

Use the right promotion

Marketing* and promoting your company overseas is a key step in the export process. If you are offering services you need to tell your prospects what you do and where they can find you. If you are offering a product, you need to position your company for your type of product.

The product or service, its name, packaging, presentation and overall delivery and service are critical to how the product or service is received in the market. It all comes down to “branding” - an integrated package of elements to promote your product or company.

Finding out about other brands is part of making sure you have the right market entry plan. It also helps you learn about potential competitors, and products and services already established in your market.

By analysing the promotions of other products and services you're gathering market information, which is critical to the success of your promotional plan.

Below are some traditional promotional options. Service suppliers and consultants should also consider other forms relating to their particular services and how their clients buy or recruit them.

Packaging

Carefully designed and attractive packaging will enhance your product. In some cases it will be a significant form of promotion alongside other promotional activities required by your market. Your packaging should ideally be designed to incorporate colours, graphics and labelling that are appropriate to your target market.

In-Market Promotion

In-market promotions have the advantage of allowing potential customers to see a product in use and even try it out for themselves. Such promotions may draw on point-of-sale material, sampling or tasting, competitions or other activities linked by some action or advertising.

Seek the advice of your agent or distributor on appropriate and effective promotional tools.

Trade Fair Participation

Before deciding on participation in a trade fair, it is useful to check and understand who visits, who participates, how representative it is of the market and how is it rated by other participants.

Some international fairs have immense importance as industry or sector gatherings and are important for identifying trends or as occasions for major launches or order confirmations.

Companies also go to fairs to look for ideas, for distributors or to support their distributors. Published lists of trade fairs around the world can be accessed through government and industry agencies as well as promoters.