



International Marketing report

Specialisation:	B.B.A Top-Up
Affiliated Center:	CEO Business School
Module Code & Module Title:	CEO-B.B.A IM 0045 International Marketing
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Word Count:	2500 words
Date of Submission:	13-11-2024

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Elevate Your Talent, Globalize Your Reach

Elevate Your Business
Access a global pool of top talent
Accelerate your growth with specialized skills
Optimize your workforce with tailored solutions

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Target Audience:

Multinational Corporations: Seeking top-tier talent to drive global growth.

SMEs and Startups: In need of skilled professionals to scale their operations.

Skilled Professionals: Aspiring to international careers and seeking new opportunities.

Countries:

United States

United Kingdom

United Arab Emirates

Introduction:

Finding top talent has grown to be a significant challenge for businesses worldwide as the business world becomes more interconnected every day. To overcome these obstacles LRA a top international talent acquisition firm developed a thorough marketing strategy that increased brand recognition drew in new clients and produced quality leads. The campaign employs a multi-channel approach that combines paid advertising email marketing content marketing and social media to successfully reach a wide range of consumers and convey LRAs value proposition.

Campaign Objective: to enhance the brand awareness of LRA as a leading international recruitment agency by showcasing the success stories of LRA's talent deployed around the world.

Target Audience:

- **Potential Clients:** Multinational corporations, SMEs, and startups seeking top-tier talent.
- **Job Seekers:** Skilled professionals aspiring to international careers.

Social Media Campaign

A comprehensive social media campaign will be started on LinkedIn Instagram and Twitter to promote LRAs worldwide talent solutions. The primary objective of the content strategy will be to use a combination of these to engage the target audience.

- **Success Stories:** Share inspiring tales of LRAs who have found success by highlighting their contributions to their organizations and professional development.

- Educational Infographics: Display global employment trends while providing valuable insights into industry shifts and emerging opportunities. Give a behind-the-scenes glimpse of LRAs hiring process emphasizing the dedication and expertise of their employees.
- Client and candidate testimonials: To build credibility and trust use candid remarks.

Email marketing campaign

In order to draw job seekers, bring in new clients, and keep in touch with the current ones, the company will run a targeted email marketing campaign. Special success stories and different employment opportunities will be featured in the emails which will be sent out. There will also be invitations to conferences and webinars to strengthen relationships and secure a mantle of being a leader in the field.

Content promotion

With the use of a thoughtful and focused content marketing approach, LRA will be able to gain authority in the industry. The following pillars of content will be created.

Blog Posts:

- Through case studies that emphasize different potential markets, suggest where LRA has made successful locates and how they have helped their clients.
- Interviews with LRA's clients about satisfaction with the agency's talent and management of the project.

• Whitepapers:

- Executive summaries that extend the literature on SMI by identifying actionable solutions for similar industry problems, trends and challenges.

Another approach includes the outline of paid content such as Paid Display Advertising. As a visible advertisement of the upcoming business, LRA will leverage the presence of a

business advertisement on social media to further the growth and development of the company. The target audience are businesses in US, UK and UAE allowing for the targeting of business executives, heads, and HR specialists in division one skill areas as well as targeting professionals.

Campaign Performance Metrics:

- **Social Media Campaign Performance Metrics**

Track key metrics like impressions, clicks, shares, and engagement to evaluate the success of your social media campaigns. Clicks track user interactions, while impressions measure the number of times your content is displayed. Shares measure how widely your content is shared organically, while engagement measures how widely it interacts with your overall audience.

- **Email Marketing Campaign**

Performance Metrics Open click-through and conversion metrics are used to measure the effectiveness of your email marketing campaigns. Open rates quantify the percentage of recipients who click on a link in your email, while click-through rates quantify the percentage of recipients who open your email. The number of recipients who complete a desired action, such as setting up a consultation or signing up for a newsletter, is measured using the conversion rate.

- **Paid Advertising Campaign Performance Metrics**

Return on investment (ROI) cost per click and click-through rate will all be used to gauge how well the paid advertising campaign is performing. While cost per click calculates the amount spent on each click click-through rate shows the proportion of users who clicked on the advertisement. By contrasting the revenue and expenses ROI evaluates the campaigns overall profitability.

- **Website Traffic Performance Metrics**

Organic and sponsored traffic time on site and bounce rate will all be tracked in order to assess the campaigns effect on website traffic. Visitors that found the website through search engine optimization are referred to as organic traffic whereas paid traffic originates from sponsored advertising campaigns. The percentage of visitors who depart a website after only viewing one page is known as the bounce rate while time on site quantifies the typical length of a user's stay.

Campaign Analysis:

Strengths:

- Powerful narrative and brand messaging.
- Targeted segmentation of the audience.
- The efficient application of various marketing platforms.

Weaknesses:

- Possible restrictions on the amount available for paid advertising.
- Assessing the influence of brand awareness over the long run.

Opportunities:

- Examine joint ventures with influential people in the industry.
- Utilize video content to boost interaction.
- Enter developing markets.

The countries the ad will run:

The United States the United Kingdom and the United Arab Emirates are the best countries for LRAs target market because they provide a dynamic and varied business environment. Startups SMEs and multinational corporations all have offices in these nations and are actively looking for top talent. These audiences will be moved by the advertisements powerful visual appeal and succinct clear message.

Additionally to guarantee optimal visibility and reach to decision-makers in these nations paid advertising on platforms such as Google Ads and LinkedIn Ads will be utilized. Furthermore the messaging and imagery of the advertisement have taken into account the subtle cultural differences of these nations. Clichés are avoided in favor of universal themes of diversity global talent and career advancement in the commercial. By ensuring that the target audience in each of these countries receives the advertisement favorably this strategy will raise brand awareness and potential customer conversions.

Media Choice for the Ad

- **LinkedIn:**

One of the best places to connect with recruiters HR specialists and senior executives is LinkedIn a well-known professional networking site. You can precisely target particular industries and demographics with LinkedIn's robust advertising features. By using this targeting strategy you can make sure that your advertisements are seen by the people who are most likely to be interested in your talent solutions everywhere in the world.

- **Google Ads**

Through display and advertising in search engine results Google Ads offers a potent platform for expanding your customer base. Relevant keywords like executive search global talent and international recruiting can be strategically used to connect with prospective clients who are actively looking for your recruitment services. This guarantees that when users look for these services our advertisements will show up higher in search results.

- **Social Networks:**

With the help of social media sites like Instagram and Twitter we can reach a larger audience. We can interact with our followers directly and promote our brand by posting naturally on these channels. Additionally paid social media advertising broadens our

audience and targets particular groups of people guaranteeing that the right people see our advertisements.

- **Using multiple channels to get the most impact:**

Combining these media platforms allows us to develop a successful omni-channel strategy that maximizes our reach and impact. We can communicate with our followers on social media and share content. LinkedIn enables us to target particular decision makers while Google Ads gives us access to a larger audience. Our message resonates with our intended audience and this combined strategy will produce noteworthy outcomes.

Ad Duration

We recommend running the ad campaign for a period of **three months**. This duration will provide sufficient time to build brand awareness, generate leads, and measure the campaign's effectiveness.

Estimated Cost

Variability in cost will be due to some elements among them the advertising options selected, the audience in focus, and the level of exposure sought. Nevertheless we can present a rough figure as far as industry cost data and our proposed strategy is concerned:

- About Five thousand dollars for advertisements on LinkedIn
- Advertisement on Google will incur approximately three thousand dollars
- Advertisement on social media cost approximately two thousand dollars

This increases the overall cost to 30,000 dollars for a three month campaign. It should nonetheless be indicated that this is just a ball park estimate of the costs involved. Further refined estimates will be provided in time to come once specific advertising strategies, and advertising media to be used have been provided.

Marketing strategies

To create an effective ad, we'll employ three key marketing strategies:

1. Compelling Storytelling:

- Our marketing strategy will incorporate a compelling storytelling technique so as to ensure that the advertisement resonates well with the target audience and their passions. Sharing stories of individual's careers after being placed by LRA makes the interaction more personal and helps to grow our brand.
- • We will also read these narratives in order to understand how these people experienced challenges and how LRA nurtured their career development. We intend to elicit empathy by relaying such stories and place LRA as a conscientious career development partner, reliable in times people need help.
- • The narrative will be enriched by the use of strong visuals like appealing still shots or brief movie clips and will enhance the narrative experience. Such components will animate the story and capture the audience leaving an indelible mark. By fusing excellent storytelling and wonderful imagery together, an

advertisement can be created that is both educational and motivating which will in turn increase engagement and conversions tackles.

2. Targeted Messaging:

- To guarantee maximum efficacy our advertising campaigns employ a targeted messaging strategy. To boost engagement and conversions we customize our messaging for particular target audiences. To ascertain their particular requirements and preferences we thoroughly research our target audience which consists of HR specialists senior executives and job seekers.
- Having a solid grasp of our target market we will create messages that effectively communicate LRAs special qualities. We will highlight our unparalleled global reach broad experience sourcing international talent and unwavering commitment to customer satisfaction. By setting LRA apart from the competition and establishing ourselves as the greatest resource for all of your talent acquisition requirements we can emphasize our special value proposition.
- To motivate action our advertisements will feature a compelling call to action. In order to stay informed about job openings and industry trends viewers will be urged to take specific actions like visiting our website to learn more about our products contacting a dedicated recruiter to discuss their particular needs or subscribing to our educational newsletter. You can encourage your audience to take the actions you want them to take by giving them clear instructions and rewards which will ultimately lead to business growth.

3. Leveraging Social Proof:

- Well back up our advertising campaigns with social proof. By showcasing glowing testimonials from pleased clients and applicants we will increase authority and trust among our target market. In addition to highlighting the

significance and worth of LRAs products these reviews will serve as powerful recommendations.

- Along with client endorsements we will draw attention to any awards or recognition LRA has obtained from the business community. This will further solidify our standing as one of the top global talent acquisition firms. Presenting our achievements and honors will increase our self-esteem and draw in more clients.
- Well look into ways to collaborate with influential people in the field to reach a wider audience and spread the word. Working with well-known HR and recruiting professionals will allow us to reach our current networks and reach a wider audience. By creating buzz and promoting LRAs services these influencers can eventually boost leads and conversions.

Multicultural Issues

1- **The most significant cross-cultural** problems that may come up is the interpretation and comprehension of language and cultural nuances. You might not be able to effectively communicate your intended message across cultural boundaries by simply translating your advertising copy and images. Some words or phrases for instance might be offensive or have different meanings depending on where they are used. Furthermore comedy and satire might not be appropriate for a given culture which could cause miscommunications or unfavorable responses. To appeal to your target audience in each country it is crucial to localize your ad content. Languages tone and cultural connotations must be carefully considered during this process.

2. Visual representations and symbols: Culture affects the meaning of image colors and the arrangement of other elements. Culturally neutral and positive images are sometimes perceived as taboo in some societies. For example, a certain color may be associated with uplifting things like wealth in some cultures while that same color may be associated with depressed or melancholic themes in other cultures. Just as different cultures use different

languages, non-verbal communication, gestures, and body language can mean different things in different cultures. At the same time, cultural insights are necessary to prevent the use of the images that might be unintentionally offensive or inappropriate to the target audience. To some extent, the threat is reduced as the images can be adjusted to the cultural characteristics and preferences of the nation in question.

3. **Legal and Regulatory Differences:** Every country has its own set of legislation and regulations regarding advertising. Something that may be permissible in one country may be illegal in another country. For example, some countries have strict legal coverage with respect to advertising to prevent the usage of certain words, images, and translations in the advertisement. Consumer, privacy, and even intellectual property laws are also subject to variations across borders. Local practitioners in law as well as in marketing in the area should be engaged in order to observe the laws and regulations in the region.

Conclusion:

This thorough marketing strategy will help LRA become a preeminent worldwide talent acquisition company draw in elite customers and propel the businesss long-term expansion. Building a strong brand identity and solid relationships with target audiences can be accomplished by LRA through the use of social proof targeted messaging and captivating storytelling. In order to maximize ROI and attain long-term success LRA can continuously assess and enhance campaign performance.

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