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COURSE BROCHURE

International Marketing and Export Brand Development Training Course

31 May – 4 June 2027
Rome

International Marketing and Export Brand Development Training Course

Ref: 1641_60127 **Date:** 31 May – 4 June 2027 **Location:** Rome **Fees:** 6200 GBP

International Marketing and Export Brand Development is a 1-week training course for international marketing, brand, export and sales managers who must win business buyers abroad, ending with an export-market marketing plan that maps the customer journey, sales messages and return on investment. Foreign buyers now shortlist suppliers online long before they meet a salesperson, so an unclear brand loses deals unseen. Jupiter Prime Training delivers this course on international marketing.

Why International Marketing Matters Now

Three forces shape how exporters are chosen: procurement teams abroad that research suppliers through search, marketplaces and trade directories before any contact, distributors who expect ready-to-use brand assets in their own language, and finance leaders who ask what each trade fair and campaign returns. An exporter with a clear positioning, adapted packaging and a measured lead pipeline turns visibility into qualified inquiries; one that copies home-market material abroad spends heavily and is ignored. The course draws on the standardisation-versus-adaptation model of the marketing mix, the B2B buying centre concept and ISO 20671 for brand evaluation.

Who Gains Most from International Marketing

- Marketing leads who set positioning and campaigns for each export market
- Brand custodians who keep identity consistent while adapting messages and packaging
- Export sales managers who convert inquiries into orders with foreign buyers
- Channel managers who equip distributors and agents with marketing support
- Business development leads who plan trade fair participation and follow-up

Manufacturers and service exporters entering new regions gain most when marketing and export sales leads attend together and agree one shared view of the buyer and the message.

International Marketing Capabilities

Participants move from generic brochures to a positioning, an adapted offer and a lead engine built for one export market.

- Assess the B2B buying centre and decision journey abroad — the targeting decision for campaigns
- Design a value proposition and brand positioning per market — the message approved by sales leadership
- Weigh product and packaging adaptation against standardisation — the adaptation budget
- Align international pricing and channel support with the brand promise — the distributor marketing agreement
- Build digital and trade fair lead generation with qualification rules — the pipeline handed to sales
- Calculate marketing return on investment by channel — the budget review with finance

Key International Marketing Terms

- Buying centre — the group of people in a business customer who influence, approve and use a purchase.
- Value proposition — a concise statement of the measurable benefit a buyer gains from choosing the supplier over alternatives.
- Standardisation versus adaptation — the choice between keeping the marketing mix uniform across markets or tailoring it locally.
- Lead qualification — the rules that decide whether an inquiry has the budget, authority, need and timing to pass to sales.
- Customer journey map — a step-by-step picture of how a foreign buyer discovers, compares and selects a supplier.
- Marketing return on investment — revenue or margin attributed to an activity divided by what that activity cost.

International Marketing Day by Day

Day 1: Understanding Business Buyers Abroad

- B2B Buying Centre Mapping — Who Influences Supplier Selection
- Cultural and Communication Differences — Adjusting Tone and Proof Points
- Desk Research and Buyer Interviews — Validating Needs in Each Market
- Segmentation of Export Customers — Industry, Size and Purchase Behaviour
- Customer Journey Mapping — Discovery to Shortlist to Order

Day 2: Positioning and Brand Adaptation

- Value Proposition Canvas — Linking Buyer Pains to Product Gains
- Brand Positioning Statement — Distinctive Against Local Competitors
- Standardisation Versus Adaptation Model — What to Keep and Change
- Product and Packaging Adaptation — Labelling, Language and Pack Sizes
- ISO 20671 Brand Evaluation — Measuring Brand Strength Abroad

Day 3: Pricing, Channels and Digital Reach

- Value-Based International Pricing — Positioning Price Against Perceived Worth
- Distributor and Agent Marketing Support — Co-Op Funds and Assets
- Export Website and Marketplace Presence — Being Found by Buyers
- Search, Social and Account-Based Campaigns — Targeting the Buying Centre
- Content Localisation Workflow — Translating Messages Without Losing Meaning

Day 4: Trade Fairs and Lead Generation

- Trade Fair Selection Criteria — Audience Fit, Cost and Timing
- Stand Objectives and Visitor Engagement — Turning Footfall Into Contacts
- Lead Capture and Qualification Rules — Budget, Authority, Need and Timing
- Follow-Up Sequences — Converting Contacts Into Meetings and Quotes
- Marketing and Sales Hand-Off — Shared Pipeline Definitions

Day 5: Practising the Export-Market Marketing Plan

- Buyer Insight Applied — Selecting the Target Segment and Journey
- Positioning and Adaptation Applied — Final Messages and Pack Decisions
- Channel and Lead Engine Applied — Campaign and Fair Calendar
- Conversion and ROI Metrics — Cost per Lead, Win Rate and Payback
- Export-Market Marketing Plan — Journey, Messages, Budget and Measures

Applying International Marketing After the Course

- Rewrite the value proposition and top three sales messages for one export market using the buying centre map and test them with two distributors.
- Apply the lead qualification rules to the contacts from the last trade fair and report cost per qualified lead to the marketing budget holder.

International Marketing Questions FAQ

What is international marketing and why does it matter now?

International marketing is positioning, adapting and promoting an offer so that buyers in other countries choose it. It matters now because business buyers shortlist suppliers online before any contact, so weak positioning abroad loses deals before sales are involved.

Which roles gain most from international marketing training?

International marketing and brand managers gain most, together with export sales managers who convert inquiries. Channel and business development leads also benefit from the trade fair and distributor support methods.

How does international marketing training differ from a digital marketing course?

International marketing training covers the whole export offer: buyer research, positioning, packaging, channels, fairs and digital reach for foreign business buyers. A digital marketing course goes deeper into online tools and analytics without the cross-border adaptation decisions.

What do you bring back from international marketing training?

You bring back a buying centre and customer journey map for one market, a value proposition and positioning statement, adaptation decisions for product and packaging, lead qualification rules and a costed plan with return measures.

International Marketing: The Way Forward

The export-market marketing plan first informs which segment, message and channel receive the next campaign budget. Marketing and export sales managers use it to brief distributors and plan trade fairs. After the first fair or campaign, revisit the cost per qualified lead and win rate to rebalance spend between digital reach and face-to-face events.