

Theme: Global Marketing Strategy and Decision-Making

Global marketing strategies involve balancing standardized brand consistency with localized, customer-centric adaptations across international markets to drive growth. Key strategies include standardization, adaptation/localization, and "glocalization," often supported by digital, data-driven, and AI-enabled decision-making to optimize ROI and ensure regulatory compliance.

Global Marketing Strategies

- **Standardization:** Offering the same, uniform product/service worldwide to maximize efficiency and build a consistent global brand image.
- **Localization (Adaptation):** Tailoring products, pricing, and promotions to local cultural nuances, preferences, and economic realities.
- **Glocalization:** A hybrid approach: "Think global, act local" (e.g., standardizing the brand name but adjusting flavors or marketing messages).
- **International/Multinational:** Ranging from simple import/export to fully established local subsidiaries.

Decision-Making Models

- ✓ **Strategic Frameworks (Where/How to Compete):** Involves evaluating market potential, competitor analysis, and resource capabilities (Resource-Based View) to select target regions and competitive advantages.
- ✓ **Centralized vs. Decentralized Structures:** Headquarters makes decisions (standardization/cost savings) or regional offices act autonomously (local responsiveness).
- ✓ **Data-Driven & AI Models:** Utilizing AI, automation, and real-time metrics to optimize digital marketing, consumer insights, and campaign performance.
- ✓ **TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution):** A mathematical model used to rank strategic alternatives by minimizing costs and maximizing benefits, helping to select the best option among multiple choices.

- ✓ **Consensus Model:** Prioritizing collaboration and agreement among team members for crucial, long-term strategic decisions.

Key Considerations

- **Cultural & Environmental Analysis:** Understanding local, cultural, and regulatory differences.
- **Digital Integration:** Using digital tools for targeted, cost-effective market penetration.
- **Regional KPIs:** Measuring success with market-specific metrics rather than a single, one-size-fits-all approach