remedy to those who are local and those who are rather immigrants.

Recruitment Insights: Consider venturing into industries where specialized skills such as Mechanical engineering, Electrical engineering, and civil engineering project management are needed. Due to the flexible policies and the immigrant workforce in the United Arab Emirates, it is very possible to find a substantial expatriate market. The Western products of most industries, which are mostly orientated at technological and construction services, require extra incentives with respect to promotional strategies for local and foreign populations.

Germany:

Market Potential: Germany is Europe's largest economy and yet still, the country has a severe scarcity of qualified manpower in engineering, IT, and healthcare.

Cultural Considerations: They will not welcome the usual marketing pitch of "trust us", they want precision and full seamless execution. Recruitment Insights: The market is competitive, and campaigns dedicated to quality and risk emphasize the success of LRA campaigns. Indicators and employment difficulties with technology are among the reasons the economy of China would be profitable. Marketing efforts should give the impression that LRA's services are professionally competent and German-oriented.

India:

Market Potential: This market is a reservoir of young and enlightened labour particularly in the area of information technology and pharmaceuticals. Cultural Considerations: The goodwill created for adapting to the working conditions and welfare of the worker as well as pursuance of a better career are considerations that have appeal. Recruitment Insights: Showcase the importance of international rounds as well as the part LRA plays in global placements. With a huge reservoir of talent both in the IT as well as pharmaceutical industries, recruitment from India would be rich. Career advancement, global opportunities, and the readiness of an organization to provide relocation will serve to attract Indian professionals who yearn for international postings.

Factors for Success in Chosen Markets:

The United Arab Emirates:

The use of bilingual content in both English and Arabic languages is of the essence in order to guarantee accessibility.

The brand's profile can be enhanced through the marketing of various local events and expatriate social circles.

Focus on the protection of rights for all citizens, regardless of their origins, a fact which is enhanced by the multi-ethnic and multicultural work environment provided by the state.

Use both English and Arabic languages in all content to provide easy access to all users.

Germany:

Appreciate good recruiting strategies that meet the required industry standards.

Show LRA's ability to operate at different places and still satisfy all requirements they are seeking.

Stress that the company is able to comply with the high-quality, perfectionist nature of Germany.

Highlight how some of the people they serve have been placed in the best companies ever.

India:

Enhancing Credibility Using the Testimonials of Indian Professionals Overseas.

Relocation/ Move Assistance and Professional Development are Key Issues here.

Utilize references from people native to the particular place who became successful in another country and were helped by LRA.

Forget about the strictest code of conduct and adopt instead a friendlier and closer to the people even in written materials.

Media Selection:

The aim is to activate the selected media so that one can reach out further with a campaign:

social media platforms:

LinkedIn: Attention to business clients and specialists.

Instagram and Facebook: Younger individuals of the profession and brand promotion.



Search engine marketing:

Google ads campaigns are expected to be useful in realizing further project marketing provided users will search for recruitment company services.

Traditional media:

Print Advertisements in profession-based magazines and newspapers.

Partners or Events:

International job fairs are conducted every year like other industrial events.

Campaign Duration:

Phase 1 (Months 1-3): Provide Service and Gain Feedback

Do first marketing in all markets.

Gather information about content views, click rate, and conversion per user who responds to any Call-To-Action.

Phase 2 (Months 4-6): Improvement and Development

Use the feedback provided to improve the materials and the targeting.

Incorporate additional platforms into the strategy if the need persists

Budget:

Expenditure states that fifty percent of that budget is itemized as enumerated below:

For the tasks related to social media marketing in three countries, a total of \$15000 has to be pared down.

As far as internet marketing is concerned, the committee agreed to set apart \$10000 which had been allocated for the paid searches online.

Printed materials for the CSR activities will be distributed evenly in equal thirds and this portion is worth \$5000 on the CSR reserve.

\$7500 the section will be utilized for those who are asking when the next event is their event.

To add, the whole budget planned against this event is \$ 40500.

Marketing Strategies:

Localized Texting:

Customizing texts to include references unique to that location in content due to the practices, beliefs, and social norms of that area.

Data-Assisted Improvement:

Making the modifications or enhancements to the marketing efforts of a business through evaluations of such tools as efficient provision to consumers.

Community Relationships:

Strengthening the faith of the community and extending the reach by linking up with various organizations.

Localized Messaging:

It refers to the science and art of tailoring a message by incorporating local language constructs, idioms, and practices or any other things peculiar to the locality.

Plan-Driven Work:

Advancing customer values, the company works with the tools to help achieve these values and progress the result-oriented processes.

Communal Development:

Reaching out and inspiring or renewing more groups than the church itself by encouraging partnerships with other organizations in the community.

Localization:

There is the need to incorporate the other aspects that are tied to the country into the message specifically the values and norms.

Monitoring of Progress:

It is important to evaluate the performance and progress of the campaigns; for this reason, correction of the strategies is indispensable and calls for the use of performance-based tools and indicators.

Regional Expansion:

This is because cultural competence requires the company to harness its adaptability towards the areas of operation, by also forming alliances in the community.

It is important to adapt the messages so that they reflect the norms and values of the country.

Performance Oversight:

There is a necessity of using analytical tools so as to ascertain the actual progress of the campaign, hence requiring the change of strategies.

Expanding Territories:

Cultural competence involves setting the organization within the environment where its activities are relevant, in conjunction with creating close ties with other individuals and groups within the area.

Multicultural Challenges:

One of the Most Important Languages:

Consequently, deliver translations that would facilitate clear communication and there is no room for misinterpretations.

It also Stimulates:

At the same ensures that artwork and messages are modified so that the countries' cultural values are preserved.

Appropriate Environment:

In addition to that, there are also concerns – traction in the differences in work ethics, communication, and management practice.

Communication Barriers:

Employ professional translation services for clear and precise communication. royalty

Cultural sensitivity:

Design linguistic and visual features in a way they are not misunderstood.

Ethos of Contrary Work Conduct:

Emphasize how LRA is flexible to the different needs of the clientele.

Conclusion:

By catering to the differing needs of every market, this strategy promotes the effectiveness of reaching a target market, which is someone that the Lanz Recruitment Agency would like to address. Revolving around tactics such as well-planned and properly executed tactics, flexibility and resourcefulness in the practice of marketing will suffice and consequently enable the brand strategy to contribute towards driving sustainable performance in the organization. When customizing its marketing efforts to meet the special requirements of the UAE, Germany, and India, LRA can successfully grow its presence worldwide as well as reach resulting targets. With cultural sensitivity, the right media channel, and the correct application of data, global marketing can be at its best. In designing this new campaign for posting sites on the LRA, the objectives were to innovate beyond past marketing strategies' view of the customer, including the cultural and geo-political challenges, in ways that are designed to impact and ultimately change the individual in the desired direction.

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