

INTERNATIONAL STRATEGY OF PRODUCT PROMOTION

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In today's globalized environment, an international product promotion strategy is a key element of a company's marketing activities. Successful product promotion in the international market requires a combination of adapting to local conditions and maintaining a strong and consistent corporate image. Companies must consider the cultural, economic, legal and technological differences in their target markets, while ensuring brand recognition and integrity worldwide.

Depending on the company's goals and resources, there are the following promotion strategies: standardized, adaptive, and combined. As Kotler et al. noted, a standardized approach reduces operational and marketing costs by offering a consistent message across borders. On the other hand, an adaptive strategy focuses on aligning marketing efforts with regional preferences, languages, and expectations, often resulting in higher levels of consumer engagement and conversion rates. [1]

Modern digital tools such as social media, content marketing, SEO, and influencer marketing have become the driving force behind international expansion. Chaffey D. & Ellis-Chadwick provided a good example of the Spotify platform, which localizes content for each market, including adapting advertising campaigns to local music preferences. [2]

Key factors in the effectiveness of an international strategy are cultural awareness, consumer preference research, knowledge of the legislation of target countries, and the use of big data analytics to personalize offers.

Therefore, an international product promotion strategy should be based on a flexible approach, combining global alignment with local adaptation.

References:

1. Kotler P., Keller K.L. Marketing Management. 15th ed. London : Pearson Education, 2016. – 800 p.
2. Chaffey D., Ellis-Chadwick F. Digital Marketing. 7th ed. London : Pearson Education, 2019. – 696 p.