



Global Marketing

Nano Learning Workbook

WENDY PEASE

President and Owner of Rapport International

Author of “The Language of Global Marketing”

Podcast host of “The Global Marketing Show”



Global Marketing Strategy & Goals

3 GLOBAL MARKETING STRATEGY & GOALS

Question

Companies that succeed with global expansion set strategies that align:

1. Corporate strategy
2. Marketing strategy to support your corporate strategy
3. Multilingual strategy to support your marketing strategy.

And they all have SMART goals.

SMART Goals are:


- Specific
- Measurable
- Achievable
- Realistic
- Time based

3 GLOBAL MARKETING STRATEGY & GOALS

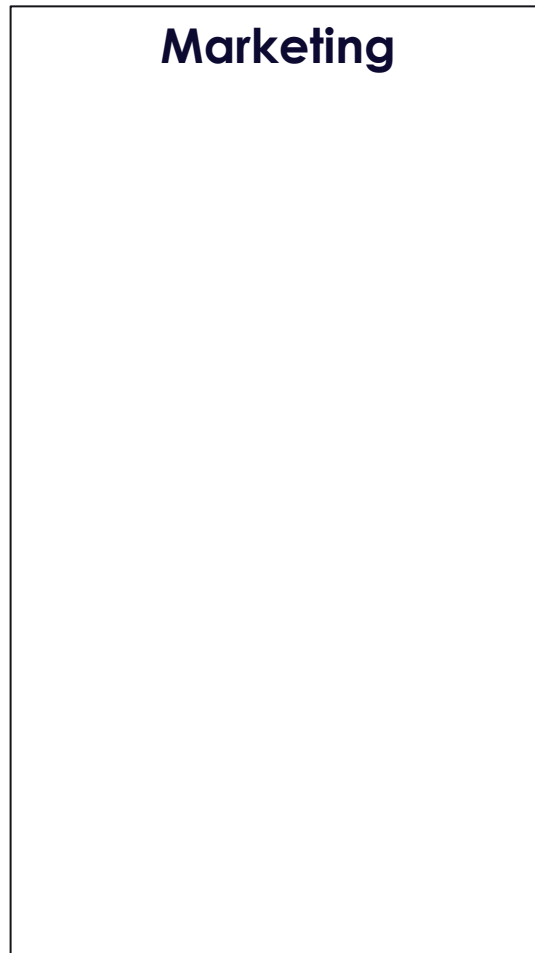
Action

Write your strategies:

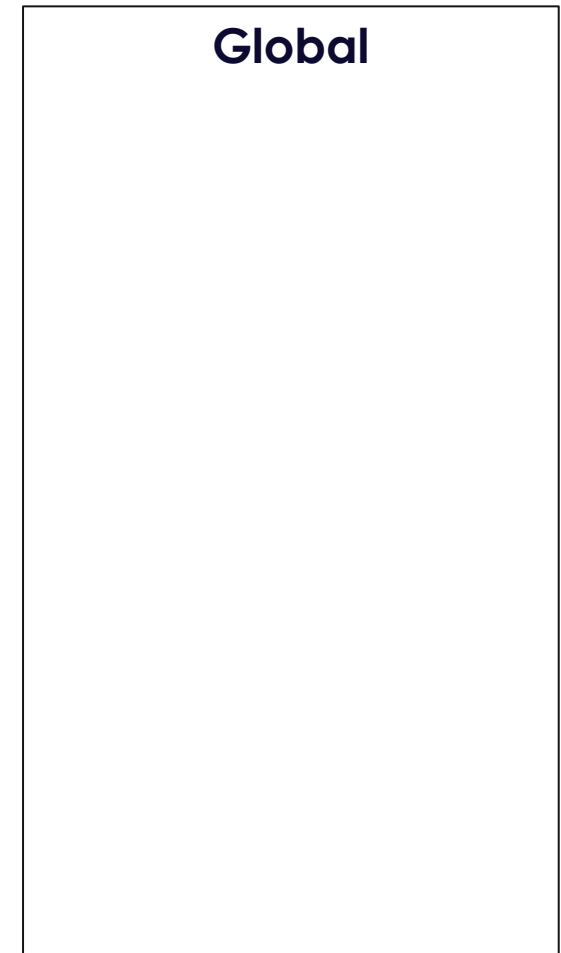
Corporate



Marketing



Global



3 GLOBAL MARKETING STRATEGY & GOALS

Questions

For your global marketing plan to succeed you will need to answer who, what, where, when and how.

1. Who will lead the venture?

2. What resources will be needed?

3. Where will you go?

4. What is your timeline for launch?

5. How will it be done?

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EO Boston member

Connect with Wendy:
wendypease@rapportintl.com
<https://www.linkedin.com/in/wendypease/>
<https://linktr.ee/wendypease>

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