

INTERNATIONAL PRODUCT PROMOTION STRATEGY OF AN INTERNATIONAL ENTERPRISE

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An international product promotion strategy is a system of activities aimed at effectively communicating product value in foreign markets, taking into account their specific characteristics [1], and is an essential part of international marketing closely linked to a company's product policy. A key feature of international business is the diversity and complexity of markets, which differ in size, potential, and are shaped by cultural, economic, legal, and social factors, requiring companies to adapt their marketing decisions. In this context, marketing research is a crucial stage in strategy development, as companies analyze consumer behavior, the competitive environment, and demand characteristics, setting promotion objectives according to the SMART principle.

The promotion strategy is closely connected with product strategy, and in international practice several approaches can be distinguished: product communication extension, product modification, repositioning, product invention, and dual adaptation, which involves changes in both product and communication. Product communication extension implies promoting the same product with adapted messages; product modification focuses on adjusting the product to local needs while maintaining the core promotion; repositioning presents the product differently for a new segment; product invention involves creating a new product for a specific market; while dual adaptation ensures maximum flexibility through simultaneous product and communication adjustments [2; 3].

The choice of strategy depends on differences between markets, consumer preferences, and the company's international marketing objectives. In conclusion, an effective international product promotion strategy requires a comprehensive approach combining market analysis, product policy, and appropriate communication tools, while success depends on balancing global standardization with local adaptation.

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