

Yegor Shevtsov*PhD Student, Kyiv National Economic University named after Vadym Hetman, Kyiv, Ukraine*

ORCID: 0000-0001-9238-6438

Tatiana Obolenska*Doctor of Economics, Professor, International Trade and Marketing Department,**Kyiv National Economic University named after Vadym Hetman, Kyiv, Ukraine*

ORCID: 0000-0002-8448-3622

EManagement of global marketing communications in the context of international business

Abstract

The spread of global marketing communications in the context of business management is caused by the need of companies to adjust strategies to the technological era of digitalization. As a result, international enterprises promote the use of their products and services in different countries with the help of communicational instruments, including advertising, social media networks, electronic mail, and others. The use of these digital instruments helps to minimize meaningless marketing activity and concentrate only on the methods that can potentially increase the profits of global companies. The research focuses on the review of theoretical literature about the importance of marketing communications and defines the practical aspects of the use of communicational instruments that can work simultaneously in different locations due to the correct choice of channels. The purpose of the article lies in the analysis of ties between global marketing communications and the consistent progress of reputation of the brand caused by the combination of social media publications, advertising, public relations, and promotion. The primary research question of the article focuses on answering how international businesses can use global marketing communications for the aim of building positive images of these companies. Another secondary research question defines what is the role of globalization in the choice of possible methods of control that can be used to organize the management of marketing communications during various branding campaigns. The hypothesis of the article deals with the fact that modern companies can achieve visible progress in chosen areas of business activity if they follow the guidelines of effective management of global marketing strategy that include the accuracy in defining preferable channels for reaching their audience, the understanding of the population that forms the number of potential customers, the implementation of technological equipment for the further development, and the rational division of financial resources of marketing departments.

Keywords

global marketing communications, management, globalization, international business, international companies, marketing activity, progress, digital innovations, digitalization

JEL: F1**1 Statement of the problem**

The growth of the importance of global marketing communications in 2020 demonstrates the huge demand for managerial skills that include the organization of the right strategy in this professional area. At the same time, the lack of practical researches causes the difficulty of making effective decisions that lead to the false choice of communicational channels that are not enough relevant for the needed audience, do not take into

consideration the possible consequences, or have high risks. The problem concentrates on the low concentration of researches that give practical recommendations that are based on the efficient theoretical literature in the field of global marketing communications. As a result, the general absence of the scientific background for making practical decisions leads to a longer way of mistakes and achievements that requires more financial budgets and do not promote confidence as one of the main factors of correct managerial options. The

literature review of existing publications can create the basis for the determination of practical recommendations that will minimize the risks of entrepreneurs who want to make their businesses work on a global scale.

2 Latest scientific progress and literature review

Global marketing communications build the perception of the company by its potential customers through the use of mechanisms that inform people about the unique features of proposed products or services and at the same time help to control the feedback from customers and consequences of made managerial decisions. According to Nag (n.d.), strategic alternatives in global marketing require extension, adaptation, and creation that help to create new products for the world market and at the same time adjust the methods of communication to the local social environment. The spread of global marketing communications is caused by the tendency of globalization that allows companies to avoid excessive individualism in the formation of advertisements and branding possibilities due to the similar cultural views of populations of different countries. At the same time, Raja (2020) states that the right model of marketing communications is based on the vision and mission of the organization, the maximization of profits, the collection of feedback, the choice of effective communicational instruments, the implementation of chosen initiatives, and the measurement of the outcome. This approach to the problem can help to rationalize the whole process of marketing communicational activity and reflect it on the global level.

Bansal et al. (2019) mention that the tendency of globalization allows to use standardization in international marketing that requires firms do not require the deep adaptation of their advertisements and branding activity to the local market of each country. Previously, Madikiza and Bornman (2008) came to the conclusion that globalization in the context of international communication possibilities requires the division of the topic into social, political, cultural, and economic domains that represent the full understanding of the impact of this trend on its perception in theories and paradigms of the 21st century. The international level of marketing communication still requires attention to the adjustment of information to national traditions and customs of the population. However, globalization helps to simplify this process and give more freedom to managers who have more time for the organization of budgets, the choice of marketing solutions, and the selection of appropriate effective channels of communication.

According to Guttman (2019), the global

expenditures of companies on marketing were going to reach 1.3 trillion U.S. dollars in 2020. This indicator grows every year due to the need for the creation of additional demand on goods on the international level. The receptivity to traditional advertisements is decreasing, and companies have to invent innovative methods for the promotion of their goods and services in the conditions of the global pandemic of 2020. At the same time, the research of HubSpot (2020) shares information that only 17% of marketing specialists use A/B tests for landing pages of companies to improve the general rates of conversion and create opportunities through the development of the client data base. At this point, the understanding that only 33% of the searches are organic, and 32% are paid promotions, according to HubSpot (2020), helps marketers to understand that digital promotion is valuable for the growth of sales performance. Marketers can analyse these statistical facts and use them for the organization of their communicational strategies.

At the same time, people have a lot of trust to Internet ads with the reciprocity rates of 42% in relation to social media and 36% to news websites ("Consumers' Content Consumption Soars as a Result of the Pandemic," 2020). The openness of clients to new information on the Internet is caused by the easiness of getting information there and the creativity of content. These rates demonstrate that the importance of Internet advertising and digital marketing communications lies in the progress of development of brand images of international companies through sharing honest and valuable information online. The statistics provided by Guttman (2020) prove that the leading methods of online businesses worldwide include promotion in social media networks in 50% of cases, international advertising in 43% of cases, localization and translation of content in 40% of cases, and only then go other analogue methods like physical ads and storefronts in markets. The trend on the constantly growing number of Internet users also supports the fact that companies should invest in web promotion and digital marketing as a method of global marketing communications. The statistical data of ITU (2020) estimate that in 2019 about 4.1 billion people or 53.6 percent of the whole world population used Internet. In this case, online channels of communication are the most successful in the long-term perspective. The percentage of individuals who use Internet per 100 inhabitants in various parts of the world can be seen in Table 1. These statistical data help to understand the importance of marketing communication through Internet all over the world due to the potentially high performance indicators.

The idea of Dragilev (2020) that the marketing

TABLE 1 Individuals using the Internet per 100 inhabitants in 2019

Individuals using the Internet per 100 inhabitants	2019
Europe	82,5
The Americas	77,2
CIS	72,2
World	53,6
Arab States	51,6
Asia & Pacific	48,4
Africa	28,2

Source: *Individuals using the Internet per 100 inhabitants in 2019*. (2020). ITU. <http://www.itu.int/ict/statistics>

communications strategy is the exact strategy that is used by the enterprise or its owners in order to reach the chosen market through various types of communication, concentrating on the unique message, the medium, and the final target. The understanding and the further implementation of the strategy of global marketing communications defines the ability of the manager to improve the actual profitability of the company and satisfy the need of customers for original products or services and creative information that represents them. The detailed elaboration of this approach to a business organization can help small and middle-sized enterprises to broaden their authority and acquaint foreign customers with their brand images.

3 The Purpose and Problem of Research

The purpose of the research is based on the demonstration of indirect connections between global marketing communications and the consistent progress of reputation of the brand that are caused through various channels of marketing communication on the global level. In the context of the defined problem, this purpose helps to define the possible recommendations for companies that want to use global marketing communications as a means for integration into foreign markets and start selling products or services there.

The methodology for this qualitative research includes exploratory techniques used to determine the improvement of the existing communicational strategies that will be available for the use by international companies. The qualitative data for this research was gathered in peer-reviewed journals and on professional websites. The article contains existing data and uses the method of induction to create the new theory of global marketing communications that is aimed at the more effective results and the growth of profitability of companies. The case study materials and publications with theoretical information were chosen on the basis of their relevance to the topic of marketing communications conducted on the global level. In order to receive a better validity of results, the materials included various views on the

effective strategies of global marketing communications provided by different authors. During the writing of the article, the methods of thematic and content types of analysis were used. Theoretical and practical information from peer-reviewed articles was used to generalize the existing data and create valuable recommendations on how to improve the reputation of brands and achieve consistency in improving images of companies in the minds of clients.

4 Results

The essence of global marketing communications lies in the theoretical perspective that unites companies with their potential clients through the information that managers decide to share in the public space. According to Alleyne (2019), communication refers to the form of sharing information and is a vital aspect of keeping the community together through verbal and non-verbal instruments of modern technological equipment. From this point of view, the positions of global marketing communications nowadays are growing due to the need for creating a positive environment for the perception of goods in various countries even though these products can be manufactured and invented in other places of the world. The development of the consistent marketing communication strategy requires the analysis of the potential audience, the determination of the unique information about the proposed products or services, the choice of correct channels of communication that match the available financial budget, and the correction of the strategy based on the feedback from customers and the indicators of profitability. The combination of chosen communicational technologies helps to define the brand image of the company and as a result, creates associations of certain pictures with separately chosen brands in the minds of clients.

The presence of analogy and digital marketing in the list of communicational possibilities in the 21st century requires additional attention from marketing specialists. The choice between two patterns can be made using different approaches,

including the focus on the satisfaction of customers, the growth of profitability, certain associations with the brand image, the development of the specific reputation of the brand, or the improvement of recognisability of the brand in the global market. The choice between analogy and digital marketing communication or the use of both methods in different proportions is caused by the financial budget of the marketing department, values of the company, and the preferred audience. Analog types of advertising in the conditions of preferable online communication are becoming less efficient due to the difficulty to communicate with large numbers of potential clients at the same time. However, as the research of the New Marketing Group (2019) mentions, such ways to build real contacts as personalized postcards, "thank you" gifts, and product brochures in various forms can still work as promotional instruments in the era of digitalization. These methods help to show that the company wants to satisfy the needs of its customers instead of just making profits. Analog advertising on billboards, in magazines and newspapers also work for the older audience. Digital marketing communication on the global level uses integration with the work of social media networks, including Facebook, Instagram, YouTube, and others, develops brand images of companies through online advertising, electronic mail distribution, content marketing, viral marketing, search engine optimization, instant messages on smartphones, advertising on the radio and television channels.

The research of strategies of global marketing communication of world-known companies can give the basis for the generalization of effective methods of digital and analog promotion. For example, motor-car construction companies such as "Ford," "BMW," "Tesla," "Volkswagen Group," and "Toyota" prefer the mix of digital and analogy marketing communication with the emphasis on social media communication, the work of their official websites, advertising on billboards in local territories, television advertising, and viral marketing. All the presented companies share informational posts with their customers in social media networks where they provide advertising content and at the same time analyse the interests and preferences of their audience. At the same time, television advertising helps to reach audiences who have other habits. In the context of globalization, these companies prefer to create unified-standard content for audiences in countries that are situated nearby and have similar mentalities. However, the use of national languages during advertising in local media is a requirement and causes additional corrections of global communicational strategies.

As a result, the organization of the global

marketing communication strategy requires the main components that unite correct approaches to informing the audience, satisfying their needs and at the same time using technological innovations and matching the available budget to the chosen methods of promotion. In the context of globalization, companies can limit the amount of original content for different countries with the help of standardized variants of advertising through social media or video advertising. According to Bansal et al. (2019), the need for standardized or localized strategies of marketing communications is caused by cultural patterns in societies of different countries that determine the consumption of specific products. Companies can build their strategies of global marketing communications on the basis of their data about the possible outcomes of marketing activity that includes a deep understanding of values of the audience who wants to buy chosen products or services.

The first recommended criterion for the proceeding in the choice of the strategy is the accuracy in defining preferable channels for reaching their audience. The choice of communicational channels should be done with the implementation of ideas about the gender, age, interests, and professional occupations of potential customers. The ability to choose the right channel in the wide list of analogy and digital alternatives helps to find the easiest way to connect with the required category of audience.

The second recommendation for international businesses is the understanding of the population that forms the number of potential customers. This aspect is reasonable due to the need to satisfy the needs of clients with the help of shared information that reveals the unique features of the promoted product or service.

The third criterion is the implementation of technological equipment for the further development of the close tie with customers. The use of innovative technologies and digital channels of global marketing communication is essential for the prompt reaction of modern conditions of business management. Digital communications propose a faster and more efficient method for reaching the customers and informing them about the product range and changes in the pricing policy, the release of new models of goods, and other news.

The final fourth recommendation is the rational division of financial resources of marketing departments. Small and middle-sized companies that plan to approach the global market can have shortages of financial resources. In this case, the initial estimation of possible methods of advertising and promotion can require strict control from the side of management and attention to the potential consequences for the level of sales. This estimation can be done through the allocation

of expenses in accordance with the potential profitability and importance of various channels of communication and executive decisions.

Further research of the topic of choosing the most effective global marketing communications strategy for an international company can concentrate on the evaluation of financial indicators of businesses that use all the provided recommendations. The discussion area of the topic lies in the understanding of patterns of connections between the ways to share information and the final consequences of this process that can be seen in the formation of associations with really existing brands. The practical implementation of the mentioned advice can provoke the growth of sales and form the financial basis for the expansion of the marketing strategy during subsequent business activity on the global level. The deeper research of globalization as the factor that represents the unity of cultural, economic, political, and social lives of different countries can open new frames for the standardization of marketing communication.

The innovative approach to the solution of the problem can be seen in the application of practical recommendation to the work of international companies located in Europe, America, and other parts of the world. The results are aimed at the use by modern marketing analysts for further research of the topic too. The correct use of digital marketing communications in economically developed and developing countries can be performed through the increase of percentage of online advertising combined with localization of the content and attempts to make the marketing strategy clear and understandable for employees and clients. The further research of the topic can be done in the context of specification of the best methods of online advertising.

5 Conclusions

The analysis of ties between global marketing communications and the progress or reputation of companies demonstrates that businesses form a positive perception of their products in the minds of customers through the choice of accurate, reputable, and honest information about the unique advantages that they provide. From this point of view, the progress is caused by the combination of marketing channels included in the communicational strategy. International businesses can use global marketing communications in order to change the perspective of how customers see their products. This activity is performed effectively if companies organize innovative advertising and combine various channels of marketing communication in order to cover more categories of people in the frames of their chosen audience type.

The role of globalization in the choice of methods of communication lies in the fact that countries with similar customs, traditions, mentalities, and languages rarely require adjustment of advertising materials due to the similarity of views of people who live there. At the same time, the process of globalization still does not allow standardization as the main strategy for products promoted in countries with extremely different world views such as the USA and Japan or European countries and countries of Southern America. The article proves the proposed hypothesis that the essential aspect of the success of modern businesses in the global market is the accuracy in choosing the right channels for reaching certain audiences, the understanding of needs of potential clients, the implementation of progressive and innovative methods of communication that are enough up-to-date, and the rational division of the marketing budget.

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