

# Businesses with global marketing strategies

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**Annotation.** The article is dedicated to the research of marketing strategies of the most profitable organizations. In our world of market economy marketing is understood as a managerial style of thinking which is able not only to respond to the development of the market environment, but also to change the parameters of the environment itself, providing access to the market, expanding the market, and securing the market. This element is essential for every organization because it is a key factor of customer engagement. But different companies have their own way of achieving success. So, here there are several examples of unusual marketing strategies.

**Key words:** market economy, marketing, customer engagement, marketing strategies, global marketing, Red Bull, brand, Coca-Cola, innovations, Apple, consumer's benefit, Colgate, McDonald's, 'glocal' marketing.

Wouldn't it be nice to have direct access into the marketing strategies of some of the top companies in the world? Unfortunately, however, this is not possible due to the fact that most companies have strict confidentiality agreements and keep this information tightly under wraps. But, what we are able to do is study, research and analyze some of the top companies in the world to see what makes them stand out from the crowd.

So, marketing strategy includes: the way the brand presents themselves, the way the brand responds to consumers and the way the brand stays true to values and mission. Let's shift to the examples of such strategies.

1. Austrian company Red Bull does such a great job with global marketing.

One of its most successful tactics is to host extreme sports events all over the world. The brand's powerful event marketing strategy takes them here, there, and everywhere. Red Bull really looks like a product from a global economy. It doesn't look like a traditional American soft drink like Pepsi or Coke. It looks European because of its global sport program.

2. Studies from around the world have shown that Coca-Cola is one of the most well-known brands in the world.

Its red and white logo is recognized in countries all around the world and people identify their brand with feeling good and staying refreshed.

So how is it that Coca-Cola created such a recognizable brand? The answer is simple. They have kept their brand identity and product consistent for over 130 years. Even though the company has been around for years, their logo has stayed relatively the same and their marketing slogans and taglines have continued to promote the same message.

3. Apple did not fall into success over night.

The one thing that helped Apple on its race to the top however, was their ability to create a movement. This movement helped the brand to create a cult like following that over the years, has stood the test of time.

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In all of their marketing efforts, Apple have not just showcased their products but they have also created the image that their products are visionary and life changing. Sure, they have developed some amazingly advanced technologies, however in order to get average people excited by this, they have created beautiful and pleasing gadgets.

Their marketing has also helped to convey this by making people feel as if they need their products in order to enhance their life in some way. They have worked hard to win over consumers and have created a tribe of followers who are consistently excited about every product and every new announcement. They said that brand must have an innovative and awesome product that can easily be integrated into people's lives. Look at Apple's ads for instance. they are simple, clear and create a feeling of being part of something ultra-modern and ultra-innovative.

4. Colgate has taken a very different approach over the years and has chosen to educate consumers.

This strategy has helped the brand to not only sell tubes of toothpaste but to also become one of the leading and most trusted toothpaste products in the world.

In marketing, there are a few ways to promote trust, but nothing is more effective than educating customers and proving just how your product can work to benefit your consumers.

As part of Colgate's marketing strategy, they started an Oral Care Center, which is packed with information and videos on oral care. They also share valuable information with consumers on how to brush and floss effectively and how to prevent the development of oral diseases.

Most consumers love receiving free information and learning about things that impact their lives.

It may also be beneficial to think about how your products can help to solve the problems of your consumers and how you can tie this in with the information you are offering as well.

Studies have also shown that when you offer something of value to your consumers for free, they are more likely to order from you in the future and are more likely to recommend your brand.

5. Just like Colgate offers consumers beneficial information; Nike offers consumers information but of a different kind.

For every new pair of runners, for every new bit of technology, Nike offers a story not just product specs. Even on their main homepage, Nike paints a story about some of their famous shoes and the journey they have taken from idea to conception. Nike sells the story, which in turn helps to sell their products.

Nike also has one of the strongest presences on Instagram and they use the platform in a very clever way. They promote strength and fitness, they promote health, they promote things that are so much bigger than just a pair of runners.

This indirect style of marketing is what gets consumers interested in a brand or product and it is also what keeps them following along with the story. This ultimately helps to keep your brand fresh in their mind.

6. While keeping its branding consistent, McDonald's practices 'glocal' marketing efforts.

McDonald's brings a local flavor, literally, to different countries with region-specific menu items. In 2003, for example, McDonald's introduced the McArabia, a flatbread sandwich, to its restaurants in the Middle East. They have also introduced macaroons to its French menu and added McSpaghetti to its menu in the Philippines.

To sum up, we should note that to be successful in marketing it all starts with having a solid strategy that supports the growth and development of your business. Every business is interested in increasing marketing effectiveness. The most effective marketing strategies are those that are targeted toward a specific audience, focused on key benefits based on the audience's point of

view and interests, and delivered at an appropriate time – when the audience is most likely to be attentive to and interested in the message being delivered.

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