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IDENTIFYING AND CONVERTING OPT-IN PROSPECTS AT INTERNATIONAL MARKETS

Dr. Deepika Kakarla¹, Dr. G N R Prasad², B Prasanna Kumar³,
Kattupalli Sudhakar⁴

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Abstract

Good data are the foundation of successful marketing. You will never be as productive as you could be if your database contains the wrong contacts or incorrect information about them. Contact Data Services ingest streams from a network of partners, including traditional data companies, publishers, and social media sources, and serve as a contact hub. The data is then enhanced weekly by Priority Engine with thousands of relevant prospect activities, allowing you to concentrate on your market's most important opportunities. A 25% increase in consideration rates is possible if relevant display ads are targeted at active buyers. However, this is only true if you are aware of precisely who to target and when to do so. By engaging the ideal targets both while they are on relevant websites and after they leave, intent-driven advertising solutions maximize brand recognition. The businesses are constantly under pressure to provide more qualified leads. Email response rates are going down, and new privacy laws are only making it harder. Millions of opt-ins generated by AI-optimized lead generation have been shown to have engagement rates up to seven times higher than those of other providers.

Keywords: Opt-In Prospects, International Markets, Macro Environment, AI-Powered Tools, Social Media

¹Assistant Professor, Department of MBA, Lakireddy Bali Reddy College of Engineering, Mylavarama, AP, India.

²Associate Professor, Professor Department of CSE, CBIT, Hyderabad, TS, India.

³Associate Professor, Department of CSE, KKR&KSR Institute of Technology and Sciences, Guntur

⁴Senior Assistant Professor, Department of Artificial Intelligence and Data Science, Lakireddy Bali Reddy College of Engineering, Mylavarama, AP, India.

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1. Introduction

“Identifying and converting opt-in prospects at international markets is a crucial task for businesses that want to expand their reach. This process involves identifying potential customers who have shown interest in your product or service and then converting them into paying customers. In this paper, we will explore the various strategies that businesses can use to identify and convert opt-in prospects in international markets.” Focus on quality over quantity when prospecting. Identify quality over quantity. In most sales roles, the 80/20 rule applies. Make sure that 80% of your time is being spent on the top 20% of your prospects. Look at your current book of clients. Identify which consistently performs and which do not. Figure out what critical attributes your key clients embody and then replicate! Don’t forget to include your marketing team and tap into their resources to help you better reach ideal prospects. Use macro variables to discriminate between countries having basic opportunities and countries with no or little opportunities. Macro variables of the country describe the total market in terms of social, economic, geographic, and political information. Analyze competition in your market: identify your main competitors and describe them analyze their economic evolution and sales over the last 3 years detect their distinguishing factors – including prices, channels, market maturity, financial position, development potential and plans and/or expansion strategies.

Strategies That a Business Can Identify

Here are some strategies that businesses can use to identify and convert opt-in prospects in international markets:

- ✓ Focus on quality over quantity when prospecting. Identify quality over quantity. In most sales roles, the 80/20 rule applies. Make sure that 80% of your time is being spent on the top 20% of your prospects¹.

- ✓ Look at your current book of clients. Identify which consistently performs and which do not. Figure out what critical attributes your key clients embody and then replicate! Don’t forget to include your marketing team and tap into their resources to help you better reach ideal prospects¹.
- ✓ Use macro variables to discriminate between countries having basic opportunities and countries with no or little opportunities. Macro variables of the country describe the total market in terms of social, economic, geographic, and political information².
- ✓ Analyze competition in your market: identify your main competitors and describe them analyze their economic evolution and sales over the last 3 years detect their distinguishing factors – including prices, channels, market maturity, financial position, development potential and plans and/or expansion strategies³.
- ✓ Identify your target audience and their preferences: To identify quality over quantity to convert opt-in options in international markets, you can evaluate your options to choose the entry mode that best suits your strategy and goals. Each mode of market entry has advantages and disadvantages. You can also survey data users and administrators to identify quality issues, define data quality metrics, and set quality targets. There are two major types of market entry modes: equity and non-equity. The non-equity modes category includes export and contractual agreements[1].
 - The equity modes category includes joint ventures and wholly owned subsidiaries. Entry modes are divided into three categories:
 - Export Modes (Externalize),
 - Intermediate Modes (Shared Control and Risk), and
 - Hierarchical Modes (Internalize).

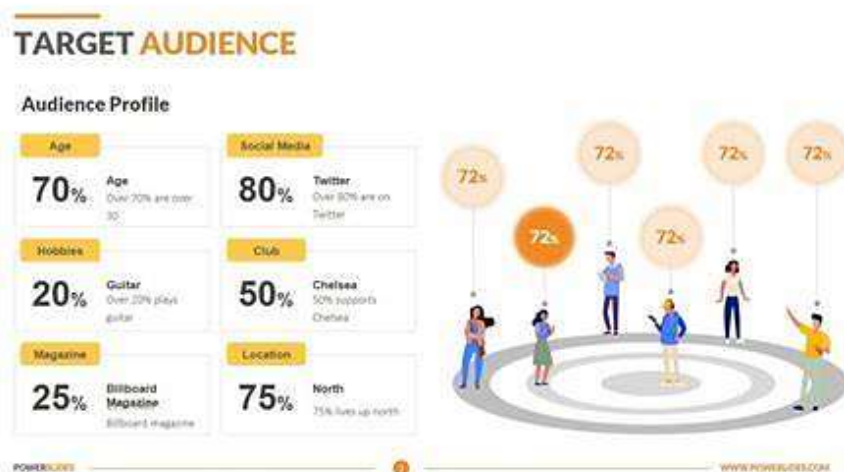


Figure 2.1: Identify the Target Audience

Analyze the market and competition: To analyze the market and competition for quality over quantity, you can start by identifying your direct and indirect competitors using research to reveal their strengths and weaknesses in relation to your own. Direct competitors market the same

product to the same audience as you, while indirect competitors market the same product to a different audience. You can also use analytics to analyze data and retrieve useful information from that data to make informed decisions [4].

Figure 2.2: Analyze the market and Competition.



Macro variables are external factors that can impact a business's strategy. Macro-environment consists of demographic environment, economic environment, natural factors, technological factors, political factors, and cultural factors. Analyzing the macro environment is an

important part of strategic management. Business analysts often conduct a PEST (political, economic, socio-cultural, and technological) analysis to identify macro-economic factors that currently affect or in the future may affect business [5].

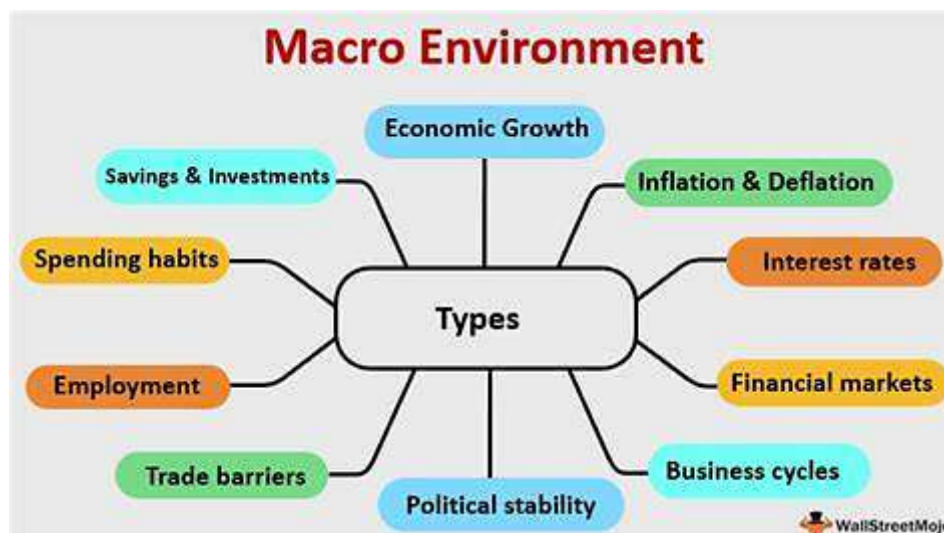


Figure 2.3: Macro variables affecting the business environment.

Create a unique value proposition: Creating a unique value proposition is an important aspect of any business. According to Cleverest, the first step of creating a great value proposition is to define who you are trying to market your products and services to. Researching your competitors is also important as the main aim of a unique value proposition is to set yourself and your business apart from your competitors. Identifying what is unique and compelling about your product or service, dispelling myths, and stereotypes, and focusing on telling details are other tips that can help you create a great unique value proposition[6].

INTERNATIONAL MARKETING: HOW TO MAXIMIZE YOUR GLOBAL REACH

Use high-quality content to attract your target audience:

Define Your Target Audience: To reach your target audience, you must first define your target audience. And, for this, you need to understand your customers. You can do this by building a consumer persona. A customer or buyer persona is a generalized representation of how your ideal buyers would be like. You list their demographic and psychographic attributes and preferences to gain a better understanding of your target audience.

Create Useful and Relevant Content:

The best way to reach your target audience is by providing them with useful and relevant content. Writing about topics that are of interest to your intended audience is a sure shot way of grabbing their attention. The more targeted and relevant your content marketing is, the easier it will be for you to reach your target audience and engage them. Content marketing plays a major role in helping you generate leads and conversions. It can be implemented in various ways to get your desired results. Here are some of the most common methods [2]:

Video marketing – Videos are highly engaging and interactive in nature. A good quality video can catch the attention of the viewer easily.

Blog posts and articles – Written content may not work as well as videos and images, but it still helps you get the attention of your audience. Just make sure that you write about topics that are of interest to your target audience and are useful to them.

Social media content – You can connect with your target audience through social media platforms as well. Through a combination of images, videos, and text,

you can engage and reach them more efficiently.

Then you can market your brand and products only to those who are most likely to be genuinely interested in them. This means that there will be higher chances of getting leads and conversions. This will help you increase revenue by investing less.

Leverage Influencers: Influencer marketing has quickly become the go-to marketing style for digital marketers. You can utilize the power of social media influencers to reach your target audience more effectively. In this form of marketing, you partner with influencers to market your brand to their audiences. Influencer marketing is a very effective marketing technique that can help you attain numerous marketing goals. If you partner with relevant influencers from your niche, you can reach potential customers who might be interested in your brand or niche. This allows for qualified lead generation and helps you reach your target audience. However, determining the ROI of your influencer marketing campaign can be a difficult task. Software like GRIN can make influencer marketing easy for you. You can search for influencers and can even contact them and send them sample products with GRIN. And you can manage your campaign and determine your ROI right from the platform. GRIN makes influencer marketing easy for you by providing statistics and tracking all from one portal. A well-managed and executed influencer marketing campaign can help your brand reach out to more people. You can extend your reach, generate leads, and drive sales without breaking the bank. For instance, Huda-Kattan is a popular Instagram influencer in the beauty niche. She regularly collaborates with international beauty brands. If a beauty brand collaborates with her, they can reach her massive audience base of over 36 million people. What's more, is that these people will be relevant for the brand as they are already interested in beauty products [3].

Use Targeted Advertising: You can reach your target audience more effectively by using targeted advertising. Whether it is Google ads or social media ads, they all provide advanced targeting options to help you reach your target audience. You can target the ads based on demographics, location, and interests of your audience. This will make sure that your ads are only displayed to those who are likely to show interest in your brand. This means you don't need to spend a fortune on ads to reach your target audience who are more likely to convert than anyone else. Facebook, for instance, gives you access to multiple targeting tools that will help you create and run ads. They even offer analytics so that you can further optimize your advertising campaigns. Other social media platforms like Instagram and Twitter also have their own advertising tools. You can also create ads through Google Ads and showcase them to your target audience across the internet. Or you can remarket your products and services to people who have shown interest in them previously. This too can be achieved through targeted advertising [8].

Referral Marketing: Many businesses use a referral system to expand their reach and generate leads. A referral system can help you harness the power of your own customer base to expand your reach. You can give a referral code to your customers and incentivize them to share it with others. This way, you can reach your target audience quickly and with lower investment. You can, of course, play around with your incentives. You could offer a discount to your new user and the referrer or could even give them a special offer. This not only incentivizes the new customer but also the referrer to make a purchase from you again. The people who join such a system may genuinely be interested in your brand and products. This method has helped businesses to grow and establish their network on a larger scale.

AI-optimized lead generation is a process that uses artificial intelligence and machine learning to analyze massive datasets from multiple sources and identify the target market and accurate lead classification. It also helps in improving content marketing and analyzing data patterns and capitalizing on them efficiently. There are several AI-powered tools available for lead generation that automate mundane tasks such as finding leads, qualifying them, creating customer profiles, personalizing messages, and nurturing the leads. AI-optimized lead generation delivers millions of opt-in prospects proven to yield up to 7X higher engagement rates than other providers[7].

2. Conclusion

Complete strategic planning towards the opt-in prospects with a competitive analysis will certainly boost the macro components of the business environment. In this article we focused on fewer components to maximize global reach for some of the opt-ins such as user vicinity in the electronic media and careful marketing and management. The majority of the macros have already been in use in the market, but macro analysis helped to fine tune some of the areas for global reach.

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