Global Marketing Strategies in Digital World

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ABSTRACT
Prior to the advent of the digital age, which revolutionized marketing practices globally, people had to rely on the old methods of applying the fundamental marketing tactics. The present innovation and utilization of digital technology have begun worldwide marketing tactics and practices and secured a global web presence for efficient users. By making digital tools broadly accessible and affordable for many people, as well as by supplying the most crucial component of amazing technology, "the internet," the usage of digital technology has made every marketing activity simple, cost-free, and effective in the modern era. In only a few seconds, it is now very simple to communicate, market, buy, and transact globally thanks to the internet and digital tools. The internet is being utilized extensively in marketing to reach potential clients throughout the world. To do this, all marketing principles had to be modified and implemented for better outcomes in this contemporary digital environment. The global business environment has undergone significant change due to growing digitalization in increasingly interconnected economies, which presents both opportunities and difficulties for businesses. In addition to explaining the new situation that international marketers must deal with in terms of foreign customer attitudes and behaviour, competitive practices, and environmental conditions, this article analyses the various organizational resources and capabilities needed to support international marketing strategies. Furthermore, we show how digital technologies can help the company choose overseas markets and enter them. We also show how the application of these technologies has changed how businesses are developing their international product, pricing, distribution, logistics, and marketing strategies.
Additionally, we offer insights into how digital tools can be used to better implement and manage the company's global marketing plan. Lastly, we suggest intriguing avenues for further study, with an emphasis on re-examining international marketing tactics in the context of the current digital era.
KEYWORDS
International marketing; digitalization; strategies; revolutionized; worldwide marketing.

I. INTRODUCTION

In this modern digital era, global marketing strategy has become so popular that more organizations are employing it more frequently than they are using traditional marketing methods. The internet is at the centre of this digital age, transforming every marketing tactic and technique. In his paper "Impact of Internet on Marketing Strategy Formulation," Dr.

Peter Yannopoulos makes the case that the internet has an impact on every facet of marketing, including consumer behaviour, segmentation, relationship marketing, product management, pricing, distribution, and promotion, as well as marketing research. To enhance business efficiency and worldwide competition, every firm marketing plan needs to be modified to meet the digital environment.

However, the digital age has given customers a fascinatingly precise platform to access a vast array of goods and services from around the globe. By adopting a customer-oriented approach instead of a sales-oriented one, businesses have been working to gain a competitive edge or at the very least establish a connection with potential clients worldwide. At all costs, customers must be satisfied. According to Bodo Schlegelmich, who makes this claim in his book "Digital Marketing Strategy," 44% of the world's population—or 3.2 billion people— used the internet in 2016. Additionally, forecasts indicate that there will be 4 billion internet users globally by 2024. Since this is a sizable portion of the prospective clientele, businesses feel obliged to modify their marketing plans in order to reach this sizable internet user base.

In order to create, communicate, and deliver value to customers as well as manage customer relationships in a way that benefits the company and its stakeholders, marketing is an organizational function and a collection of procedures. A business that uses global marketing concentrates its attention on the potential and challenges of international markets. Successful multinational marketers like Nestle, Coca-Cola, and Honda

develop worldwide marketing campaigns using the four Ps, which are well-known components of the marketing mix.

International businesses pursue a competitive edge while keeping a strategic focus. Whether a corporation operates just in its native country or has a presence in numerous international markets, the marketing mix, value chain, competitive advantage, and focus are universal in their relevance. Companies who don't take advantage of global prospects run the risk of being overtaken by more formidable international rivals in a global market.

The global marketing strategy (GMS) of a company can improve its success globally. The GMS tackles a number of problems. The first is the marketing program's nature, which focuses on striking a balance between a localization (adaptation) strategy that takes into account regional or national variations and a standardization (extension) strategy for the marketing mix. The second is the distribution of marketing operations throughout numerous nations or their concentration in a small number of nations. Businesses that use international marketing might also coordinate their marketing efforts. Lastly, the topic of global market participation will be covered by a company's GMS.

The Wall Street Journal, Fortune, Financial Times, and other publications' company rankings demonstrate the significance of global marketing in today's world. Most of the largest companies in the world operate on a regional or international scale, regardless of how they are rated by revenue, market capitalization, or another metric. The magnitude of worldwide markets for specific product categories or industries contributes to the explanation of why businesses "go global." Some product categories have global marketplaces with yearly sales of hundreds of billions of dollars, while others have considerably smaller markets. Successful industry rivals discover that expanding their revenue and profit margins requires searching for markets abroad, regardless of the magnitude of the opportunity.

BUILDING AND MAINTAINING GLOBAL BRANDS IN THE DIGITAL AGE

Understanding the internet world thoroughly is essential when beginning brand building in the digital age. It resembles a large playground with several spaces where people congregate, converse, listen, and share. Finding out where and what our potential customers are interested in is our responsibility. Every social media network, including Instagram, Facebook, LinkedIn, and Twitter (X), has an own personality and method of fostering connections. It is not necessary for our brand to be present on every platform and channel. We advise concentrating on and building one to three platforms. If we discover that we have the time and resources to support managing them, we can easily add more platforms in the future.

Choosing the appropriate locations for our brand is essential. It all comes down to understanding and communicating with our audience.

Understanding the online ecosystem and the ways in which our target audience engages with it is essential to building a brand in the digital age. Create and learn about the mission, vision, and distinctive value proposition of our brand. This crucial stage guarantees that our audience will connect with our digital branding initiatives and that they accurately represent the fundamental principles of our company.

Next, create a powerful online presence by having a well-designed, easy-to-use website that is search engine optimized so that people can find you quickly. Selecting social media channels where our target audience is most active and interacting with them by posting valuable and pertinent material and taking part in discussions are often beneficial. Recall that creating a recognizable and unified brand requires maintaining consistency in our visual identity and messaging across all digital platforms. When developing our brand, we should consider more than just the visual brand and social media platforms; instead, we should look at the archetype, messaging, tone, and brand identity.

Developing a memorable brand for our business entails more than simply coming up with a great phrase or logo; it also entails creating an experience that our clients will remember.

Begin with an engaging narrative that captures the spirit, principles, and history of our brand. In order to establish an emotional bond with our audience, this story should serve as the foundation for all of our marketing initiatives. Most customers make emotional purchases. Brand awareness is strengthened when our visual branding is consistent across all touchpoints, including our website and social media accounts. Engage our audience by producing worthwhile, interactive content that promotes sharing and involvement. Another effective strategy for creating brand recall is personalization; adjust our offers and messages to our clients' requirements and tastes. Providing outstanding customer service can make happy consumers brand ambassadors who tell others about their excellent experiences, increasing the brand's recall value.

Our brand has a distinctive story to tell, and everyone enjoys a good story. In the digital age, brand building encompasses not only our products but also our motivations, obstacles we have overcome, and triumphs we have celebrated. By telling our brand's narrative, we engage with consumers on a genuine level. It's about being real and revealing the inner workings.
Those who witness our dedication and enthusiasm are more likely to remember us and identify with our brand.

THE GLOBALIZATION DEBATE
Everyone is used to purchasing things from other nations in the current global economy, including electronics from Taiwan, veggies from Mexico, apparel from China, automobiles from Korea, and skirts from India. The "Made in [a foreign country]" stickers on products are often taken for granted by modern consumers. Foreign trade, or the transfer of goods from one geographic area to another, has been an important aspect of human affairs since prehistoric times, but long-distance business wasn't always as prevalent. Thousands of years ago, traders used long-distance land and sea trade routes, such as the renowned Silk Road through central Asia, to carry only the most valuable goods, such as silk, gold and other precious metals and jewels, spices, porcelains, and medicines. Grain and other crops were frequently hauled over shorter distances from fields to market cities, but it was just too difficult and expensive to waste the effort on everyday items.

What is the argument over globalization? Not so much a discussion as a sharp disagreement about whether or not these changes are desirable and how business internationalization is impacting national, cultural, and consumer identities. For example, the prevalence of food chains like McDonald's and Coca-Cola in almost every nation shows that customer preferences are shifting, albeit probably at the price of regional meals and drinks. Recall that the transition to a more integrated and interdependent global economy is referred to as globalization. This change is mostly driven by:

1. Reductions in trade and investment restrictions
2. Modern technology, like the Internet. The question of whether and how quickly markets are truly combining is at the centre of the globalization controversy.

Although Friedman claims that this is the third stage of globalization, many people view it as a modern occurrence.
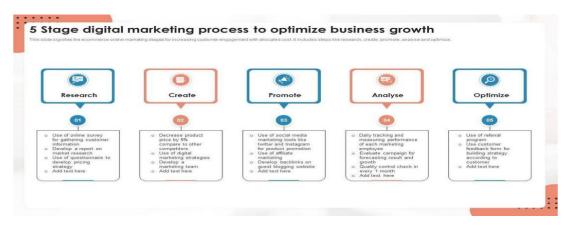
• From 1492 to around 1800, the first phase of global expansion, referred to by Friedman as "**Globalization 1.0**," began with Columbus's discovery of the New World. This long period, which was fuelled by nationalism and religion, was defined by the amount of industrial power that nations could generate and use.

• From around 1800 to 2000, "**Globalization 2.0**" was influenced by the rise of massive, multinational corporations and was interrupted by the Great Depression and both World Wars. As European mercantile stock businesses expanded in pursuit of new markets, low-cost labour, and raw commodities, globalization 2.0 evolved alongside them. Subsequent developments in rail and maritime transportation carried it on. During this time, shipping costs decreased and modern communications were introduced.
• Around 2000, "**Globalization 3.0**" got underway as a result of improvements in worldwide electronic connectivity that made it possible for people to converse like never before.

Countries controlled international expansion during Globalization 1.0. Global development was pushed by the rise of multinational corporations, which in turn drove globalization 2.0. In Globalization 3.0, significant software developments have made it possible for an unprecedented number of people from around the world to collaborate with limitless possibilities.

MEASURING AND OPTIMISING DIGITAL MARKETING PERFORMANCE

Enhancing the effectiveness of online marketing channels, including PPC advertising, social media, email campaigns, SEO, content marketing, and others, is the main goal of digital marketing optimization, also known as internet marketing optimization. If you're wondering if all of these endeavours are worth the time, money, and effort, consider that the Market.us analysis estimates that the global value of digital marketing services will be $415.9 billion in 2024 and will surpass $1.3 trillion in 2033! Businesses are investing more and more in online campaign optimization since effective digital marketing boosts income, expands a company's reach, and gives you a competitive advantage in the market.

Although the results show that digital analytics generates data that can be used to measure and optimize the performance of digital marketing, an organization's ability to transform the data into actionable insights and act on those insights to continuously improve results determines the true value of digital analytics. Overall, the results indicate that increased usage of digital analytics can be seen as a shift toward data-driven marketing, in which information is used to inform marketing choices rather than gut feeling and experience. The dissertation highlights the advantages that businesses can reap from using digital analytics, but it also highlights the risks of relying too much on this data, which could cause businesses to prioritize short-term income production above long-term marketing effectiveness.

The idea of Web analytics is the foundation of digital analytics. According to the Web Analytics Association (2008), web analytics is the "measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing Web usage." The concept is described as "the analysis of qualitative and quantitative data from your website and the competition to drive a continual improvement of the online experience that your customers and potential customers have, which translates to your desired outcomes (both online and offline)" by Avinash Kaushik, one of the most prominent Web analytics experts.

Marketing analytics, which is a technology-enabled strategy to leverage consumer and market data to improve marketing decision making, is another closely related phrase. According to this definition, as both marketing analytics and digital analytics are technology-enabled methods for using data to improve marketing decisions, they might be regarded as synonyms. The distinction is that behavioural data obtained from digital media is the main focus of digital analytics. The fact that some of the software and tools that this study focuses on are frequently referred to as digital analytics tools is another factor in the choice of digital analytics as the dissertation's central topic.

DIGITAL MARKETING ETHICS

The moral standards that direct—or ought to direct—brands' online behaviour are referred to as ethics in digital marketing. It entails performing honourably in all digital interactions, coordinating marketing strategies with values that respect customers and social conventions, and, in the end, gaining trust. It's crucial for firms to let moral standards direct their online operations in the present climate. These ethical digital marketing guidelines offer a foundation for conscientious and successful marketing tactics. They not only guarantee adherence to legal requirements but also foster customer loyalty and trust.

Building reliable relationships with customers is just as important to digital marketing ethics as following the law. Marketing tactics must be in line with sustainable and ethical standards as customers' awareness of corporate responsibility grows. Companies that follow these moral guidelines stand a better chance of developing deeper, more meaningful relationships with their target markets. Product-related ethical concerns have a big influence on the relationship between the brand and its customers. The user anticipates
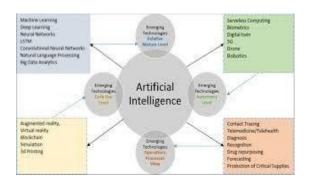
accurate and comprehensive product information from SEO/SEM tools. The consumer's main objective is to purchase a good or service at the best price, hence pricing is also a crucial component of marketing strategy.
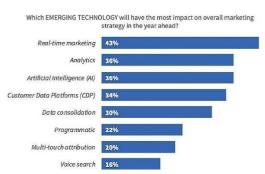
Destructive pricing, unlawful pricing, and fraudulent pricing methods, on the other hand, raise concerns about price unfairness and focus attention on the topic from an ethical standpoint. The rise of online shopping raises ethical questions for customers about product access. For ethical reasons, distribution is another crucial component that digital marketing should take into account. The online buyer favours these brands and is highly concerned about receiving his item quickly. The marketing mix's integrative component, promotion, necessitates a multi-branched tree-like analysis of numerous ethical concerns. Data utilization, digital advertising, email, and social media are some of the most powerful marketing topics.

At every level of digital marketing, ethical decision-making ought to be implemented. Doing the "right thing" for the customer and planning what is "profitable" for the company are the main moral obligations of marketing professionals. According to research, online shoppers favour companies that offer their goods and services and take ethical issues into account when doing so. Digital businesses need to be extremely careful not to break any privacy laws. Businesses can improve their perceived dependability by utilizing a variety of security methods and technologies, including money-back guarantees, SSL certificates, privacy policy declarations, high-quality website designs, customer evaluations, and recommendations from reference groups. By expanding their market share and brand value and winning over customers' trust and loyalty, brands can achieve high sales by using an ethical mindset at every stage of the marketing process. A brand that adheres to moral standards and principles attracts the attention of all of its stakeholders. Suppliers of raw materials, present and prospective workers, clients, dealers, and all other stakeholders are happy to work with these companies and think their values rise as a result.

IMPACT OF EMERGING TECHNOLOGIES ON GLOBAL MARKETING

Emerging technologies are constantly reshaping the vast field of digital marketing as we traverse the digital age. These developments are radically changing how companies advertise their goods and services, changing the basic structure of the sector. Artificial intelligence (AI), which is more than just a catchphrase, is a major actor. AI drastically alters the landscape of digital marketing by enabling marketers to automate processes, effectively analyse large amounts of data, make well-informed decisions, and even enhance the customer trip. It helps in forecasting client behaviour and providing tailored solutions.

At the same time, virtual reality (VR) marketing is upending conventional approaches by providing an immersive experience that is simply unmatched by conventional marketing techniques. Because virtual reality engages consumers in a new way, marketers can now fascinate their audience like never before. Additionally, a greater degree of transaction security and transparency is encouraged by the growth of blockchain marketing. This technology marks the beginning of a time when consumers would base their faith in a brand not just on its reputation but also on an unchangeable record of interactions and transactions. These changes in digital marketing, brought about by advancements in technology, have changed the industry's expectations as well as the operational system. Because new technology is developing so quickly, there is always something new to anticipate, necessitating quick adaptation. It's critical to comprehend and utilize the possibilities of these cutting-edge technology. It requires marketers to constantly learn new things and incorporate them into their marketing plans.

Virtual reality (VR) and artificial intelligence (AI) are drastically altering the marketing environment. These aren't just fads; they're turning into vital tools that revolutionize customer service and user experience. The future of marketing technology is being driven by these technologies, which are essential to digital transformation. By leveraging data, artificial intelligence (AI) in marketing enables marketers to decipher

intricate consumer behaviour, predict emerging trends, and make informed judgments. By quickly analysing data and offering insightful analysis and suggestions for tailored targeting, this advanced technology dramatically raises conversion rates. In the meantime, virtual reality marketing pushes the boundaries of narrative and product demos while providing an engaging and interactive experience. This technique significantly increases purchase intent by enabling potential customers to digitally "test" a product.

It's interesting to note that the introduction of blockchain technology to marketing offers transparent, unchangeable technology with enormous potential to promote trust, eradicate fraud, and guarantee the data and traceability of customer transactions. These new technologies have a huge impact on digital marketing. They enable marketers to address the growing needs for security and transparency while understanding, reaching, and interacting with their customers on a level never before possible. Marketers need to know how to use these technologies and integrate them into their strategy if they want to remain competitive. It's important to push change rather than merely become accustomed to it. Nobody is immune to this digital transformation. Thus, it's time to accept it.

Virtual reality (VR) and augmented reality (AR) are transforming brand interaction by providing distinctive experiences, such as interactive games and virtual try-ons. Businesses can engage audiences and create a lasting impression with the help of these immersive technology. AR and VR are essential for increasing sales and conversions in addition to producing captivating experiences. These technologies increase consumers' trust in their purchasing decisions by enabling them to virtually experience locations or see things in their area. For marketers who use them effectively, this leads to improved conversion rates and increased revenue.

Voice search optimization is changing marketing by focusing on local search, conversational, long-tail keywords, and featured snippets. The question-answer structure requires marketers to adjust, prioritize natural language processing, and optimize for mobile devices. The proliferation of speech-activated gadgets necessitates attention to brand voice, user experience, and platform adaption. To keep a competitive edge in the changing marketing landscape, it is imperative to proactively modify strategies to conform to voice search trends.

By offering a smooth and effective digital payment solution, UPI is revolutionizing marketing. E-commerce is boosted by its easy transactions, which leads marketers to highlight simple payment methods. Because UPI is mobile-centric, it improves mobile marketing and promotes contactless and cashless trends. Marketers use UPI data to influence consumer behaviour, personalize content, and run loyalty programs. Payment possibilities are increased by integration with digital wallets, and cross-border transactions are made possible by UPI's global reach. All things considered, UPI changes the marketing environment by adjusting tactics to suit changing customer demands for simple and rapid transactions.

Social media is now more important than ever for businesses after undergoing a major transition. Although social networking has been used in marketing techniques for many years, customer behaviour has significantly changed in recent years. Most customers use social media today not only to keep informed and build personal relationships, but also to interact with brands and make decisions about what to buy.

Social media is one of the most important marketing tools that firms may use in the present environment. Every social media platform is essential to marketing and sales initiatives, helping to boost revenue and draw in new clients. In addition to its promotional function, social media gives marketing and sales teams access to priceless data. Businesses can now comprehend how customers respond to goods and services thanks to technologies like sentiment analysis, which provide important information for strategic decision-making.
Social media has essentially developed into a versatile tool that can be used for more than just communication; it can also be used to influence marketing tactics, increase sales, and create deep ties with customers.

II.   LITERTATURE REVIEW

Ravindra, D. (2020) states that as infrastructure improved, communities became more connected to cities. Mobile and, to some extent, internet brought villages closer to metropolitan populations, and as a result, rural India got more conversant with urban lifestyles. This inspired rural residents to enhance their wealth and better their lives. A number of telecom companies have attempted to penetrate the rural market in a variety of methods. There is no doubt that the rural market presents prospects and a strong appeal to service providers. However, it is not as easy as it appears on the surface. This rural marketing provides a variety of obstacles, and,

consequently, the service suppliers must work hard to address these challenges tactfully. Ranjan, K.R. (2023) elaborates that despite being the world's largest economy with the fastest growth rate, India is frequently viewed as a country of villages. In India, 50% of the population still lives in 6.5 lakh villages and is mostly dependent on agriculture (Shireesh Diveeker 2017). Villages and cities grew closer as infrastructure improved. Mobile technology, and to a lesser extent, the internet, helped rural India adapt to urban living. This inspired rural folks to improve their lives and fortunes.

Many telecom providers have attempted to dominate the rural sector in a variety of methods. Rural markets clearly hold potential and are enticing to service providers. Ranjan, K.R. (2022) says that Online shopping is a growing trend in the field of e-business. Advances in network access and smart mobile phones have expanded the potential results of online buying among buyers. Customers can easily shop using many web-based shopping applications, such as Myntra, Amazon, Flipkart, and so on. The advancement of technology provides excellent opportunities for retailers to approach customers with a variety of offers that entice them to shop online. The hypothesis of planned behaviour is relevant in this exam paper for comprehending internet-based customer behaviour. This research report aims to focus on online buying behaviour and satisfaction levels among Patna residents.

III. CONCLUSION

Personalized interaction, improved customer experiences, and data-driven insights are all made possible by these new technologies in the context of digital transformation. With an emphasis on customer-centricity and data-driven decision-making, adopting these advances puts organizations in a strong position to prosper in a future where the digital and physical worlds are increasingly merging. Digital marketing is being revolutionized by emerging technologies, which allow companies to interact with customers in more efficient, data- driven, and personalized ways. Chatbots, predictive analytics, and automated content creation are some of the ways that artificial intelligence (AI) and machine learning (ML) are revolutionizing consumer experiences. By creating immersive brand experiences, augmented reality (AR) and virtual reality (VR) improve interactive advertising. 5G technology speeds up mobile marketing capabilities, while blockchain guarantees data security and transparency.

Natural language processing is becoming a key component of SEO tactics as voice search and smart assistants change the landscape. IoT (Internet of Things) and big data analytics are also improving marketing choices by offering real-time consumer insights. In addition to enhancing client involvement, these technologies boost organizations' return on investment (ROI). Businesses must adopt these developments as digital marketing keeps changing if they want to remain competitive. In the constantly evolving digital market, companies may improve user experiences, foster brand loyalty, and achieve long-term growth by utilizing innovative technology.

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