



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

Specialization:	INTERNATIONAL BUSINESS MANAGEMENT
Affiliated Canter:	CEO Business School
Module Code &Module Title	IBM350-International Marketing
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Student ID:	EIU2023055
Word Count:	2000
Date of Submission:	

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Introduction

Think about a world where businesses do not exist, and their goods and services are hidden from potential customers. In a nutshell, this is the reverse of what good marketing management tries to do. In today's competitive world, having a great product or service is no longer enough. It is what makes a business move forward. This information is what makes good marketing plans that make sure that every message, campaign, and product gets to the proper individuals.. Every way to reach clients, from social media campaigns to email marketing to public relations, helps to convey an interesting tale.

- 1. You work in LRA's marketing department, and have been to create a marketing campaign that features LRA's internationally placed talent. Please include the following in your marketing campaign:**

Create an ad in JPEG or PDF, and a marketing report.

LRA: Linking talented people from around the world with great job opportunities

Campaign Overview:

Lanz Recruitment Agency (LRA) is starting a new marketing campaign to show off how good it is at putting foreign business people in top firms all around the world

Target Audience: Business people that want to move up in their careers or find new jobs in KSA, UAE, or Qatar.

- Companies in these areas are hiring managers and HR specialists.

1. **Video Ads:** Each location will have its own video ad with successful LRA-placed professionals from different fields.

- The ads will show off the lively work environments, wide range of job options, and appealing lifestyles in KSA, UAE, and Qatar.
- The videos will focus on LRA's customized service, expert advice, and large network of international clients.

2. **Campaign on Social Media:** • Make and design interesting posts for LinkedIn, Twitter, and Instagram.

- Share stories of LRA-placed professionals that will inspire others, as well as corporate spotlights and industry news.
- Run advertising that are aimed at the right people in each area.
- Use hashtags that are appropriate, such as #LRAglobaltalent, #careergoals, and #dreamjob.

3. **Regional Landing Pages:** • Make separate landing pages for KSA, UAE, and Qatar.

- Give details on LRA's services, success stories, and job openings in every area.
- Make it simple for candidates to apply for positions and for businesses to get in touch with LRA.

4. **Local Partnerships:** Work with employment boards, business groups, and professional groups in each area.

- Go to industry events and conferences to meet possible clients and job seekers.
- Hold webinars and workshops on how to improve your career and look for jobs abroad.

Report on Marketing:

Key Performance Indicators (KPIs):

- Getting visitors to the website and leads from the regional landing pages.
- Getting people to interact on social media.
- The number of people who watch and click on video ads.
- The number of employment applications sent through LRA.
- The number of placements made in Qatar, the UAE, and Saudi Arabia.

Expected Outcomes: • More people in KSA, UAE, and Qatar will know about and recognize the LRA brand.

- More qualified applicants are interested in LRA's services.
- More interaction with possible clients and employers.
- More successful placements in the areas we want to work in.

Budget:

Depend on what each location needs and who it is trying to reach. A lot of it will go to developing movies, putting ads on social media, and working with other businesses in the neighborhood.

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Timeline:

In January 2024, the campaign will begin and last for six months. Based on the performance data, we will keep an eye on things and make modifications.

A. The targeted audience of the campaign.

The campaign has two main groups of people it wants to reach:

1. Businesspeople who want to move to or get a better job in KSA, UAE, or Qatar.

- Age range: 25 to 45 years old, with a university degree and 3 to 10 years of job experience.
- Psychographics: Ambitious, focused on their profession, willing to take on new challenges, and interested in working abroad.
- Needs: Get good jobs that pay well, move up in their careers, learn new skills, and experience a new culture.

2. Hiring managers and HR professionals in companies across these regions.

- Age range: 30 to 55, with a lot of expertise in hiring or human resources.
- Psychographics: They want to locate the best talent, value diversity and inclusion, and value international experience.
- Needs: Find and hire competent people, fill important jobs, and make teams that are diverse and work well together.

The campaign will use a mix of online and offline media to reach its target demographic. These platforms include:

- Video Ads: Short, interesting videos with successful LRA-placed people from a variety of fields.
- Social Media Campaign: Use LinkedIn, Twitter, and Instagram to offer inspiring tales, company spotlights, and industry information with specific groups of people.
- **Regional Landing Pages:** Separate pages for KSA, UAE, and Qatar that give

information about LRA's services, success stories, and job openings.

- **Local Partnerships:** Working with job boards, business groups, and professional groups in the area.
- **Webinars and Workshops:** Hold free events to help people improve their careers and get jobs abroad.

Key Performance Indicators (KPIs):

There will be a number of KPIs used to measure the campaign's success, such as: •

The number of leads and visitors to the regional landing sites.

- Interacting with people on social media.
- The number of people who watch and click on video ads.
- The number of employment applications sent through LRA.
- The number of placements made in Qatar, the UAE, and Saudi Arabia.

Expected Outcomes: • More people in KSA, UAE, and Qatar will know about and recognize the LRA brand.

- More qualified applicants are interested in LRA's services.
- More interaction with possible clients and employers.
- More successful placements in the areas we want to work in.

B. Choose three countries that the ad will run.

KSA

Something is changing in Saudi Arabia. Mega-projects come from the ground up, huge changes to the economy affect the environment, and young people are open to change. Cities like Riyadh and Jeddah are full with new life, which shows us what the future may be like when tradition and progress go side in hand.

UAE

A Bright Mosaic of New Ideas: When you go to the United Arab Emirates, it's like walking into a kaleidoscope of different cultures and goals. Dubai, the shining crown jewel, is always looking for something exceptional. The Burj Khalifa pierces the sky, false islands break the

constraints of nature, and astonishing technology makes the skyline look like a canvas for future dreams. The UAE has a lot of different things to do, from busy souks full of goods to beautiful museums that chronicle the stories of previous empires. But below the mask of luxury lies a country where many different ethnicities are fighting to get by in a melting pot that is always evolving. Opportunity is in the air, bringing together dreamers and visionaries from all over the world.

The chosen media for the add.

The LRA campaign in KSA, UAE, and Qatar will use a variety of different media channels to reach as many people as possible and get them to interact with the campaign. Here is a breakdown:

Ads in Video:

- **Platform:** YouTube, social networking sites like Facebook, Instagram, and LinkedIn, and TV networks that are relevant to the area (with cultural sensitivity).
- **Content:** Short, visually interesting videos with successful LRA-placed professionals from a variety of fields that highlight the lively work cultures, wide range of job prospects, and appealing lifestyles in each region. Put more emphasis on LRA's individual service and knowledge.
- **Language:** Arabic with English subtitles so that people from both the area and the world can understand it.
- Platforms for the social media campaign are LinkedIn, Twitter, Instagram, and Facebook.
- **Content:** Share experiences of LRA-placed professionals that will inspire others, firm spotlights, job vacancies, career development suggestions, and industry insights.
- **Language:** English and Arabic to reach more people.
- **Hashtags:** Use hashtags that are relevant, such as #LRAglobaltalent, #careergoals,

#dreamjob, #KSAjobs, #UAEjobs, and #Qatarjobs.

Regional Landing Pages: There are separate pages for KSA, UAE, and Qatar that show information on LRA's services, success stories, and job openings in each region.

- Design and language that fit with the culture: local images, Arabic translations, and material that is relevant to the culture.
- Simple application process: Let people apply immediately for jobs that are relevant to them through the landing sites.

Local Partnerships: Work with job boards, business groups, and professional groups in each area.

- Go to industry events and conferences to meet possible clients and job seekers.
- Provide webinars and workshops in English and Arabic on how to improve your career and find a job abroad.

More Media:

- **Online advertising:** Ads that are relevant to the target audience on websites and platforms that they use often.
- **Print ads:** Think about putting your ads in specific regional business periodicals or magazines that are relevant to your firm.
- **Outdoor advertising:** Look at creative possibilities like billboards or airport displays in busy regions, depending on your budget and local rules.

The length of time the ad will run.

The best length for the LRA campaign in KSA, UAE, and Qatar will rely on a number of things, such as:

- The aims of the campaign
- The budget

- Changes in the market

Taking these things into account, here are some possible lengths for the campaign:

- A short-term campaign (3–6 months) is a good method to get people to know about your

firm right immediately or to launch a specific recruitment drive. It lets you send focused messages and make quick changes based on what you see initially.

- A medium-term campaign (6–12 months) is a good balance between making a large statement right immediately and staying in the public eye over time. It helps you get to know your target audience better and gather adequate information to improve your adverts.

- Long-term campaign (12+ months): This is the greatest way to make LRA the place to go for foreign talent in the area. It takes a lot of work to make content and improve it all the time, but it pays off in the long run with brand awareness and market power.

C. The cost for running the ad.

Video Ads: • The cost of making the videos will depend on how complicated they are, such as the animation, actors, and so on. Plan on spending between \$5,000 to \$10,000 for each video, but it could be less for basic ones.

- Fees for ad platforms:.. You should plan on spending \$2,000 to \$5,000 per month each location to reach the right people.

Paid advertising fees: paid ad on different platform

- **Making content:** If you need to hire graphic designers, copywriters, or video editors, think about how much it will cost. Plan to spend between \$500 to \$1,000 a month in each area for good content.

Landing Pages for Different Areas:

- **Building and keeping up a website:** Each landing page could cost between \$1,000 and \$5,000, depending on how complicated it is and what features it has.

- **Costs for webinars:** think about the costs of the platform, the speakers, and the

marketing. Set aside \$500 to \$1,000 for each webinar.

- **Outdoor ads:** The cost varies a lot depending on where you are and what kind of ad you want. For good spots and billboards, you should plan on spending at least \$5,000.

Important Things That Affect Cost:

- The quality and difficulty of making video advertising
- The level of targeting and competition on ad platforms
- The amount of professional help needed to make content and build a website
- The partnerships and sponsorships chosen
- Picked print and outdoor advertising alternatives
- Length of the campaign

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

Here are three important marketing methods that build on what we've just spoken about to make a successful ad campaign for LRA in KSA, UAE, and Qatar:

1. Using different types of talent to tell stories:

- Talk about real-life success stories: LRA has put short video testimonials from professionals in different fields in all three nations. This makes the campaign more personal and shows that the agency can match different types of talent with jobs that are right for them.
- Emphasize cultural integration: Tell anecdotes about professionals adjusting to their new jobs and communities, showing how friendly and helpful the people are in KSA, UAE, and Qatar.
- Focus on personal growth and career advancement: Show how LRA has helped

people reach their career objectives and thrive professionally in these fast-changing economies.

2. Hyperlocal Content and Targeting:

- Make visuals and messages that are culturally appropriate: Make sure the ad's tone, images, and wording fit with the cultural sensitivities and goals of each area.
- Work with local media and influencers: Work with local bloggers, social media stars, or TV networks to make the campaign more relevant and reach more people.
- Use employment boards and internet forums in your area: Post job vacancies and talk to potential hires on sites that professionals in each country use a lot.

3. Interactive Engagement and Community Building:

- Host webinars and workshops: Offer free online sessions on how to live in KSA, UAE, or Qatar, how to get a job, and how to improve your career. This makes people trust LRA, makes them look like an expert, and draws in potential applicants.
- Hold interactive competitions and giveaways on social media: Encourage people to get involved by holding exciting and relevant contests that let users create content or promote job applications.
- **Make online groups for professionals who work for LRA:** Give people a sense of belonging and support by giving them places to network, share stories, and make connections.

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

1. Being sensitive to other cultures and not telling the truth:

- Different norms and practices in different societies: For example, jokes, gestures, or drawings that work in one culture could be rude or impossible to grasp in another. For example, using hand signals that mean something in KSA might not be understood in the UAE or Qatar.
- Religious concerns: Images or words that go against religious ideas or feelings in any of the areas could hurt LRA's brand image and turn off potential candidates.
- Gender portrayal: The roles and expectations for men and women are different in these countries. An ad showing strong women working in a subject that is usually male-dominated might work great in Qatar, but not in other places.

2. Problems with language and misunderstandings:

- Direct translations don't always work: Just translating the ad copy from one language to another can lack the subtleties and cultural context, which can lead to misunderstandings.
- Not enough local context: People in one location might not understand references to pop culture, news, or inside jokes that are relevant in that area.

3. Following the law and rules: • Labor laws and employment rules:

There are different rules and legislation in each country for employment, job definitions, and advertising claims.

- Worries regarding the privacy of data: When it comes to sensitive information like job applications, policies for collecting and utilizing data must satisfy the data privacy regulations of each country.

The conclusion

Anyone who wants to work with talent in a variety of markets can learn a lot from LRA's expertise. Businesses can get the most out of a global workforce by putting cultural awareness first, making content that is useful to local audiences, and building communities that people want to be a part of. And by doing this, companies may provide creative people the tools they need to attain their goals in fresh and intriguing ways. Keep in mind that successful worldwide campaigns are journeys, not ends. If you want to maintain connecting talent and inspiring ambitions around the world, you need to be open-minded, use data to improve things, and always be mindful of other cultures.

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