

Chapter 8

Designing Digital Marketing Strategies for International Business: A Comparative Analysis

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ABSTRACT

As its popularity increased, internet was converted to a main marketing tool for many types of businesses. However, it preserves more promising features due to offered globality and rapidness when it comes to communicate people effectively. As invested financial budgets and intellectual power are increased for global brands, which internet marketing strategies a business would succeed in international market has become a crucial inquiry. This study subjected 10 different international brands by conducting qualitative and quantitative research methods to compare efficiency of internet marketing strategies in order to correspond this question.

INTRODUCTION

Our world is getting smaller each day as a consequence of the globalization in every field especially after introducing internet to our lives. In order to adapt globalization, it is almost imperative for business-owners to enter foreign markets and become international, also while doing this to profit latest technological opportunities and factors. Operating on international fields required to minimize the risk of long distances in a quick duration and build strong relationships with customers (Chisholm, 2009). Thus, internet preserves a great opportunity to communicate overseas effectively and by the twenty-first century, serves as a key factor in the light of marketing concepts. Comprising various options of marketing, internet enables to benefit from different channels simultaneously in different business fields when used wisely considering the characteristics of target market. To enhance positive effects of internet marketing it is

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essential to analyze features of these options along with company's properties and build a strong strategy to beat entanglements of the global market (Fawzy & Dworski, 2010).

International businesses occupy a great place in global market and its position becoming more important each day due to technological progresses of our century. Limitations of an international business can be reduced to the utmost with a significant assistant of internet which is already considered as a major aspect of marketing in both international and domestic markets. The object of study is to review and compare the efficiency of the internet marketing strategies on international businesses in terms of metrics which defined both financial and sociological impacts.

As summarized above research problem can be defined as "Which internet marketing strategies have been chosen by international businesses?" However, since comparative analysis was chosen as a research approach, the extension of this question may be presented as follows: Importance of internet marketing for international marketing, financial statements of internet marketing options for international businesses, if results are not in quantitative, which aspects driving during the selection of internet marketing strategies.

The study aimed to demonstrate impact of internet marketing strategies on the international businesses by presenting numerical data comparison between global brands. However, as a major limitation it has been seen that there are too many different approaches about measurable effects of internet marketing and their direct correlation with return on investment. Thus, by preserving comparative analysis aspect of the study, the research concluded as comparing strategies and their impacts on the considered brands, and comparing return on investment data of different strategies and different brands if it is available.

CONCEPTUAL FRAMEWORK

This chapter presents a general overview to the scope of international businesses, their differences compared with domestic businesses, their risks and benefits along with internet marketing strategies' characteristics and measurement of the impact of internet marketing on international businesses.

Many definitions have been indicated for international business. But a common concept used by different sources is cross border transactions between two or more countries (Geiersbach, 2010; Chisholm, 2009; Perry, 1990). In its simplest form, international business is described as "any business activity that crosses national boundaries. The entities involved in business can be private, governmental, or a mixture of the two" (Ajami et al., 2006). International market is a field where international business has been operated. In contrary to the definition of international market; domestic market is where domestic business has been operated (Perry, 1990). Before describing pros and cons of international businesses it may be beneficial to give a perspective in differences and similarities of domestics and international markets.

Perry (1990), suggests that international marketing as an extension of domestic marketing. By underlining domestic marketing is superior to international marketing, it has been emphasized that domestic marketing features or strategies can be applied to international marketing with limited alterations which may differ from one market to another. However, despite being similar in terms of gaining profits, building basic relationships (Perry, 1990) and requirement of research development process (Geiersbach, 2010), there are certain differences which can be described as essential molders for international businesses. Political environment, legal mechanisms, cultural differences, different marketing infrastructures, possible complexity in documentation process and presenting more unsteady conditions compared to domestic markets, international market required to much more profound investigations to achieve (Ghauri & Cateora, 2011).

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