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INTERNATIONAL MARKETING

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Marketing Post

Professionals Needed

Saudi Arabia Bahrain UK

We Are Hiring

Open Position

- ▶ Cybersecurity Specialist
- ▶ Supply Chain Manager
- ▶ Civil Engineer
- ▶ Marketing Specialist
- ▶ Graphic Designer
- ▶ Software Developer

REQUIREMENT

- ▶ Freshers can Apply
- ▶ Good Communication Skills
- ▶ Work from Office and Full time
- ▶ Creative and Innovative
- ▶ Needs to be a Team player

Submit Your CV → www.lanz_recruitment@gmail.com

APPLY NOW!

Figure 1: Lanz Recruitment Agency's marketing Post for LinkedIn

(Source: Self-made)

Introduction

The present marketing report is based on the marketing campaign created by the international recruitment agency, Lanz Recruitment agency for hiring candidates. The agency specialises in

developing marketing plans that are acceptable in different cultures across the UK, Saudi Arabia and Bahrain. In addition to that, the targeted audience of the campaign will be explored along with the ways the campaign will acquire positive success in the chosen countries. The best-suited media for the ad will also be discussed followed by the duration and estimated costs of ad development. Lastly, three marketing strategies for creating an effective advertisement will be demonstrated in addition to highlighting three major multicultural issues that may be faced by LRA while carrying forward with the same ad in multiple countries.

Exploring the targeted audience of the campaign

The main targeted audiences for the international recruitment agency, LRA while planning out the marketing campaign are the highly skilled professionals who are seeking employment in the global countries. The campaign addresses the requirements of people who possess specific skills and qualifications and are looking for job opportunities overseas in relevant industries. Various organisations tend to hire employees through global job portals, events or through agents and recruitment companies, in addition to the existing foreign employees (Kukkonen, 2024). Furthermore, the targeted professionals also include individuals who are willing to relocate to a new country for working purposes while also possessing multi-lingual abilities. The marketing ad developed by LRA caters to the best interest of the internationally placed talents, ensuring that business professionals are able to acquire high-end jobs in small and medium firms based on their qualifications and abilities. Moreover, individuals who have freshly graduated may also be considered as one of the targeted audiences of the recruitment firm. The applicants are attracted by the proper marketing of the job so that potential candidates feel motivated (CAFÉ and LAKSHMI, 2024). In addition to this, the targeted audiences also include professionals equipped with in-demand skills within specific industries and people who are seeking career growth and opportunities abroad.

Demonstration based on the three chosen countries in which the ad will run

The marketing campaign is significantly based on the three chosen countries, Saudi Arabia, Dubai and the UK, addressing the main aim of the advertisement of supporting and placing candidates internationally.

In the **UK**, the high demand for skilled workers acts as a significant enabler for regulating the recruitment market. It is also associated with a strong economy and comprises diverse industries and professions, offering a wide variety of employment opportunities for global candidates. The UK is regarded as a multi-diverse country with an extremely attractive market for international students and expats from other countries (Community.cipd.co.uk, 2024). The country also has a favourable business environment with supportive government policies, making it easier for international candidates to cooperate. LRA will specifically market highly valued job profiles of graphic designing and software development followed by exploring cybersecurity specialists who are currently in high demand in the UK market while businesses are equipped with suitable openings. Moreover, global employees also tend to face fewer issues concerning language barriers with English being the country's primary language. Boosting innovation and supporting digital skills along with the transformation of the tech industries may be considered as top priorities for the UK government which ensures a digitally-driven economy (Kruja and Berisha, 2021). This has encouraged the diverse talent pool to explore adequate employment in the country which is mainly carried out by the marketing advertisement integrated by LRA.

On the other hand, **Saudi Arabia's** rapid economic growth, generous salary packages and dynamic job markets have thrilled the international recruitment agency for which the marketing campaign has catered to its interests. The roles of a Supply Chain Manager, Civil Engineer and Marketing Specialist have been highlighted by LRA in **Bahrain** and Saudi Arabia which are currently open and have high-packaged remuneration systems. The high demand for foreign markets has also been reportedly found in Bahrain along with regional influences and competitive remuneration policies. Additionally, diversification and a growing economy are major contributors that have attracted LRA towards both of these countries to establish marketing campaigns while accessing its large talent pools.

Saudi Arabia and Bahrain are also highly in demand enabling the employees to enjoy tax-free salaries, which seeks to incentivise the recruitment agencies to place talent in those regions. Apart from the salaries being much higher, Saudi is also tax-free for expatriate professionals across multiple industries and has a guaranteed lower cost of living when compared to other Western countries (Halian, 2024). Therefore, professionals working in Bahrain and Saudi Arabia tend to enjoy a higher standard of living while being able to save more of their earnings, which is effectively marketed by the ad.

Illustrating the ways of ensuring the success of the advertisement in the chosen countries

The marketing campaign or the advertisement created by LRA will acquire adequate success by catering to the demands and expectations of freshly graduated candidates along with the professionals who are looking for suitable opportunities overseas. The ad will be circulated across the digital platforms of the UK, Bahrain and Saudi Arabia as well as leveraging employer branding and communicating the expectations of the organisations clearly while proceeding forward with the campaign. The chosen countries are well equipped with advanced infrastructure and job availability in multiple industries while relying upon diverse workforces that encourage professionals from all over the world to consult international recruiters. There are various factors which shape the employment rates of the migrants in the UK, ranging from educational skills, English speaking abilities, social networks and the significant extent to which the employers in the country recognise foreign qualifications (Fernández and Rienzo, 2022). These factors may positively enable professionals to acquire decent job opportunities via LRA in the European country. Moreover, the success of the marketing campaign largely depends on the digital literacy of the countries which will successfully convey the openings of the job positions across all regions. Despite close relationships between Western influence and Saudi Arabia's culture, it is highly impacted by the evolving global trends (Singh *et al.*, 2022). Furthermore, the success of the advertisement in Bahrain may be achieved by targeting the local population with a significant mix of traditional and digital channels, aligning the features of the job package with comfortable living standards while leveraging community engagement.

Proposing the most suitable media for the ad

LinkedIn may be chosen as the most appropriate media for the ad or the marketing campaign through which LRA will be able to gather an effective range of business professionals who are interested in exploring job opportunities in the diverse markets of Bahrain, Saudi Arabia and the UK. LinkedIn has developed an extensive social network and has become synonymous with recruitment while acting as a significant enabler for job seekers and companies that are willing to attract such professionals (Allal *et al.*, 2021). One of the key benefits for international recruitment agencies on marketing ads on LinkedIn is targeted searching capabilities through the utilisation of

advanced filters to help identify clients appropriately, aligning the skills and qualifications with the organisation's requirements. Networking opportunities and real-time updates are also considered valuable in addition to the recruitment practice being cost-effective. LinkedIn's popularity is aligned with its capacity to build customer relations, generate leads and allow businesses to create firm-level accounts (Cortez *et al.*, 2023).

Highlighting the duration of the ad

The marketing campaign featuring LRA's internationally placed talent is advertised for a total duration of 3 months. The ad will highlight promising global reach, emphasising the job markets of Saudi Arabia, Bahrain and the UK. The campaign will ensure that a seamless experience for the candidate is assured during the selected length of the ad's timings.

Evaluating the costs of running the ad

The marketing campaign will be scheduled for the duration of three months and has been revised on a high budget to ensure maximised returns. The total expenses for the overall creation of the ad and the campaign are estimated to be \$8500 approximately for 3 months with a daily budget of around \$100. On the other hand, significant advancements and adjustments for the advertisement will be made depending on the outcomes generated by LinkedIn. This refers to the advertising formatting which will be based on the data analytics patterns and insights gathered by LinkedIn, aimed at tracking the performances of the marketing campaign while exploring its effectiveness.

Three Marketing strategies adopted to create an effective ad

Promotion Mix: One of the most favourable marketing strategies to create an effective ad is to consider promotion mix which is also regarded as the marketing communication mix. This includes a specific blend of promotional tools such as sales promotion, public relations (PR), advertising, and personal selling in addition to direct and digital marketing through which LRA will be able to engage customers persuasively while communicating customer value and developing positive client relationships. A promotional mix refers to the collection of multiple promotional tools that are coordinated and utilized by organisations for achieving the purpose of maximizing the performance of its promotional campaigns (Anyadighibe *et al.*, 2021).

Analysing the marketing environment: The campaign may be created in a more effective manner by adapting to the rapidly evolving marketing environments of all the three countries including the UK, Saudi Arabia and Bahrain. Both the micro and macro environments may be navigated which refers to the analysis of the actors closer to the organisation, impacting the firm's ability to serve clients and help determine the larger societal factors respectively. Marketing is signified as a bridge between the company and its external environment, enabling it to adapt to the changing market dynamics as well as the evolving client expectations (Gupta, 2024). Crafting compelling messages for the marketing campaign based on the preferences of the people living in particular regions is mandatory for developing an effective ad. Hence, examining the marketing environment while ensuring adequate alignment with the target audience will help communicate and deliver the brand message effectively.

Integrated social media marketing: Large multinational corporations benefit from social media efforts blending and supporting the elements of a company's marketing strategies and tactics. LRA will be able to embrace social media tools to develop effective brand relations in terms of social sharing, engagement and customer community, delivering promotional content for the marketing campaign seamlessly through the digital channels. Considering the application of social media during the process of sales to advertising services in multiple countries while targeting international markets enables firms to achieve a larger spectrum of prospects (Fraccastoro *et al.*, 2021).

Outlining three multicultural issues

(1) Gender Stereotypes: The ad has been inclusive of all gender roles and encourages business professionals belonging to both genders to apply for the specified job roles. However, males tend to have acquired more roles than the female population due to which a certain level of gender stereotype may arise in the multicultural environments of the chosen countries. In the UK, the employment prospects of women are significantly lower than men because of lacking part-time and domestic opportunities for the female population, being associated with lesser marketable employment skills and higher levels of job competition (Bastiaanssen *et al.*, 2022). Moreover, the pay gaps between both genders have also been quite evident which may be caused due to the rigid gender norms in Bahrain and Saudi Arabia, particularly due to the existence of a society infused with male guardianship and patriarchy. The unemployment rate of Saudi women is categorised to

be five times higher than that of men while the wages for Saudi men are 75% higher than those of women (Balila, 2023). This indicates that women in these countries may not be able to benefit from the job openings administered by LRA which gives rise to unavoidable gender stereotypes.

(2) Cultural differences due to working from the office: One of the most significant concerns in terms of multicultural disruptions includes differences of opinions between employees who belong to different cultures and possess diverse beliefs, values and perceptions. These differences often lead to misunderstandings and conflicts in establishing a collaborative working environment. Cultural differences lead to various misunderstandings due to the inclusion of different cultural references and codes that are aimed at creating and interpreting adequate meaning (Langaas and Mujtaba, 2023). Multicultural competence may not be present within all employees which may also hinder the professional growth of the candidates. For instance, strict adherence to Islamic practices is present in both Bahrain and Saudi Arabia which may create challenges for non-Muslim expats in a professional landscape. Furthermore, the concept of 'Britishness' has been evolving encompassing a wide range of cultural identities that have led to multiple discussions related to operations in a multicultural workplace. The work-from-office criteria illustrated in the campaign may thus jeopardise the mental well-being of many candidates while working in the UK or Saudi Arabia and Bahrain, fostering adherence to the cultural norms of the firms.

(3) Differences in holiday lists across the three countries: The ad has been developed in accordance with the job opportunities available in the UK, Bahrain and Saudi Arabia, the holiday lists of which have not been outlined. The three chosen countries are subjected to different days of occasion which may lead to potential misunderstandings followed by the exclusion of certain groups in addition to unwanted conflicts while navigating cultural sensitivities during the celebration of diverse traditions. In the UK, the most common workplace holidays revolve around Christmas and the New Year while in Saudi Arabia and Bahrain, Ramadan and Islamic festivities are celebrated in a distinguished manner. The differing emphasis on the holidays is based on the country which may often lead to dissatisfaction and non-cooperation. During the holiday of the dominant culture, individuals from a minority culture may tend to feel excluded or marginalised, especially if the significant holidays of the respective communities are not acknowledged.

Conclusion

In conclusion, the present marketing report has created an ad catering to the business interests of Lanz Recruitment Agency (LRA) in establishing its operations in the job markets of Bahrain, Saudi Arabia and the UK. The targeted audiences have been explored followed by demonstrating the implications of conducting the marketing campaign in the selected countries. The success of the ad based on effective operations and the conduction of the marketing campaign in Saudi Arabia, the UK and Bahrain have been analysed. In addition to that, LinkedIn has been regarded as the chosen media for the advertisement followed by the duration of three months in which the ad will be displayed in the three nations. The total budget of \$8500 has been finalised for the marketing campaign followed by the illustration of three effective marketing strategies which will help the international recruitment agency achieve success. Lastly, three multicultural issues which may be faced by the global candidates have been discussed in the final section of the report, referring to its causes and impacts.

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