



Summary

One of the first things businesses must realise when deciding to internationalise is that doing so is not just simply a matter of throwing your website through Google translate. As much as international markets are different from national markets, international marketing is different to national marketing.

At first sight, the meaning of international marketing is simple: it is no more than marketing a product or service to consumers in different countries. Upon second inspection however, it is a bit more complicated. International marketing is significantly more complex than national marketing as there are several more factors to think about.

When introducing a product into a foreign market, it is important to review the marketing mix (the 4 P's of Product, Promotion, Price and Place) of your product or service to suit the country you are going to do business in.

There are a lot of easy and budget friendly ways that help start-up companies market their products internationally:

- Learn (the basics of) a new language
- Remember the importance of using correct language in your marketing texts
- Do not use slang/jargon or try to translate slang
- Get your marketing message across using images
- Be active on the right Social Media platforms
- Go digital
- Ask your target group questions
- Be aware of the target group's culture
- Take holidays into account

