

MARKETING STRATEGIES IN THE WORLD MARKET

Marketing is a type of economic and social activity aimed at satisfying the needs and desires of individuals and groups through the provision of goods and services on the basis of exchange [1].

The main global marketing strategies are:

- internationalisation — developing new marketing channels internationally;
- globalisation — production of products to common market standards;
- co-operation — co-operation with other enterprises on a mutually beneficial basis;
- segmentation — production of goods for different customer segments on a global level;
- diversification — simultaneous development of different activities [2].

Marketing strategies in the global market must be adapted to the different cultural, linguistic and economic characteristics of different countries. For example, in countries with a high level of Internet technology development, online advertising and social networks can be actively used to promote a product or service, while in countries with less developed Internet infrastructure, traditional marketing methods such as television or direct sales may be more effective [3]. The following is an example of a brand that has become world famous.

An example of a brand that became world famous due to its narrow specialisation is Porsche. Since the 1930s, the company produced different variations of cars. However, the real success came only after 1983, when the company decided to promote itself through motorsport. Today, Porsche is a globally recognisable brand of premium sports cars, sedans and SUVs [2].

Examples of marketing strategies in the global market may include using social media to draw attention to a product or service, participating in international trade shows and conferences to promote the brand, and developing personalised advertising campaigns that are culturally sensitive to the target audience [4].

An example of a brand with a global promotion strategy is McDonald's. The company actively applies segmentation, introducing local flavour to the menu in different countries. For example, in Italy it is balls with spinach and ricotta. In Taiwan, it's tea with whipped cream. In Vietnam, it's grilled pork with rice. McDonald's takes into account the needs of the local audience and this allows the company to actively develop globally.

The conclusions from the use of different marketing strategies in the global market can be varied. However, the common ones are the need to adapt to the specifics of each region, constant study and analysis of the market, as well as flexibility and quick reaction to changes in external conditions.

References

1. *Kotler, F.* Marketing management / F. Kotler, K. L. Keller. — 15th ed. — St Petersburg : Piter, 2018. — 848 p.
2. *Азаренко, Н.* Маркетинговая стратегия [Электронный ресурс] / Н. Азаренко // Словарь маркетолога от Unisender. — Режим доступа: <https://www.unisender.com/ru/glossary/marketingovaya-strategiya/>. — Дата доступа: 11.09.2023.
3. *Мировая экономика : учебник / А. С. Булатов [и др.] ; под ред. А. С. Булатова.* — 2-е изд., перераб. и доп. — М. : Экономистъ, 2008. — 828 с.
4. *Сидорова, Е. Ю.* Международная торговля : курс лекций / Е. Ю. Сидорова. — М. : Экзамен, 2006. — 252 с.