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UKRAINIAN-AMERICAN CONCORDIA UNIVERSITY**

Faculty of Management and Business  
Department of International Economic Relations, Business & Management

**Bachelor's Qualification Work**

**Managing an international marketing agency**  
(based on INFUSEmedia case)

Bachelor student of the 4<sup>th</sup> year of study

Field of Study 07 – Management  
and Administration

Specialty 073 – Management

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## **Abstract**

The work focuses on managing an international marketing agency. It explores economic, legal and ethical aspects, evaluates methodological approaches used in marketing and provides innovative ideas to improve performance in this industry. Moreover, it demonstrates how these new approaches can be implemented in the context of an international marketing agency, taking into account associated challenges and opportunities.

This research conducts a case analysis of INFUSEmedia's marketing management practices. It focuses on how the company is performing currently with its marketing activities and examines the strategies INFUSEmedia uses to operate efficiently. The work draws conclusions about why efficient international marketing management practices are important. It also provides practical insights and recommendations for managing marketing agencies that operate internationally.

**Keywords:** management, marketing, international agency, strategic approach, operational efficiency, industry trends, innovative solutions.

## **Анотація**

Робота зосереджується на управлінні міжнародним маркетинговим агентством. Вона досліджує економічні, юридичні та етичні аспекти, оцінює методологічні підходи, що використовуються в маркетингу, і пропонує інноваційні ідеї для підвищення ефективності в цій галузі. Крім того, вона демонструє, як ці нові підходи можна реалізувати в контексті міжнародного маркетингового агентства, враховуючи пов'язані з цим виклики та можливості.

Це дослідження проводить аналіз практик управління маркетингом INFUSEmedia. Воно зосереджується на тому, як компанія наразі працює зі своєю маркетинговою діяльністю, та вивчає стратегії, які використовує INFUSEmedia для ефективної роботи. У висновках зазначено чому саме ефективні практики міжнародного управління маркетингом є важливими, а також надано практичні

рекомендації для управління маркетинговими агентствами, які працюють на міжнародному рівні.

**Ключові слова:** управління, маркетинг, міжнародне агентство, стратегічний підхід, операційна ефективність, тенденції галузі, інноваційні рішення.

**PHEE-institute «Ukrainian-American Concordia University»**

**Faculty of Management and Business**

**Department of International Economic Relations, Business and Management**

Educational level: **Bachelor degree**  
Specialty **073 “Management”**  
Educational program **“Management”**

**APPROVED**

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“ ” 20

**TASK**

**FOR BACHELOR’S QUALIFICATION WORK OF STUDENT**

Daria Krainyk

(Name, Surname)

1. Topic of the bachelor’s qualification work

**Managing an international marketing agency (based on INFUSEmedia case)**

Supervisor of the bachelor’s qualification work Lesya Leshchii,  
(surname, name, degree, academic rank)

Which approved by Order of University from **“25” September 2023 № 25-09/2023-1к**

2. Deadline for bachelor’s qualification work submission **“25” April 2024.**

3. Data-out to the bachelor’s qualification work: The analytical basis of the study was formed by the works of domestic and foreign authors, articles, materials of research institutions, scientific publications, data obtained from **INFUSEmedia** and Internet resources in field of marketing.

4. Contents of the explanatory note (list of issues to be developed)

The tasks that were formulated in the work: - explore the economic and legal foundations of marketing agency activity in the international context; - evaluate methodological approaches used in managing international marketing businesses; - examine the ethical frameworks in managing international marketing companies; - conduct a case analysis of INFUSEmedia's strategic approach in the dynamic marketing industry; - assess strategies and frameworks for operational efficiency in marketing management; - analyze INFUSEmedia's approach in navigating dynamic industry trends; - evaluate current performance and activities in the marketing management sector of INFUSEmedia;

5. List of graphic material (with exact indication of any mandatory drawings)

The work consists of 66 pages and includes 10 figures and 5 tables.

6. Date of issue of the assignment – 10.11.2023

Time Schedule

№	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of bachelor thesis	10.12.2023	In time
2.	II part of bachelor thesis	27.02.2024	In time
3.	Introduction, conclusions, summary	25.04.2024	In time
4.	Pre-defense of the thesis	29.04.2024	In time

Student

  
(signature)

Supervisor



**Conclusions** (*general description of the work; participation in scientific conferences/ prepared scientific article; what grade does the student deserve*):

The student worked conscientiously during the year, completed all parts of work on time and participated in two pre-defenses, submitted a scientific article, and took part in the conference on current topics. The student considered the supervisor's remarks and attended consultations, studied enough sources of literature, the work contains relevant statistical information. In general, the work meets the requirements for qualifying papers, contains all structural sections, and a range of literature has been developed. In the case of a successful defense the work can be rated as "Excellent".

Supervisor



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## INTRODUCTION

Marketing management plays a crucial role in guiding the planning and execution of marketing activities. The guidance and implementation of marketing activities greatly depend on the marketing management. The key to its effectiveness is its capacity to not only help businesses focus on the most relevant market segments, but also to develop and implement effective marketing campaigns that relate to those segments. Consequently, this could lead to higher sales, greater brand reputation, stronger customer loyalty, optimizing resource allocations. Furthermore, marketing management assists companies in acquiring a deeper understanding of the needs and wants of their target audience. This knowledge enables them to create and offer products or services that effectively satisfy particular requirements.

Developing and executing a profitable marketing strategy establishes a framework for the overall operations of the company. It refers to setting marketing objectives, analyzing marketing opportunities, researching and selecting target markets, designing and planning marketing programs, and finally organizing, implementing and controlling the marketing efforts. Thereby, the company is able to sustain and maintain its business in a healthy and productive way.

Developing an effective marketing management strategy for global business is not an easy task. This refers to the importance of improving market expansion and establishing a competitive advantage. It also involves optimizing operations and logistics, complying with domestic and international legal regulations, as well as adapting to market fluctuations and cultural variations. Ultimately, these efforts contribute to managing risks associated with unpredictable economic and political conditions in foreign countries. An in-depth understanding of international business, cultural insights, and a well-structured approach to developing and implementing targeted marketing strategies are essential for achieving enterprises' objectives.

The prominent example of an effective marketing management strategy is the company INFUSEmedia. It is an international business, operating in the media and advertising industry. INFUSEmedia aids its clients and partners in designing and

enhancing demand programs that effectively reach their target audience, buyers, and accounts. They achieve this by strategically promoting content through wide-ranging campaigns across multiple channels, utilizing digital technology and first-party data to optimize their approach.

**The aim of the study** is to illustrate the framework for understanding and implementing successful international marketing management practices in the modern business environment, using INFUSEmedia case as an example and evidence. The findings will offer insightful data on crucial topics like performance evaluation, cultural adaptation, brand communication, and market research. Ultimately, this research will assist students in understanding of the implementation marketing management within enterprises, operating domestically and internationally. This valuable work not only contributes to the existing body of knowledge in international marketing but also serves as a practical guide to navigate the complexities of operating in diverse and dynamic international landscapes.

In order to achieve this aim, the following **tasks** were set:

- explore the economic and legal foundations of marketing agency activity in the international context;
- evaluate methodological approaches used in managing international marketing businesses;
- examine the ethical frameworks in managing international marketing companies;
- conduct a case analysis of INFUSEmedia's strategic approach in the dynamic marketing industry;
- assess strategies and frameworks for operational efficiency in marketing management;
- analyze INFUSEmedia's approach in navigating dynamic industry trends;
- evaluate current performance and activities in the marketing management sector of INFUSEmedia;



- investigate the current situation and trends in the development of marketing agencies and marketing as a whole;
- examine the implementation of innovative solutions in international marketing management.

**The research object** is a set of theoretical, methodological and practical approaches to aim at identifying effective management practices within an international marketing agency.

**The research subject** is the effective and successful strategies of managing international marketing in the current business landscape, with a focus on INFUSEmedia as a case study.

**The theoretical value of the obtained results** lies in the potential to enhance general understanding of international marketing management, broaden the scope of international marketing research, validate and improve existing theoretical frameworks.

**The practical value of the obtained results** reveals crucial elements and innovative approaches that improve international marketing performance. It also provides useful information and perspectives that assist businesses in making strategic choices and demonstrate to students how these practices are generally implemented.

The main part of the bachelor's work consists of three sections. The first chapter examines the legal and economic foundations of management in marketing agency operations. It also explores the legal and ethical frameworks related to supervising international marketing initiatives, as well as various management strategies for media and technology companies operating internationally. The second chapter describes INFUSEmedia's operational strategies and frameworks for utilizing marketing management, demonstrating the company's strategic approach in the sector. The third section, which is devoted to practical considerations, focuses on INFUSEmedia's current performance and projects in the marketing management, as well as suggest innovative approaches and solutions to enhance performance in international marketing management.

## **CHAPTER I. THEORETICAL AND METHODOLOGICAL BASES OF INTERNATIONAL MARKETING AGENCY MANAGEMENT**

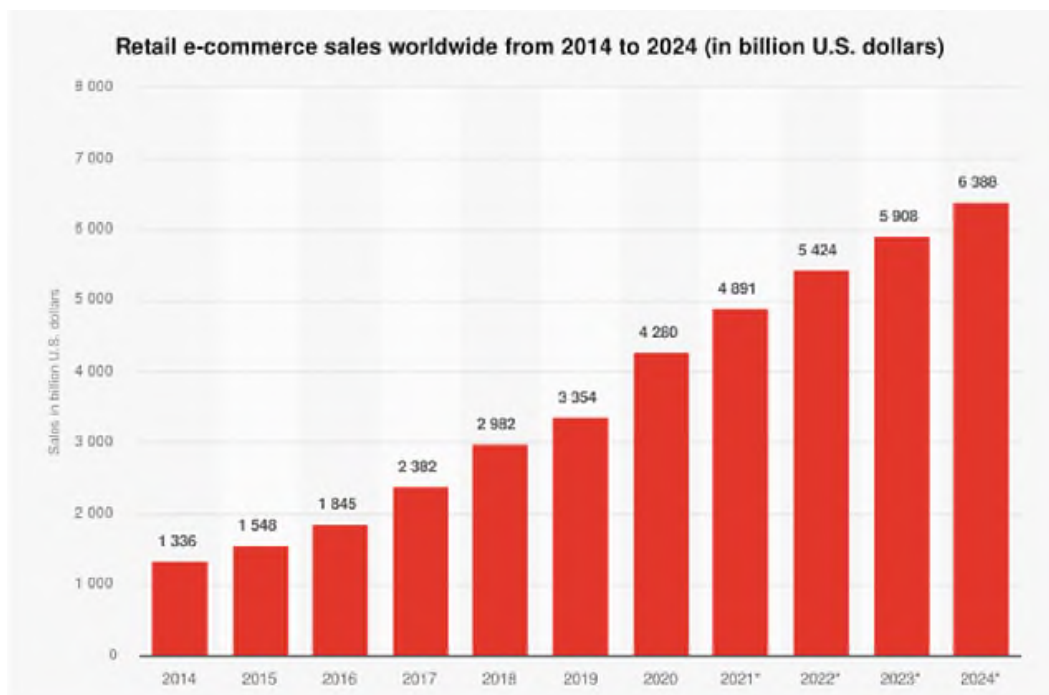
### **1.1. Economic and legal foundations of marketing agency activity**

International marketing companies play an important role in connecting businesses with clients all around the world. These enterprises specialize in global product and service promotion, assisting businesses in expanding their reach and entering new markets. International marketing businesses enable the global interchange of goods and ideas by utilizing their skills in market research, branding, advertising, and distribution. Their strategic strategy enables firms to negotiate cultural differences, linguistic difficulties, and regulatory complexity, resulting in effective communication and successful market penetration. With their deep expertise and experience, international marketing firms provide essential solutions that promote growth and profit from opportunities in the dynamic global market.

International marketing firms have a huge impact on the world economy. According to World Trade Organization statistics, recent data indicates that these companies enable billions in merchandise exports yearly, accounting for 25–30% of global GDP (World Trade Statistical Review, 2023, p.31-40). They also allow significant amounts of commerce internationally. These businesses generate impressive export growth by introducing brands to international markets, establishing collaborations overseas, and utilizing cutting-edge cross-border marketing strategies. Furthermore, their endeavors drive global job creation and more extensive economic growth. The data clearly illustrates how important international marketing firms are to promoting commerce internationally, advancing international development, and eventually fostering cross-border economies. Even though their global influence is diverse and nuanced, their importance comes from helping brands and companies navigate the challenges of expanding into new countries.

Besides the general influence of worldwide marketing firms on international trade, it is imperative to recognize the substantial contribution of e-commerce to the

development of modern business conditions. Global retail e-commerce sales have grown at a very impressive rate during the last ten years. The data shows that there was a consistent increase in online retail transactions between 2014 and 2024 (Figure 1.1). Industry forecasts indicate that by 2024, worldwide retail e-commerce sales are expected to reach billions of dollars, accounting for a significant share of overall retail sales. This exponential expansion may be ascribed to a number of causes, including greater internet accessibility, technological improvements, and changing consumer preferences. The growth of e-commerce has given international marketing organizations a unique chance to engage clients across borders, allowing them to overcome geographic barriers and enter new markets. It has transformed the way products and services are purchased and sold, resulting in a dynamic and highly competitive global economy.

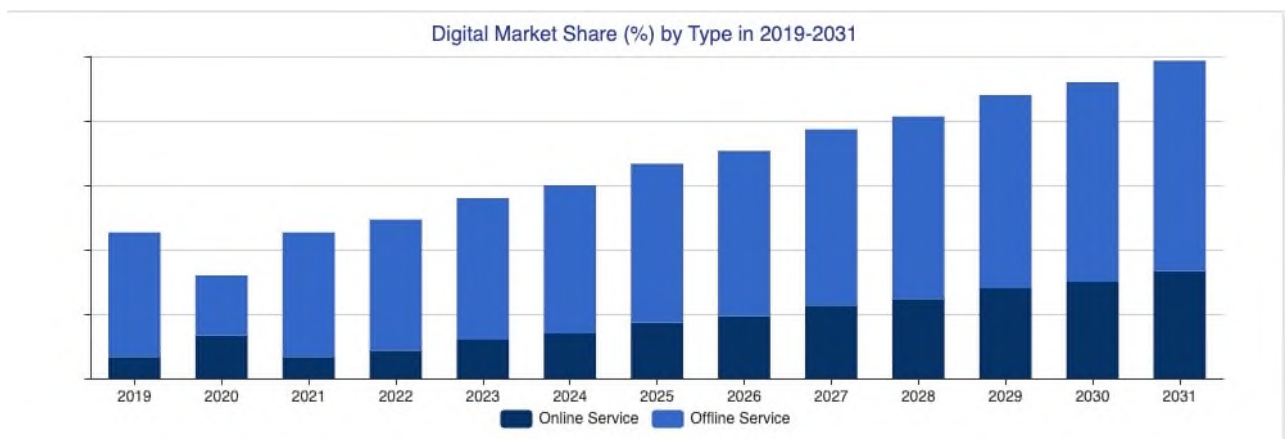


**Figure 1.1. Retail e-commerce sales worldwide 2014-2024**

Source: Statista. (2022). Retail e-commerce sales worldwide from 2014 to 2024. Retrieved from [https://www.researchgate.net/figure/Retail-e-commerce-sale-worldwide-from-2014-to-2024\\_fig1\\_368488272](https://www.researchgate.net/figure/Retail-e-commerce-sale-worldwide-from-2014-to-2024_fig1_368488272)

Marketing agencies throughout the world are actively monitoring the drivers, restrictions, and opportunities in the digital industry, as stated in the Global Digital

Industry Report 2024. These organizations examine the important elements impacting total sales demand in the digital business, assisting them in understanding the market's development prospects (Figure 1.2). By understanding market drivers, agencies may forecast future development in the digital industry and modify their plans appropriately. On the other hand, they consider market restrictions such as government laws, supply chain disruptions, and shifting customer preferences that may limit growth. Marketing firms also pay special attention to market opportunities, which may help new entrants achieve growth. Understanding unmet demands and untapped potential in the industry allows agencies to find areas where their clients may leverage and design efficient marketing strategies to grasp these chances.



**Figure 1.2. Digital Market Share 2019-2031**

Source: Cognitive Market Research. (2023). Digital Market Report 2024. Retrieved from [https://www.cognitivemarketresearch.com/digital-market-report?gad\\_source=1&gclid=CjwKCAiArfauBhApEiwAeoB7qFwtKvBz2oeI6mEHNKtR5MPlohkIR4pIYkAuk4MK5M\\_mwBPJSPJ0qBoCikAQAvD\\_BwE](https://www.cognitivemarketresearch.com/digital-market-report?gad_source=1&gclid=CjwKCAiArfauBhApEiwAeoB7qFwtKvBz2oeI6mEHNKtR5MPlohkIR4pIYkAuk4MK5M_mwBPJSPJ0qBoCikAQAvD_BwE)

While the total advertising and marketing sector has grown significantly, it is important to highlight the existence of industry-leading organizations. Despite a decline in average advertising spend per firm from 11% in 2020 to 6.4% in 2021, the market as a whole expanded at a phenomenal rate of 55.5%. In 2021, the global market was estimated to be worth \$87 billion. Among the major participants in this sector, a handful stand out in terms of market value. WPP plc, Omnicom Group, Inc., and Publicis Groupe S.A. are

prominent examples. WPP plc, in particular, has been the market leader for the previous five years, with an astounding revenue of US\$15 billion in 2021 (Figure 1.3).

#	Name	Location	Industry	Revenue	Employees	IPO status
1	<a href="#">Wpp</a>	 United Kingdom	Advertising	\$15.4b USD	109,382	Public
2	<a href="#">Doosan</a>	 South Korea	Advertising	\$14.4b USD	2,601	Public
3	<a href="#">Omnicom Group</a>	 United States	Advertising	\$13.2b USD	71,700	Public
4	<a href="#">Publicis Groupe</a>	 France	Advertising	\$12.3b USD	87,292	Public
5	<a href="#">Hakuhodo DY Holdings</a>	 Japan	Advertising	\$12.2b USD	25,522	Public

**Figure 1.3. Top 5 advertising & marketing companies**

Source: Statista. Top 100 advertising and marketing companies. Retrieved from <https://www.statista.com/companies/ranking/1/top-100-advertising-and-marketing-companies>

The importance of international marketing management is crucial to a company's success in the global marketplace. By effectively navigating the complexities of international markets, businesses can expand their reach, foster sustainable growth, and improve their brand's reputation. International marketing management allows companies to recognize and take advantage of new market prospects, thereby extending their client base and enhancing their sales revenue. It also helps in creating personalized marketing plans that are designed to suit the unique cultural aspects, preferences, and regulatory obligations of global markets. Having adaptability in marketing management activity is crucial in order to create a strong brand identity and develop a favorable reputation among consumers worldwide. The concept of international marketing management refers to the systematic approach of strategizing, implementing, and supervising marketing initiatives that span across different countries. A thorough understanding of international business concepts, marketing principles and cultural differences is critical to success in this complex and demanding role (Cateora, 2011, p.10-11).

Marketing management is the crucial foundation for achieving success in business, as it coordinates a harmonious combination of strategies to nurture a strong and prosperous market position. It involves a broad strategy for organizing, implementing, and overseeing marketing efforts, with the aim of accomplishing company goals and fostering long-term expansion. A profound knowledge of the consumer, their needs and

wants, and constantly changing preferences is at the core of marketing management. The understanding that marketing begins with identifying customer needs and concludes with meeting those needs gave rise to the marketing idea. The idea positions the customer at the start and finish of the business cycle. Businesses understand that "there is only one valid definition of business purpose: to create a customer" (Panigrahi, 2014, p.6-10). Market analysis and planning form the basis of this understanding, providing insight into the competitive environment and enabling the creation of strategic marketing plans that determine a company's marketing goals and tactics (Cateora, 2011, p.11-12).

International marketing companies must manage a complex legal environment that includes various legislation between governments regarding advertising, intellectual property, data privacy, consumer rights, and trade policy. When working worldwide across several countries, agencies must account for a wide range of laws and regulations in order to comply and prevent legal issues or crimes. Understanding the overlapping legal frameworks in which agencies must operate allows them to take proactive actions to comply with regulations that vary greatly by country and location.

Table 1.1

## Key regulations for international marketing agencies

Regulation	Definition
Intellectual Property Protection	Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.  (WIPO, <i>Protecting Intellectual Property in the United States</i> ).

	For European and national trademarks or patents, protection against counterfeiting, legal advice and support on IPR issues for small businesses in Europe, and advice for EU businesses operating in Latin America, south-east Asia, and China are all included in the regulation of IP protection in the European Union (European Commission, <i>Intellectual property rights</i> ). The EU has an IPR policy to assist European firms in better accessing and utilizing IPR, and it also protects copyright holders' rights in the digital single market.
Privacy and Data Regulation	One of the most important regulations is privacy and data collection laws (Klosowski, 2021. <i>The State of Consumer Data Privacy Laws in the US</i> ). These laws vary across jurisdictions, but in general, digital marketers are required to inform individuals before collecting their personal data. This means transparently informing and obtaining consent from consumers, enforcing data security safeguards, providing individuals control over their data and limiting unauthorized use. Strict penalties often accompany non-compliance. To build trust with customers and safeguard their personal information, implementing a privacy policy on the website and employing secure data storage mechanisms like SSL encryption are highly recommended practices (IBM, 2023, <i>SSL encryption</i> ).
Consumer Protection Rules	Misleading advertising methods should be avoided, such as making misleading promises about items, misrepresenting prices, and missing key information. Truthful representation and ethical conduct underpin consumer trust. Misleading claims, inaccurate comparisons and material omissions in messaging can lead to formal investigations and charges of deceptive marketing. Agencies must provide consumers complete, factual

	<p>information on products, services and promotions. To comply with consumer marketing rules, it is critical to be accurate, not misleading, and to provide relevant information to customers (FTC, <i>Protecting Consumers from Fraud and Deception</i>).</p>
<p>Industry and Country-Specific Requirements</p>	<p>In addition to the broad legal difficulties outlined above, international marketing firms must pay particular attention to the specific laws and regulations that apply to their sector or niche, as well as the legal landscape of the countries in which they operate. This level of understanding is critical for guaranteeing compliance and avoiding legal issues. In the United States, for example, marketers in the healthcare industry must follow the Health Insurance Portability and Accountability Act (HIPAA). HIPAA requires patients' protected health information (PHI) to be kept private and secure. Marketers who interact with healthcare customers must take efforts to secure PHI, get correct consent for marketing communications, and verify that any data handling or processing activities are HIPAA compliant (Nea, 2023, <i>A Guide to HIPAA Compliance Healthcare Marketing</i>). Similarly, marketing firms working in the European Union (EU) or targeting EU residents must become acquainted with the General Data Protection Regulation (GDPR). The General Data Protection Regulation (GDPR) is the toughest privacy and security law in the world. Though it was drafted and passed by the European Union (EU), it imposes obligations onto organizations anywhere, so long as they target or collect data related to people in the EU. The regulation was put into effect on May 25, 2018. The GDPR will levy harsh fines against those who violate its privacy and security standards, with penalties reaching into the tens of millions of euros.</p>



	<p>The GDPR provides individuals in the EU with comprehensive data protection and privacy rights. It puts requirements on enterprises for the acquisition, storage, and processing of personal data, such as gaining explicit consent, establishing effective data security measures, and giving individuals with access to and control over their data. Noncompliance with the GDPR can result in large penalties and legal consequences (<i>GDPR: General Data Protection Regulation</i>). Due to privacy is essential to building and preserving customer trust, marketing agencies must prioritize protecting it.</p>
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Source: compiled by the author based on the resources in the table

Compliance with rules and regulations is highly important for businesses in a variety of industries. It is critical to comprehend the legal landscape and take proactive measures to assure compliance. This includes maintaining up to speed on applicable laws, creating extensive compliance procedures, receiving legal guidance as appropriate, and periodically assessing and updating policies to comply with evolving legal norms. Businesses and people who prioritize compliance can reduce risks and prevent potential penalties, legal action, and criminal punishment. Compliance also creates stakeholder trust and confidence, improves brand reputation, and ensures long-term economic success (OECD. Regulatory Policy). Staying up to date on the most recent legal changes is critical in some fields, including digital marketing. Adhering to marketing guidelines, regulations, and industry best practices is critical, as is maintaining transparency with customers about data collection and utilization. Engaging the knowledge of legal employees who specialize in relevant fields, such as digital marketing, may give specialized assistance while also ensuring compliance with complicated legal standards for marketing agencies.

**1.2. Methodological approaches of managing international marketing businesses**

Managing international media and marketing businesses is a complex task that requires careful planning, strategic decision-making, and effective execution. To overcome the challenges and complexities of operating in various global markets, companies rely on a methodical approach. These approaches provide a systematic framework for managing marketing strategies across international markets, ensuring consistency, efficiency, and adaptability.

Methodological approach plays an important role in success in the international media and marketing field. It provides businesses with a structured methodology to plan, execute, and evaluate marketing campaigns. By following established frameworks, businesses can ensure a consistent approach to managing their campaigns, streamline processes, and optimize resources. One of the key benefits of methodological approaches is their ability to facilitate adaptability and localization. International markets vary in terms of culture, language, consumer behavior, and regulatory frameworks. Methodological approaches help businesses tailor their marketing strategies to suit the local context, enabling effective customization of campaigns. This increases the chances of resonating with the target audience and achieving marketing objectives.

Table 1.2

Strategies for managing digital marketing agencies  
(based on INFUSEmedia cases)

Methodological approach	Definition	INFUSEmedia case example
Strategic partnerships	Build strategic partnerships with local media companies, influencers and marketing agencies to access local knowledge, expertise and distribution channels. These	INFUSEmedia has a strong network of strategic partnerships with local media companies, influencers, and marketing agencies around the world. These partnerships provide access to

	<p>partnerships can expand companies reach and increase the effectiveness of marketing campaigns.</p>	<p>valuable local insights, expertise and distribution channels.</p> <p>Because of its proficiency with Salesforce Pardot, INFUSE appears to have knowledge of the Salesforce ecosystem, which includes its Marketing Cloud platform, which can be utilized for analytics, social media, email, and other marketing purposes.</p>
<p>Effective communication and collaboration</p>	<p>Encourage open communication and collaboration with international team members and leverage their cultural insights and perspectives. Promote cross-cultural understanding and teamwork to ensure campaigns in diverse markets are inclusive and effective.</p>	<p>Within its worldwide staff, INFUSEmedia promotes an open communication and cooperation culture. They promote cross-cultural awareness and collaboration to ensure that campaigns are inclusive and effective across markets.</p> <p>They hold webinars and training events on a regular basis to share information and best practices with their worldwide staff.</p>
<p>Market research</p>	<p>Conduct extensive study on each target market to gain a thorough understanding of</p>	<p>Before venturing into new markets, INFUSEmedia performs significant market research. They research local</p>

	the local culture, customer preferences, media landscape, and regulatory environment. This will allow marketing campaigns to be tailored to local audiences while also ensuring compliance with local rules.	culture, consumer tastes, the media landscape, and the regulatory environment to ensure that their ads are suited to each market's distinct demands. Analyzing the strengths, limitations, and marketing tactics of direct and indirect rivals in the B2B demand generation area.
Localization and cultural sensitivity	Adapt marketing efforts to each target market's cultural characteristics. Avoid stereotypes, unpleasant material, and linguistic difficulties to a minimum. To ensure that campaigns are courteous and relevant, use local languages, adjust images, and consider local customs and traditions.	INFUSEmedia displays its dedication to knowing and respecting its worldwide audience's different demands and interests. This technique enables them to generate client trust and reputation, create successful marketing campaigns, and achieve success in foreign markets. During campaign implementation, the firm considers local holidays, cultural events, and preferred communication hours.
Leverage technology and data analytics	Gain insights into consumer behavior, marketing performance, and market trends by utilizing technology and data analytics. Make educated judgments, optimize campaigns, and assess the	INFUSEmedia uses data analytics and technology to understand consumer behavior, the effectiveness of campaigns, and industry trends. They make educated judgments, optimize marketing, and assess the success of their plans using this data. They analyze campaign results in

	success of tactics with the help of this data.	real-time and pinpoint areas for improvement using sophisticated analytics technologies.
Social responsibility and ethical practices	Observe social responsibility and ethical standards when using marketing strategies. Steer clear of damaging or deceptive information, honor cultural norms, and encourage sustainable consumption.	INFUSEmedia bases its marketing strategies on moral standards and social responsibility. They support sustainable development and responsible consumption while avoiding offensive or deceptive information.
Performance measurement and evaluation	Establish specific performance indicators and analyze the efficiency of foreign marketing activities on a regular basis. To assess performance and find opportunities for improvement, track important metrics like as reach, engagement, brand awareness, and conversions.	INFUSEmedia creates defined performance indicators and examines the efficiency of its international marketing efforts on a regular basis. They assess performance and suggest opportunities for development by tracking important factors including as reach, engagement, brand recognition, and conversions. For example, they employ web analytics tools to track website traffic and campaign conversion rates.

Source: compiled by the author based on data of INFUSEmedia <https://infusemedia.com>

The table emphasizes the significance of taking a complete strategy to efficiently managing marketing firms in the dynamic digital world. Strategic relationships, open communication, extensive market research, cultural sensitivity, data-driven decision-making, ethical practices, and ongoing performance review are all obvious components of successful management approach.

Building strategic alliances with regional influencers, media, and marketing firms has shown to be essential for increasing reach, optimizing the effectiveness of campaigns, and obtaining insightful information. Through encouraging transparent communication and cooperation across global teams, businesses may guarantee cultural sensitivity, develop inclusive initiatives, and cultivate efficient teamwork. Moreover, carrying out detailed market research is essential to creating ads that appeal to regional consumers and adhere to legal requirements.

Cultural sensitivity is essential in adjusting marketing efforts to cultural subtleties, avoiding stereotypes, and establishing a feeling of connection through the use of local languages and images. Businesses may acquire important insights into customer behavior, assess campaign effectiveness, and keep on top of industry developments by leveraging technology and data analytics. As a result, informed decision-making and marketing initiative optimization are possible. Adhering to ethical principles and social responsibility in marketing practices promotes responsible consumption and ensures the avoidance of harmful or misleading content.

Establishing clear performance metrics and regularly evaluating international marketing campaigns serve as essential tools for measuring success, identifying areas for improvement and making data-driven adjustments. By implementing these strategies, businesses can effectively navigate and succeed in managing marketing agencies within the ever-evolving digital landscape.

### **1.3. Ethical frameworks in managing international marketing company**

In today's business world, it is extremely important for international marketing companies to maintain ethical standards in order to achieve long-term success and a positive reputation. However, making ethical decisions becomes more challenging when considering the diverse cultures, beliefs, and ethical concepts that exist across different countries. Managing a global marketing firm comes with its own set of difficulties, especially when it comes to the moral aspects of marketing management. Ethical considerations play a significant role in international marketing. Each country has its own cultural sensitivities, social norms, and ethical principles that must be taken into account

by marketing agencies. This means that agencies need to avoid engaging in questionable advertising practices, respect and appreciate cultural differences, and ensure that marketing activities are conducted in a responsible manner. Failing to uphold ethical standards can result in a negative public image, loss of trust, negative feedback from consumers, and even protests (Mathur, 2008, p. 65-66).

In today's market, my generation - Gen Z - is the primary target for numerous brands. They place a significant emphasis on the ethical framework within businesses, making it a crucial factor in our purchasing decisions. According to studies, more than 70% of Gen Z make purchasing decisions based on business social and environmental responsibility, with climate change, equality, and transparency being top priorities (Maersk, Gen Z buyers: the future is ethical consumption, 2022). They want brands to maintain high moral standards in addition to revenues, such as using sustainable energy, fair labor practices, waste reduction programs, and community participation. Gen Z examines business values online before purchasing, is quick to spot greenwashing, and punishes hypocrisy with a loss of confidence. As Generation Z's purchasing power develops fast, their high standards for business ethics and tangible sustainability action create both challenges and opportunity for branding. With the increasing diversity of Gen Z, it is clear that the next generation wants businesses and companies to support the causes they believe in. According to Merkle's Next Generation of Consumer Behavior report, 83% of Gen Z'ers want brands to take a stance on social issues (compared to just 59% of consumers aged 41 and up). In a 2018 study of Brazilian Gen Z'ers McKinsey and consumer research company Box1824 found that 48% of Gen Z consumers valued brands that don't classify items by gender. Though this is not a majority share, it is a 10% increase from consumers in other generations, showing companies that there is a shift occurring. This change may cause brands to reconsider how they can market products in a more inclusive way for the next generation. However, companies need to make sure that these changes aren't created just to appease customers, but that they are authentic and holistic at all levels of the company. This is important for companies who seek to grow, as 80% of respondents say they can recall at least one controversy involving a company, and the same share refuse to buy goods from companies involved in scandals.

Ethical behavior in digital marketing is a powerful means to build strong relationships, as customers are more likely to engage with and support companies that demonstrate integrity and ethical practices. Moreover, ethical behavior in digital marketing promotes fair competition by discouraging unfair advantages and dishonest strategies that could harm other businesses. It creates a level playing field where companies can compete based on the merits of their products or services, rather than resorting to unethical tactics. By embracing ethical principles, international marketing agencies contribute to a healthier and more equitable business environment. Ultimately, by adhering to these rules, foreign agencies can create profitable and sustainable digital marketing campaigns while abiding by the law and moral principles (Cateora, 2011, p.142-150).

Ethical frameworks play a crucial role in providing guidance and principles for making ethical choices in international marketing practices. These frameworks serve as a compass for businesses operating in a global context, helping them navigate complex ethical dilemmas and make decisions that align with moral values and societal expectations (Crane, Matten, & Glozer, 2020, p.2-11). One widely recognized ethical framework is the concept of corporate social responsibility (CSR). CSR emphasizes a company's responsibility to consider the social, environmental, and economic impacts of its actions. In international marketing, this framework guides companies to engage in ethical practices that respect local cultures, protect human rights, and contribute positively to the communities in which they operate. Recent studies of CSR have highlighted the growing importance of ethical considerations in consumer behavior (Corporate Social Responsibility (CSR) Statistics 2024). A staggering 85% of consumers have shown a tendency to form a more positive image of a product or company when it aligns with a cause they genuinely care about. This indicates that consumers are seeking brands that demonstrate a genuine commitment to making a positive impact on society and the environment. Moreover, an overwhelming 92% of consumers express a desire to purchase products that support a cause. This statistic emphasizes the significance of incorporating social and environmental initiatives into a brand's marketing and business strategy. By showcasing their support for a cause, companies can attract a larger customer



base and build stronger connections with their target audience. Interestingly, a substantial 72% of consumers believe that companies should have a legal responsibility to prioritize the well-being of both people and the planet. This signifies a shift in consumer expectations, with an increasing demand for businesses to not only generate profit but also operate ethically and sustainably. The impact of ethical considerations extends beyond consumer behavior. A significant majority, around 67% of respondents, indicate a preference for working in socially responsible organizations. This highlights the importance of corporate social responsibility in attracting and retaining talent. Companies that demonstrate a genuine commitment to making a positive impact are more likely to attract motivated and socially conscious individuals who align with their values.

Another influential ethical framework is the United Nations Global Compact (UNGC). The UNGC provides a set of ten principles in the areas of human rights, labor, environment, and anti-corruption. These principles serve as a guide for companies to uphold ethical standards and promote sustainability in their international marketing activities (UN Global Compact). Furthermore, the ethical framework of stakeholder theory emphasizes the importance of considering the interests and well-being of all stakeholders, including employees, customers, suppliers, and the communities affected by a company's operations. This framework encourages companies to engage in fair and transparent practices, respect human rights, and foster mutually beneficial relationships with stakeholders.

Ethical frameworks also provide a foundation for addressing specific ethical issues in international marketing, such as cultural sensitivity, responsible advertising, and fair trade practices. For example, the Ethical Trading Initiative (ETI) is an alliance of companies, trade unions and voluntary organizations. ETI works globally to improve working conditions for people who grow raw materials or produce consumer goods. Audits focus on freedom of association, no child labor and secure healthy working conditions. (Ethical Trading Initiative). When making ethical choices in international marketing, businesses must consider the legal and regulatory frameworks of different countries. They should also be mindful of international standards and guidelines set by organizations like the World Trade Organization (WTO) and the International Chamber

of Commerce (ICC), which promote fair competition, ethical advertising, and anti-corruption measures.

Ethical decision-making in international marketing requires considering the interests of various stakeholders like customers, employees, local communities, suppliers, shareholders, and the environment, and finding a balance between their different needs. This means prioritizing customer well-being and satisfaction by offering safe, high-quality products with accurate information and fair pricing, while also protecting consumer rights and privacy to build trust. Companies should have overarching ethical guidelines and principles communicated through comprehensive corporate codes of conduct. Organizations operating locally need to think about how their activities affect social and cultural dynamics, economic opportunities, job creation, and skill development in the community. Companies should pursue responsible sourcing, provide safe and inclusive working environments, pay fair wages, uphold human rights, and give back through community initiatives. Consumer well-being must also be a top priority through quality products, transparent information, fair pricing, and robust data privacy and security practices that respect local norms. The most successful global organizations will integrate ethics into decision-making at all levels (Crane, Matten, & Glozer, 2020, p.2-11).

## **CHAPTER II. STRATEGIC AND OPERATIONAL MANAGEMENT IN THE DYNAMIC WORLD OF MARKETING: A CASE ANALYSIS OF INFUSEMEDIA**

### **2.1. General characteristics and analysis of INFUSEmedia's strategic approach in the marketing industry**

INFUSEmedia is a top marketing and advertising company that was founded in 2012. It is a privately held limited liability company headquartered in Newton, Massachusetts, with offices in Florida and London. INFUSEmedia has a global team of over 800 employees around the globe and serves some of the world's leading companies, such as Microsoft, Google, Dell, IBM, Samsung, Oracle, and HP and others. With an annual revenue of \$170 million, the company has established itself as a major player in the industry. It has an extensive database of professionals from over 15+ million companies in 24 verticals that allows to deliver extraordinary engagement in specific audience's niche, like retail and consumer goods, corporate services, finance, manufacturing, etc. (G2. INFUSEmedia company's details).

The mission of the enterprise is to provide business-to-business organizations with comprehensive solutions for driving full-funnel results through demand and lead generation. Demand generation is the process of creating awareness and interest in a company's products or services in order to generate leads and sales. Lead generation refers to the process of identifying and attracting potential customers for a business, with the ultimate goal of converting them into paying customers. The company offers a variety of demand generation services, including lead flow dashboards, event promotion, brand amplification, intent-driven marketing, ABM, and content marketing. Looking at the customers reviews and global awards, it's clear that it is a highly respected company in the demand generation industry for its work. It is a leader in using data-driven insights and the latest digital marketing technologies to create effective marketing campaigns for its clients. INFUSEmedia is also known for its strategic use of content marketing and omnichannel outreach ([infusemedia.com](https://infusemedia.com)).

Moreover, INFUSEmedia operates with a matrix organizational structure, where employees belong to both functional teams and project teams. These functional teams

specialize in areas like marketing, sales, or engineering, while project teams are assembled for specific projects, often comprised of members from various functional teams. This setup enables INFUSEmedia to leverage its employees' expertise and stay agile in response to changing demands. In simpler terms, INFUSEmedia's organizational structure aims to harness the advantages of both functional and project-based teams. Functional teams such as marketing, sales, product, customer support, finance, human resources, legal and project teams. Functional teams nurture deep expertise in their respective fields, while project teams are responsible for working on specific projects, such as developing new demand generation campaigns, encourage collaboration on particular projects, tapping into a variety of skills and viewpoints. This hybrid approach provides INFUSEmedia with the flexibility and effectiveness needed to thrive in its dynamic environment.

Furthermore, the excellence and thoroughness of these instructional, normative, and methodical tools are highly valued by INFUSEmedia. The business maintains its unshakable dedication to providing its staff with the fundamental resources and direction required for success through a wide range of educational, normative, and methodical resources, such as:

- Skill development resources: INFUSEmedia provides training in a variety of fields, including engineering, sales, and marketing. These training courses are distributed via a variety of media, including as online courses, live seminars, and practical on-the-job training.
- Operational guidelines and protocols: the company maintains a robust structure of policies and procedures that guide its day-to-day activities. These include a broad range of subjects, including employee behaviour, safety procedures, and information security requirements.
- Role frameworks and responsibilities: every member of the INFUSEmedia team has a unique job description that outlines their duties and power within the company.

The primary focus of INFUSEmedia's financial and economic activities lies in providing multichannel marketing solutions to B2B organizations. They employ various

marketing strategies, including brand amplification, intent-driven marketing, ABM (account-based marketing), content marketing, and more, to generate leads and drive demand. Consequently, the main source of revenue stems from the fees charged to clients for these services. The central point of the B2B marketing strategy from the INFUSEmedia business is the implementation of data-oriented solutions, enabling the efficient revenue increase. Intent-driven marketing is of a significant concern to them as it utilizes buyer intent data to deliver the right audience to actively seek relevant solutions that are designed to increase conversion rates. Furthermore, their account-based marketing (ABM) services use a combination of intent capabilities and B2B decision-maker data to find potential accounts with high conversion rates. INFUSEmedia is highly skilled in creating and publicizing content for all stages of the sales funnel, seducing potentials and making them aware of client solutions. The holistic approach focuses heavily on cross-selling marketing, customized reach out, and undisputed devotion to achieving client objectives for stronger revenues, lead conversions, and excellent return on investment (Glassdoor. INFUSEmedia Overview).

To delve into the company's performance of strategic approaches in the marketing business, I will explore several strategies: Intent-driven marketing using INFUSE's unique Triple Threat Intent Signaling technology, account-based marketing (ABM), and a data-driven strategy. Intent-driven marketing is one of INFUSE's most popular strategic marketing tactics. The foundation of INFUSEmedia's intent-driven marketing strategy is to use buyer intent data to discover and communicate with potential consumers who are seriously evaluating the products. With an emphasis on deeper engagement, faster sales, and higher-quality lead distribution, conversion rates and demand generation will eventually improve (“Intent-driven marketing”, [infusemedia.com](https://infusemedia.com)).

This approach links customers from a range of sources, including website visits, webinar attendance, whitepaper downloads, and social interactions, to third-party intent data providers using the innovative Triple Threat Intent Signaling system. Three distinct intent databases offer signaling information to the intent-driven engine. Next, demand specialists organize, rank, and gather data for the demand project. Using the triple intent datasets, they use pattern recognition to power content marketing engines that boost lead

conversion rates. It begins with meticulously gathering intent data. The integration of these three distinct intent databases gives INFUSEmedia a thorough knowledge of intent signals, establishing the groundwork for strategic insights. Using this massive quantity of data, INFUSEmedia switches its attention to reaching the correct audience. The team discovers prospects that meet the required customer profile by carefully assessing the data they gather, taking demographics, corporate image, and previous activity into consideration. Furthermore, it focuses on individuals who are actively seeking for answers and is decoded by closely analyzing online behavior and content consumption related to clients' products and services (“Intent-driven marketing”, [infusemedia.com](http://infusemedia.com)).

The ultimate power lies in the context of individual interaction. INFUSEmedia targets high-potential prospects and tailors content and messaging to their specific interests and needs. This personalized technique not only raises the chance of interaction, but also significantly boosts conversion rates, leading to higher return on investment.

An equally effective alternative strategy is account-based marketing, or ABM. The first step in this strategic method is to pinpoint a select group of high-value target accounts—the titans of the vast B2B market. The secret is to leverage data-driven targeting, which eliminates the need to chase shadows by identifying people and businesses that are most likely to become devoted clients by using extensive B2B decision-maker data and intent capabilities. After the targets are chosen, INFUSEmedia launches a specially designed weapon to take these accounts down. This includes hyper-personalized material, such as targeted white papers, webinars, and social media campaigns tailored to each account's specific needs. INFUSEmedia manages a multichannel arrangement consisting of customized marketing, targeted advertising, email marketing, and social media involvement. Considering how the brand stands by these critical ones when they go online in their decision-making process, this competition analysis is vital, and as a diligent B2B analyst at INFUSE, forecasting movements and ensuring their message stands out is a fundamental role of the competitive intelligence team.

Their support includes refining target lists, tracking campaign success, and optimizing approaches for maximum impact. In essence, INFUSEmedia's ABM approach

is built around laser focus, individualized engagement, and data-driven insights. It's a departure from the conventional approach, designed to help the client to get those game-changing accounts that have the potential to rocket company's growth to unprecedented heights. With INFUSEmedia, ABM becomes a complicated and strategic undertaking, guided by experience and the desire to produce real results (“Account-based marketing”, [infusemedia.com](http://infusemedia.com)).

In the field of B2B marketing, INFUSEmedia stands out for its rigorous and data-driven approach to content generation, with each piece precisely tailored to resonate with target audiences and achieve particular marketing objectives. Their content strategy unfolds like a well-organized work, anchored by multiple critical pillars. INFUSEmedia's seasoned authors and creatives grab the spotlight. They generate captivating narrative that not only resonates but also simplifies hard topics, leaving an unforgettable impression. To maximize effect, these tales are strategically distributed across several channels, including social media, email, and industry periodicals, resulting in a multichannel strategy to engagement (“Data-driven marketing”, [infusemedia.com](http://infusemedia.com)).

INFUSEmedia defines content production as more than just the act of generating. They meticulously measure key performance factors including as engagement, lead generation, and conversions, allowing for an accurate assessment of content efficacy. This commitment to quantifiable results is strengthened by a culture of continuous improvement, in which regular analysis drives adaptive measures to ensure dynamic gains in content performance and return on investment. Collaboration is a cornerstone of INFUSEmedia's approach, not just a catchphrase. To ensure smooth alignment and brand consistency, they work closely with clients to understand their brand voice, message, and content objectives. Furthermore, their content strategy is inherently responsive and adaptable, allowing it to adapt to the market and the business's ever-changing demands. INFUSEmedia's approach to content creation fundamentally defies convention. It's a creative endeavor with the purpose of creating quantified, strategically focused, and engaging experiences in order to convert the ideal audience into qualified prospects. This commitment to producing distinctive and results-oriented content experiences separates INFUSEmedia in the competitive world of B2B marketing.

The cooperation between INFUSE and Kaspersky Lab is a perfect example of how well INFUSE's strategic initiatives were executed. Kaspersky Lab is a fast-growing global security software powerhouse, developing and distributing its own award-winning security solutions. Kaspersky Lab employs more than 2,800 people in over 30 countries. Initially, Kaspersky Lab partnered with INFUSEmedia to develop and launch its first centralized international, business-to-business, Pay Per Click lead generation campaign. As the program grew more than 100% annually, Kaspersky Lab tasked INFUSEmedia to further increase lead generation through content syndication and additional targeted marketing campaigns. The figure 2.1. illustrates the successful implementation of the marketing program at Kaspersky Lab company, which, over the course of 12 months, has resulted in a substantial increase in the volume of created content.



**Figure 2.1. The implementation of INFUSE marketing program**

Source: Kaspersky Lab case study. (2019). Retrieved from <https://www.slideshare.net/KyleWoodruff6/kaspersky-lab-case-study-136995130>

INFUSEmedia built a Content Marketing Program for Kaspersky, through which Kaspersky's digital assets are being distributed to qualified prospects who are actively looking for these resources. The team has combined this syndication strategy with paid search, display, and retargeting campaigns. By tracking and testing every detail of the campaigns - from company size and location to professional title - the team at INFUSEmedia has been able to refine its campaigns, engaging users at the most



opportune moments and locations throughout the internet. INFUSEmedia has fine-tuned its adverts by gathering and testing every aspect, including firm size, area, and professional title, to engage people at the best time and location across the internet. Due to INFUSEmedia's content marketing strategy, Kaspersky Lab now benefits from a large lead volume, which constitutes over 90% of the firm's leads. After the first year of collaboration, the team at INFUSEmedia had delivered seven times as many sales-qualified leads to Kaspersky Lab as they have received prior to working with INFUSEmedia. The cost per sales-qualified lead had also decreased by more than half.



**Figure 2.2. Kaspersky Lab's cost per sale and increase in qualified leads over 12 months**

Source: Kaspersky Lab case study. (2019). Retrieved from <https://www.slideshare.net/KyleWoodruff6/kaspersky-lab-case-study-136995130>

The graph demonstrates that the cost of making a sale decreased throughout a year. The first month was \$140, but by the 12th month, it had dropped to \$70. This signifies that the cost of making a sale has decreased by 50% over the past year. At the same time, the overall number of potential clients (qualified leads) increased. They started with 20, and by the end of the year, there were 80 (Figure 2.2.). As a result, the number of prospective clients quadrupled throughout the course of the year. Essentially, the firm spent less money per transaction, and more consumers were interested in their product over the course of the year.

Summing up, INFUSEmedia's content marketing strategy has resulted in a significant number of leads for Kaspersky Lab, accounting for more than 90% of the

company's total. In the first year of partnership, INFUSEmedia generated seven times as many sales-qualified leads for Kaspersky Lab than it had previously. The cost of a sales-qualified lead has also decreased by more than half. (Kaspersky Lab case study, 2019).

## **2.2. Strategies and frameworks leveraging marketing management for operational efficiency**

INFUSEmedia's marketing and commercial departments are highly integrated and data-driven. The company uses a variety of tools and technologies to track and measure the results of its demand generation campaigns. This data is then used to continuously optimize and improve the company's strategies. The marketing department is responsible for creating and distributing high-quality content that is relevant and engaging to INFUSEmedia's target audience. The department also manages the company's social media presence and runs targeted advertising campaigns. The commercial department is responsible for generating and qualifying leads, negotiating and closing deals, and managing customer accounts. The department also works closely with the marketing team to ensure that all of INFUSEmedia's demand generation activities are aligned and effective. More detailed insights into both departments, including their teams and responsibilities, were obtained through discussions with the company's employees, as presented in Table 2 below.

Table 2.1

Management departments in INFUSEmedia company

<b>Department</b>	<b>Team</b>	<b>Responsibilities</b>
<b>Marketing</b>	Demand generation team	Generates leads and demand for the company's products or services by creating and executing marketing campaigns that target potential customers.
	Product development team	Develops new products or services or improves existing ones.

	Market research team	Conducts market research to identify and understand customer needs and wants.
	Promotion team	Creates and distributes marketing materials, such as brochures, websites, and social media posts, to promote and sell the company's products or services.
	Sales team	Provides support to the sales team by providing them with leads and information about the company's products or services.
<b>Commercial</b>	Lead generation team	Identifies and qualifies potential customers.
	Customer support team	Provides customer support before, during, and after the sales process.
	Sales negotiation team	Negotiates and concludes sales contracts with customers.
	Account management team	Manages customer accounts and relationships.

Source: compiled by the author based on data of INFUSEmedia <https://infusemedia.com>

The main consumers of company's services are B2B decision-makers that are looking to drive qualified interest in their products or services. The company's target audience includes businesses of all sizes around the world who seek to accelerate their pipeline potential by targeting the right audience, engaging in conversations with thoughtful and provoking content, and converting the ideal customer in a variety of industries, including technology, healthcare, financial services, and manufacturing. The company's audience is looking for a demand generation partner that can help them to generate leads, nurture leads, close deals, and grow revenue. Its audience is constantly evolving, so the company is always looking for new ways to reach and engage them. The company employs various methods to monitor the demand for materials and commodities

across different periods, with the most effective being the monitoring of sales data. For instance, an increase in INFUSEmedia's sales of a specific product often signifies a corresponding rise in demand for the materials and commodities required for its production.

To reach the target audience, generate awareness of its brand and services, and encourage potential customers to purchase the services, INFUSEmedia uses several communication marketing actions, including public relations and advertisement. Public relations are a core communication marketing action for INFUSEmedia. The company issues press releases to announce new products, services, and partnerships. INFUSEmedia also hosts events and webinars to generate media coverage and build relationships with key stakeholders. Advertisement is another important communication marketing action for INFUSEmedia. The company runs online ads on search engines and social media platforms. Social media is a particularly effective channel for brand promotion, and INFUSEmedia regularly uses its LinkedIn profile to post case studies, educational materials, podcasts, and event announcements. One of the coolest customer offerings on LinkedIn is The INFUSE Beacon newsletter, which is published monthly and now has over 9,000 subscribers. It features informative and engaging articles that share valuable content and insights on demand generation (LinkedIn. The Infuse Beacon).

In the sphere of marketing automation, INFUSEmedia's approach extends beyond the fundamentals, offering a possible application that goes well beyond automating routine tasks such as email marketing and social media scheduling. One notable component is the research of an advanced marketing automation platform. This advanced technology has the potential to significantly improve lead management and scoring by automating the collection and quality of leads from various sources. The marketing automation platform can evaluate leads based on interaction and demographics, ensuring rapid routing to the right sales personnel for best follow-up. INFUSEmedia may also leverage the marketing automation platform's automation features to develop bespoke customer journeys, tailoring messaging to a lead's interests, behavior, or stage in the buying experience.

Moreover, the program may dynamically change website content and landing pages, providing users with a more tailored experience depending on their information. This includes the ability to dynamically change headlines and offers on landing pages based on the visitor's company or industry. In addition, the marketing automation platform offers thorough reporting and data on campaign performance. INFUSEmedia may utilize this data to continually optimize marketing efforts by measuring metrics such as email open rates, click-through rates, and lead conversion rates for each campaign, allowing them to find areas for improvement and maximize return on investment.

In the sphere of project management, INFUSEmedia sees the potential for solutions that go beyond communication and workflow management. Project management systems can offer more complex features that enhance many aspects of marketing campaigns. One such use is resource allocation and tracking. With these capabilities, INFUSEmedia can efficiently allocate team members and resources to specific campaigns and projects. Real-time monitoring of progress and resource utilization allows for optimal efficiency and timely project completion. Project management systems also assist with content planning and production, streamlining the content development process. Setting deadlines, handling adjustments, and ensuring deliverables are delivered on time and under budget are all smooth procedures using these tools. The campaign management is another area in which project management systems excel. They offer a centralized platform for organizing and tracking all aspects of marketing campaigns, such as social network posts, email blasts, and landing sites. This guarantees that campaigns are executed smoothly and consistently, which contributes to overall brand coherence. Integrating project management tools leads to better client communication and reporting. These solutions enable INFUSEmedia to convey campaign progress updates, deadlines, and deliverables to customers, increasing transparency and collaboration. The technologies enhance communication channels by providing clients with real-time updates on project milestones and ensuring that expectations are fulfilled.

INFUSE's "Marketing Bee" is at the root of the company's operations, utilizing superior project and campaign management. Even if the concept isn't precisely defined, a closer glance at the article and some awareness of B2B marketing tactics allow us to make

some educated conclusions about what it may contain and how it may help to INFUSEmedia's improved project and campaign management. The "Marketing Bee" might indicate an agile project management technique, like a bee colony that continually adjusts to its surroundings. This approach thrives on quick testing, data-driven feedback loops, and ongoing optimization, ensuring that ads are both relevant and effective. Bees have sophisticated automation and communication systems inside their hives. The "Marketing Bee" symbol may reflect INFUSEmedia's use of technology and marketing automation solutions. Automating tiresome duties saves time for creative and strategic execution (Partner campaigns: 5 strategies for driving performance, "Marketing Bee", [infusemedia.com](https://infusemedia.com)).

In response to the economic challenges caused by the Covid-19, INFUSEmedia has launched an important initiative to support struggling companies. This program provides an entirely free service to assist businesses during tough times. The aim of this campaign is to provide major help to eligible firms, who will receive a bundle of 100 leads as well as a full marketing support package. INFUSEmedia is providing this support free of charge and with no commitments, with the goal of empowering businesses to succeed even in the face of a worldwide epidemic. This package provides organizations with the necessary tools to build new partnerships. The package includes:

- A comprehensive lead nurturing guide;
- A set of marketing or SDR email templates for effective communication;
- A customized banner advertising set crafted and written by top-demand generation professionals;

Recognizing that each business faces unique challenges, they tailor their help to fit specific needs. Businesses may get free consultations and advice on tailored marketing programs and tactics from the skilled professionals at INFUSEmedia. These are specifically developed to aid businesses in adapting to the shifting conditions caused by the outbreak. This might include launching targeted outreach activities for consumers, increasing web exposure, or preparing crisis communication preparations ("The great tech stall", [infusemedia.com](https://infusemedia.com)).

Understanding the potential of intriguing content to attract users and increase conversions, INFUSEmedia provides free assistance in creating high-quality content. The idea is to develop content like blog posts, infographics, or social media materials that appeals to the current market, attracting and retaining people.

### **2.3. Analysis of INFUSEmedia's approach in navigating dynamic industry trends**

INFUSEmedia takes a comprehensive approach in the field of strategic management to navigate the ever-changing business environment effectively. This entails a meticulous analysis of the company's internal and external environments, formulation of well-defined objectives, and the implementation of strategic initiatives to achieve sustainable growth and competitive advantage. At INFUSEmedia, strategic management is more than just a process, it's a philosophy deeply ingrained in the company's mission, values, and daily operations. Its strategic management is underpinned by a set of core values that steer its decision-making and actions:

- Client-obsessed: the company places clients at the center of its universe, focusing on their unique needs and aspirations.
- Innovative and forward-thinking: INFUSEmedia thrives on innovation, constantly exploring new horizons and staying ahead of industry trends.
- Data-driven and results-oriented: Strategic decisions are rooted in data and driven by the pursuit of tangible, measurable outcomes.
- Collaborative and team-oriented: collaboration is a cornerstone, fostering a culture of teamwork that fuels creative solutions.
- Committed to continuous improvement: the pursuit of excellence is relentless, with a commitment to ongoing growth and enhancement.

INFUSEmedia describes itself as a worldwide, high-performance demand partner for B2B organizations. Navigating the ever-changing B2B market requires adaptability and strategic preparation. INFUSEmedia has built a solid foundation for managing appearing B2B trends. Their data-driven approach, omnichannel strategy, and content focus position them well to adapt to industry changes. However, emphasizing real client

successes, providing additional insight into their approach, and expanding thought leadership efforts may help them solidify their reputation as a reliable B2B demand generation partner ( [infusemedia.com](http://infusemedia.com)).

Moreover, INFUSEmedia takes an integrated method to strategic marketing management in order to navigate the constantly evolving business climate. This requires doing a thorough examination of the company's internal and external environments, developing well-defined objectives, and implementing strategic initiatives to achieve long-term growth and competitive advantage. In order to gain a better understanding of INFUSEmedia's strategic management, the company's SWOT analysis, which is a strong technique for assessing strengths, weaknesses, opportunities, and threats, is presented in the table below.

Table 3.1

SWOT matrix of INFUSEmedia company

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Global reach with over 800 employees in more than 15 countries</li><li>• Strong focus on technology and innovation</li><li>• Expertise in demand generation and lead generation</li><li>• Strong customer base, including some of the world's leading B2B companies</li><li>• Client-centric culture with a focus on continuous improvement and innovation</li><li>• Data-driven and results-oriented approach</li></ul>	<ul style="list-style-type: none"><li>• Relatively new company, founded in 2012</li><li>• Faces competition from other large demand generation and lead generation companies</li></ul>



Opportunities	Threats
<ul style="list-style-type: none"> <li>• Growing demand for demand generation and lead generation services</li> <li>• Expanding into new markets, such as Asia and Latin America</li> <li>• Developing new products and services, such as marketing automation and customer relationship management (CRM) software</li> <li>• Helping clients to adopt new technologies and marketing trends</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturn</li> <li>• Changes in technology and consumer behavior</li> <li>• Increased competition from other demand generation and lead generation companies</li> </ul>

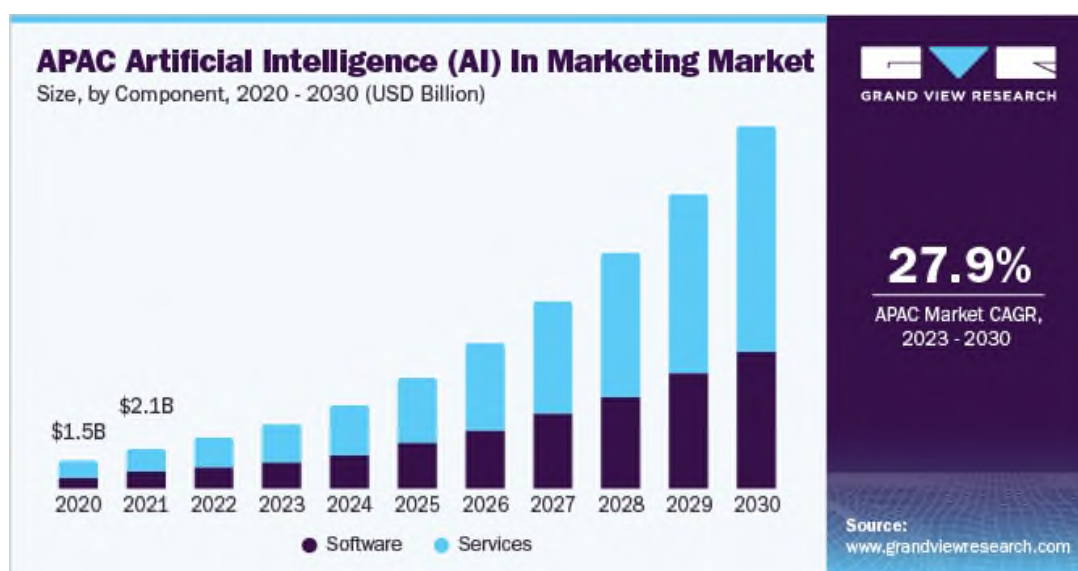
Source: compiled by the author based on the data of INFUSEmedia <https://infusemedia.com>

Nowadays, the marketing industry is undergoing a fundamental transformation, powered by the dynamic capabilities of artificial intelligence. AI is revolutionizing how businesses communicate with their target audiences, from customizing customer experiences to automating repetitive tasks. In this chapter, I want to go more into current AI applications in marketing, as well as how INFUSE benefits from them.

AI applications in marketing include personalized content delivery based on real-time consumer data analysis. This not only enhances relevance, but also increases conversion rates and customer satisfaction. AI systems excel at analyzing consumer data patterns to build effective audience segmentation, allowing marketers to precisely target advertising and maximize budget allocation. AI automates content creation and curation, producing unique blog posts, ad copy, and product descriptions. The technology customizes content depending on audience preferences and optimizes it for search engines. Furthermore, predictive analytics is a powerful approach that allows AI to analyze previous data and anticipate future customer behavior. This enables marketers to

anticipate client needs and proactively provide relevant information and offers. Marketing automation is another element in which AI automates repetitive tasks like as email marketing, social media scheduling, and ad campaign management, freeing up time for strategic endeavors. Looking ahead, advancements in AI marketing include the growth of generative AI, which generates targeted content assets like as photographs and videos. There is also an increasing emphasis on explainability and openness in AI decision-making, which is crucial for building trust (IBM, 2023, “AI in marketing”) .

Another crucial thing is integration with the Internet of Things (IoT) and wearables provides more user behavior data, enhancing AI's personalization capabilities. However, ethical problems are crucial in AI marketing, since they address issues like data privacy, bias, and algorithmic fairness. Addressing these issues is crucial for the appropriate and sustainable usage of AI in marketing (Allied Market Research, 2023, “AI in IoT Market”).



**Figure 2.3. AI in Marketing Market**

Source: Grand View Research. (2021). Artificial Intelligence in Marketing Market Size Report. Retrieved from <https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-marketing-market-report>

Statistical insights are invaluable benchmarks for businesses navigating the complex environment of consumer preferences and market trends. They offer a quantitative lens through which to analyze the transformative influence of artificial intelligence in marketing. The evidence of this can be seen in the statistical dimensions

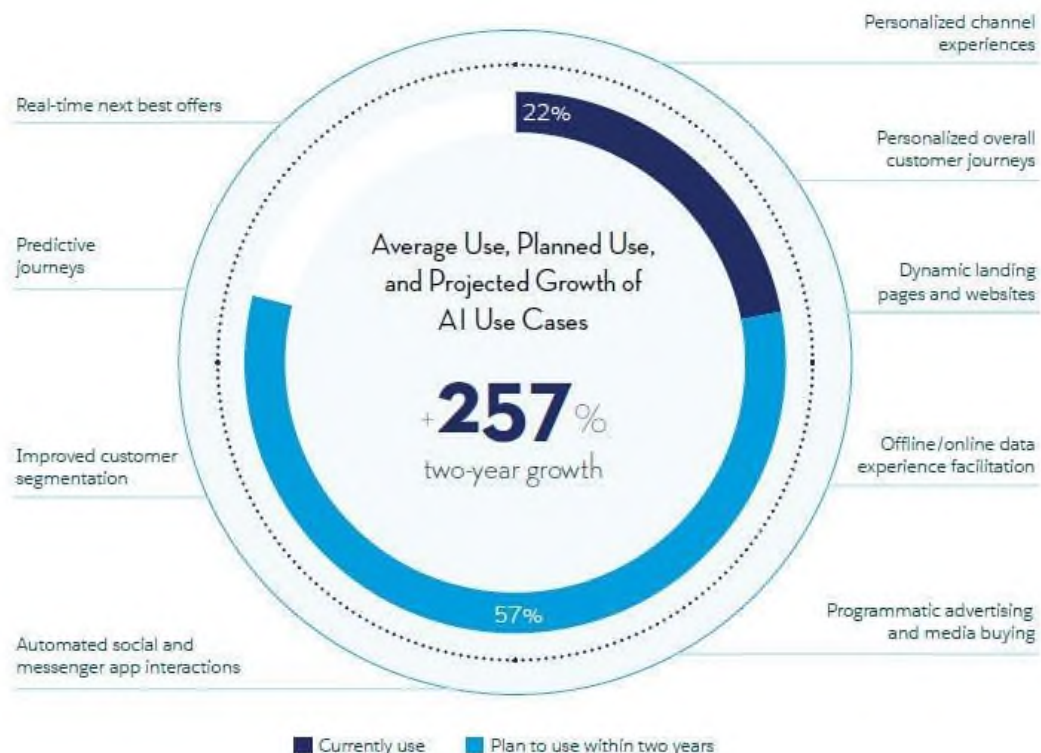
of the AI in marketing domain, which provide a thorough overview of market size, growth projections, and sector-specific contributions, highlighting the measurable advancements that support the changing paradigm of AI-driven marketing strategies. The global artificial intelligence marketing market was valued at USD 12.64 billion in 2022, and it is expected to rise at a compound annual growth rate (CAGR) of 26.6% between 2023 and 2030 (Figure 2.3.). The rising use of machine learning and artificial intelligence to increase the acceptability of social networking platforms, individualized consumer experiences, and the expansion of online commerce are the primary drivers of market growth.

AI enables advertisers to better target and segment their consumers, as well as create more personalized experiences. AI has helped to drive success in a wide range of industries, including automotive, insurance, finance, retail, and healthcare. AI is poised to enhance the efficacy, efficiency, and impact of advertising, from more precise audience targeting to automated ad generation and delivery. For example, IBM Watson, a data analytics processor developed as part of IBM's DeepQA project, uses artificial intelligence to assist merchants in creating more personalized buying experiences by exploiting real-time data that more accurately represents a customer's current purchasing condition (Grand View Research, Artificial Intelligence in Marketing Market Size Report, 2021).

With product-driven marketing tactics, INFUSE has gradually given way to customer-centric ones in business marketing plans. Long-term relationships with customers are crucial for firms to succeed in the cutthroat world of AI marketing. To better understand their customers and predict their behavior based on product sales, they have an incentive to make changes. A customer-centric strategy places a strong emphasis on providing exceptional customer service both before and after the transaction in order to increase customer loyalty and order repetition while also fostering business expansion. Depending on the goals, target audience, and messaging of the advertiser, AI-powered technology may generate pictures, videos, and other kinds of advertising content. In addition to reducing the cost of working with an advertising agency, it could assist businesses in creating advertisements more swiftly and effectively. With 59.3% of market

revenue in 2022, the services sector will be in the lead. The application of AI to enhance customer support and assistance is the focus of the marketing industry's service sector. AI-driven customer care solutions are making it possible for companies to offer more specialized customer assistance. AI systems have the potential to improve customer satisfaction by providing tailored recommendations and solutions based on the assessment of client data, including past purchases and browsing behavior. AI also helps companies to deliver more rapid, effective, and customized customer care (Forbes, “Charts That Will Change Your Perspective Of AI In Marketing”).

#### Marketers Are Experimenting with AI in an Assortment of Ways

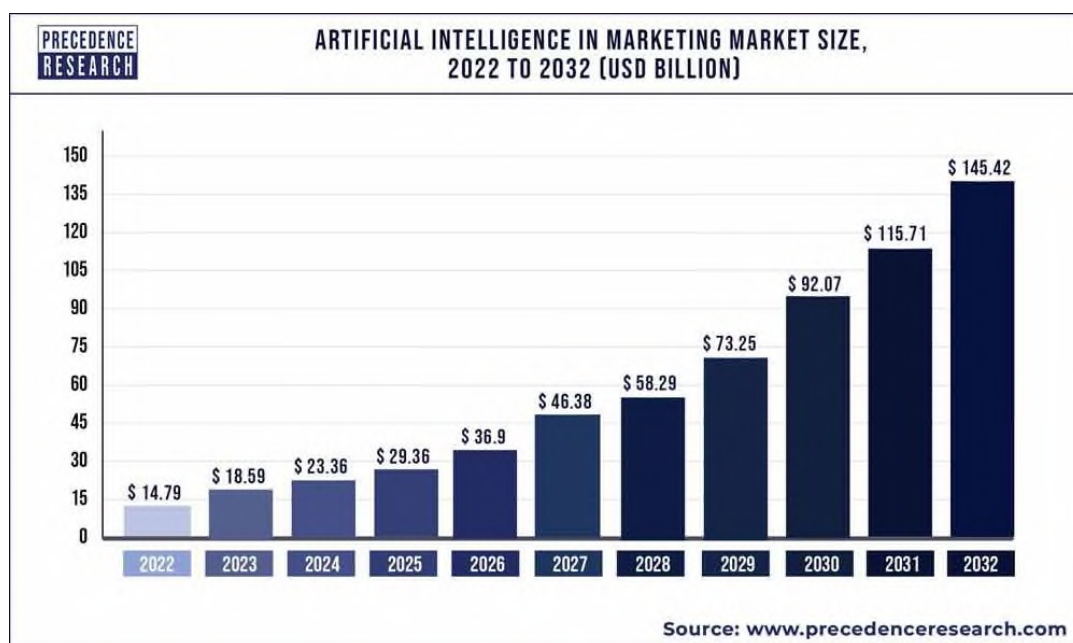


Base: Marketers currently using AI or planning to use AI

**Figure 2.4. Ways marketers are experimenting with AI**

Source: Forbes, Louis Columbus. (2019). Charts That Will Change Your Perspective Of AI In Marketing. Retrieved from <https://www.forbes.com/sites/louiscl Columbus/2019/07/07/10-charts-that-will-change-your-perspective-of-ai-in-marketing/?sh=37c3d29c2d03>

The graphic shows the sharp difference in how AI is predicted to be used in marketing in the future compared to its current state. Marketers are presently using some apps extensively, such dynamic landing pages and personalized channel experiences, while others are still in the experimental stage. Predicted rise of individualized entire client experiences is a noteworthy trend, with a staggering 257% increase anticipated in the next two year (Figure 2.4.). This suggests a shift away from single touchpoints and toward more comprehensive AI-driven experiences that span the whole customer lifetime. The chart highlights the wide range of applications and the rapid rate of adoption, offering significant insight into the expanding field of AI marketing. However, it's important to understand that AI is not an all-encompassing cure-all. The necessity for human oversight, ethical issues, and data privacy concerns are all still important aspects of this technological revolution. The image encourages us to consider the potential of AI in the future in terms of automation, customization, and data-driven insights. It also serves as a reminder of how to manage moral dilemmas in the context of a human-centered marketing approach. By doing this, we can effectively leverage AI's promise to create a future where marketing thrives and consumers have meaningful and satisfying experiences.



**Figure 2.5. AI in Marketing Market Size, 2022-2032**

Source: Precedence Search. (2023). Artificial Intelligence in Marketing Market. Retrieved from <https://www.precedenceresearch.com/artificial-intelligence-in-marketing-market>

The number of marketers employing generative AI to generate demand increased significantly in 2023. 73% of marketers were utilizing generative AI internally just six months after OpenAI's GPT4 was introduced (Figure 2.5.). INFUSE Insights reports that content generation has been the most popular use case, with marketers using AI to produce complete blog postings as well as text for emails and social media (Precedence Search, 2023, “Artificial Intelligence in Marketing Market”).

INFUSE Demand Accelerator is an incredible piece of evidence and a significant project by INFUSEmedia that uses AI technology. The INFUSE Demand Accelerator is the first and only real-time demand intelligence tool in the marketing industry. This fully female-led technology developed by INFUSEmedia provides clients with real-time insight into the performance of their demand campaigns, allowing them to assess their needs and supply custom-tailored solutions to achieve the required outcomes.

The INFUSEmedia team realized that conventional methods of evaluating the success of programs were occasionally inaccurate or out-of-date, so they conducted research and developed an internal system to provide clients with real-time data and useful insights. Demand Accelerator has significantly impacted INFUSE as well as its clientele. By offering timely and pertinent information on the success of ongoing programs and by optimizing investment and decision-making, it has improved demand-generating services. Consequently, now clients have real-time intelligence and can utilize industry standards to steer their strategy and accomplish campaign goals. Demand Accelerator is an example of how the INFUSE culture of innovation stimulates ideas from throughout the business through the innovative use of advanced AI technology and digital platforms, resulting in favorable consequences for both the organization and its clients (NYX Awards, “Demand Accelerator: a first-to-market and only real-time dem”, 2023).

## **CHAPTER III. INNOVATIVE STRATEGIES AND SOLUTIONS IN INTERNATIONAL MEDIA TECHNOLOGY MANAGEMENT FOR ENHANCING PERFORMANCE AND ACTIVITIES**

### **3.1. Analysis of current performance and activities in the marketing management sector of INFUSEmedia**

The company's goal is to help business-to-business companies get everything they need to create demand and great outcomes. Demand generation is the practice of making people aware of a business's products or services to get potential clients (leads) and sales. The company provides many demand generation services, like lead flow dashboards, event promotion, brand awareness, targeted marketing, account-based marketing (ABM), and content marketing. Reviews from clients and awards show this company is well-known in the demand generation field for doing great work. The company is a leader in creating successful marketing campaigns for its clients. It uses the newest digital marketing tech and data insights to do this. INFUSEmedia is known for its multi-channel outreach and smart use of content marketing. The company has a client-focused culture that values innovation and constantly improving. INFUSE wants to help clients use new technologies and stay up-to-date on marketing trends.

Furthermore, INFUSE has a clear purpose, which is to be a global engine that helps B2B companies get qualified interest. The company does this by supporting its communities, using technology and innovation to get great results for clients. INFUSE is also committed to being socially responsible and making the world a better place. This shows in the different causes the company supports and its work to help those in need. This mission guides the company's strategy towards client success and innovation. The company places a lot of value on being involved in the community and giving back. This focus on evolution and client success is central to how INFUSE is managed, creating an environment where growth and innovation can thrive. INFUSE's key priorities are helping clients succeed, innovating, and continuously improving. This drives the company's continued growth and success in demand generation.

The main consumers of company's services are B2B decision-makers that are looking to drive qualified interest in their products or services. The company's target audience includes businesses of all sizes around the world who seek to accelerate their pipeline potential by targeting the right audience, engaging in conversations with thoughtful and provoking content, and converting the ideal customer in a variety of industries, including technology, healthcare, financial services, and manufacturing. The company's audience is looking for a demand generation partner that can help them to generate leads, nurture leads, close deals, and grow revenue. Its audience is constantly evolving, so the company is always looking for new ways to reach and engage them.

INFUSEmedia uses a variety of channels to connect with its audience, including social media, email marketing, and content marketing. Looking at the audience profile (Figure 3.1), it's clear that the main consumers are a mid-management level professional, but also include other decision-makers like VPs of sales and marketing, directors of sales and marketing, demand generation and lead generation managers, marketing and sales managers from the industries like technology, healthcare, financial services, manufacturing and others.

## AUDIENCE PROFILE



**Figure 3.1. The graph of INFUSE's audience profile**

Source: INFUSEmedia website. Audiences. Retrieved from <https://infuse.com/audiences/>

The company utilizes various methods to monitor the demand for materials and commodities across different periods, with the most effective being the monitoring of sales data. For instance, an increase in INFUSEmedia's sales of a specific product often signifies a corresponding rise in demand for the materials and commodities required for its production. Another valuable method is gathering customer feedback through surveys and reviews which helps identify areas where the enterprise may need to make adjustments to its inventory levels.



To reach the target audience, generate awareness of its brand and services, and encourage potential customers to purchase the services, INFUSEmedia uses several communication marketing actions, including public relations and advertisement. Public relations are a core communication marketing action for INFUSEmedia. The company issues press releases to announce new products, services, and partnerships. INFUSEmedia also hosts events and webinars to generate media coverage and build relationships with key stakeholders. Advertisement is another important communication marketing action for INFUSEmedia. The company runs online ads on search engines and social media platforms. Social media is a particularly effective channel for brand promotion, and INFUSEmedia regularly uses its LinkedIn profile to post case studies, educational materials, podcasts, and event announcements. One of the coolest customer offerings on LinkedIn, a professional social networking platform, is the INFUSE Beacon newsletter, which is published monthly and now has over 35,000 subscribers. It features informative and engaging articles that share valuable content and insights on demand generation.

The company uses advanced technology systems to improve its marketing and help its clients succeed. One of the company's innovations is the Intent Driven Marketing system, which uses artificial intelligence. This system carefully analyzes people's online behavior and activity, like their searches, website visits, and social media interactions. It figures out what people are really interested in. The company then uses this information to create marketing that matches those interests. It helps them connect with the audience in a more engaging and effective way. The company also has another great AI-powered system called Triple Intent Signaling (INFUSEmedia. Triple Intent). This collects online interest data from three different sources and combines it into focused product categories. The three-part approach gets rid of any incorrect interest signals, so the clients get the most accurate and useful data. Additionally, the benefits of these intelligent systems are tangible. A B2B software firm uses Intent Driven Marketing to precisely target potential customers showing interest in their products. A consumer goods company taps into Triple Intent Signaling to uncover untapped market opportunities and a SaaS (Software as a

Service) provider leverages AI-powered Competitive Displacement to re-engage customers who've switched to rival brands.

By continuously innovating with cutting-edge technologies like artificial intelligence, INFUSE empowers its clients to stay ahead of the curve. This dedication to innovation and client success is at the root of INFUSE's strategy, establishing it as a leader in producing quantifiable outcomes through intelligent demand creation.

### **3.2. Innovative approaches and to enhance performance in international marketing management**

In recent years, the rise in popularity and efficiency of artificial intelligence technology has influenced the marketing industry. The integration of AI provides a lot of benefits to marketers and significantly enhances business performance. Nowadays, a wide range of AI technologies have been created and applied for a variety of marketing purposes. These tools play a pivotal role in collecting vital data, researching customer behavior, and analyzing information to help businesses achieve their goals. As a result, businesses can make informed decisions, modify their tactics to fit client expectations, and ultimately remain ahead in the changing world of modern marketing.

Artificial intelligence in marketing includes a wide range of tools and applications, such as content production, customization, chatbots, ad optimization, and analytics. First of all, AI simplifies content creation by suggesting subjects, generating outlines, and even producing whole blog articles or social media material that aligns with the company culture and target demographic. The great opportunity in content creation marketing is personalized outreach. Personalization is enhanced when AI analyzes consumer data to customize website experiences, email marketing, and product suggestions for each unique client. Furthermore, AI-powered chatbots work around the clock to answer questions, provide support, and even qualify leads. In advertising, AI optimizes targeting and bidding techniques and implement them on different platforms such as Google Ads and social media campaigns.

Effectively implementing AI into business processes requires considerable effort, time, and knowledge on the part of marketers. They need to have a good understanding

of the company's marketing strategies and recognize the opportunities for integrating AI. To implement AI efficiently in business, it's crucial to start small and focus on a specific area with clear goals and challenges. Whether it's improving lead generation or enhancing content creation, starting with just one AI tool allows for a more concentrated effort. Moreover, ensuring data quality is critical since AI algorithms rely on accurate, clean, and up-to-date consumer data to work properly. Another critical role for marketers is to monitor and track the effects of AI work, since we know it is not always reliable and consistent. Tracking the achievements of AI-powered projects, making changes depending on the results, and experimenting with alternative ways all contribute to long-term success.

The 2023 State of Marketing AI Report, which was released with the findings of a recent poll, demonstrates the potential of AI technology for business growth. According to the most recent research findings, 68% of marketing executives at the director level and up believe their organization would see extremely high growth if AI and automation were completely deployed. Furthermore, according to 62% of business executives, their organization has already made an investment in AI and automation solutions that their team members can use. Of those, 71% indicate a positive return on investment, and 72% claim that AI and automation increase employee productivity.

The development of AI technologies in marketing is still ongoing, and the market is predicted to reach \$78.8 billion by 2030, growing at a 26.9% compound annual growth rate throughout the forecast period. Based on insights from the GlobeNewswire press release and current marketing trends, AI is anticipated to revolutionize various aspects of marketing. Through hyper-personalized email marketing, highly targeted advertising, and dynamic website experiences, enhanced customization will redefine campaigns. AI's contribution to advanced content creation includes data-driven content optimization, automated video and picture production, and strong authoring tools. Real-time campaign optimization, demand forecasting, and customer churn prediction will be made possible by the development of predictive marketing and analytics technologies. Operations will be streamlined by automating duties like lead scoring, social media management, and market research. Beyond this, AI is expected to help with voice search optimization,

marketing return on investment analysis, and the development of immersive augmented and virtual reality experiences. Ultimately, the incorporation of AI holds the potential to enhance efficiency, personalize interactions, and bolster strategic decision-making within the marketing industry.

On the other hand, using AI in marketing sphere has its disadvantages. For instance, AI-powered tools, such as ChatGPT, face several challenges that can affect their performance and the quality of the content they generate. One significant issue is the presence of inaccuracies and inconsistencies. AI models learn through a process of testing, making errors, and receiving feedback. While ChatGPT continually refines its language model based on user interactions, there is still a considerable amount of time required to train these tools effectively. Furthermore, there is no guarantee that all the information they provide is accurate. The reliability of the content also depends on the availability of relevant information on a given topic.

AI poses specific limitations that marketers should be aware of. One such limitation is the knowledge cutoff inherent in AI systems like ChatGPT. These systems lack access to articles, statistics, and data published after September 2021, as their information import ceased to facilitate the software's launch. This restriction becomes a significant concern for marketers as it heightens the risk of generating content that is outdated and irrelevant, preventing them from incorporating the latest information and trends into their marketing strategies. Furthermore, the lack of human insight in AI-generated content is particularly problematic for marketing purposes. The output often sounds mechanical, lacking the human touch and empathy that resonates with audiences. Additionally, AI tools are unable to identify offensive material or potential bias in the information they retrieve. This poses a risk for marketers, as the content they produce may inadvertently stray from their brand's voice, values, and desired messaging. Moreover, the issue of plagiarism becomes a pressing concern when relying on AI for marketing content creation. AI tools do not provide citations, exposing marketers to potential accusations or legal action related to plagiarism. Without proper accreditation, there is an increased risk of using unverified and potentially unreliable content, which undermines the credibility and authenticity of marketing campaigns.

Despite the negative sides of using AI in marketing mentioned earlier, AI tools have gained the trust of marketers and have become integral to their everyday work. In fact, statistics reveal that 47% of marketers place their trust in AI for ad targeting, making it the most widely adopted AI application in marketing. This is closely followed by activities such as real-time content and offer personalization (42%), optimizing email send times (39%), and calculating conversion probabilities (37%). The data also indicates an interesting trend that marketers are more inclined to rely on AI for tasks that are repetitive or data-driven, while they exhibit less confidence in using AI for activities that require creativity or human judgment. By leveraging AI for tasks that are well-suited to its capabilities, marketers can tap into the efficiency and data-driven insights that AI offers. This allows them to allocate more time and resources to areas that require human expertise, creativity, and strategic decision-making.



**Figure 3.2. Leading activities marketers trust artificial intelligence**

Source: Statista. Leading activities marketers trust artificial intelligence (AI) to do for them in selected economies worldwide as of January 2022. Retrieved from <https://www.statista.com/statistics/1304112/activities-marketers-trust-artificial-intelligence-to-do-world/>

AI generative models will grow in strength and accuracy as technology advances and new artificial intelligence algorithms emerge. This will allow them to better respond

to marketers' demands and provide new, previously unavailable possibilities to improve consumer relations. On the contrary side, society is becoming more aware of the difficulties surrounding AI use, and new legal efforts governing the use of generative models in marketing may emerge. Marketers will need to react to these developments while striking a balance between innovation and social responsibility. In all probability, artificial intelligence will play a major role in marketing in the future with generative models emerging as one of the most crucial tools at their disposal. Success will be achieved by professionals who can effectively harness the advantages of automation, combine it with an innovative strategy, and prioritize the interests of their clients. By continuously adapting to new technologies and staying attuned to the evolving landscape of this field, marketers can maintain their competitiveness and effectively address marketing challenges.

### **3.3. Implementation of innovative solutions in international marketing management**

In today's changing global business world, international marketing businesses are always looking for new and creative ways to reach customers around the world. International marketing innovation is a powerful concept that drives the success of businesses in the global marketplace. It involves the development and implementation of creative and novel ideas to effectively reach and engage international audiences. Companies have to find ways to stand out and provide engaging, personalized experiences for customers in different countries. International marketing innovation is a dynamic and multifaceted concept that holds the key to unlocking global success. By understanding the global market landscape, identifying emerging trends and consumer insights, cultivating a culture of creativity, leveraging technology, collaborating with local partners, tailoring strategies for different cultural contexts, and measuring the impact of their initiatives, businesses can develop and implement innovative marketing solutions that captivate audiences worldwide (FasterCapital. International marketing innovation: How to foster and implement creative and novel ideas for your international marketing). While there are many innovative solutions and trends in international

marketing, three big ones stand out. These are using artificial intelligence (AI), video marketing, and social e-commerce. These new approaches allow brands to automate tasks, personalize communications, tell exciting stories, and integrate shopping into social media. All of this helps them build stronger relationships with customers globally.

Innovative technologies are transforming the landscape of international marketing, and one of the most impactful developments in this space is the rise of artificial intelligence (AI). Across the industry, brands are harnessing the power of AI to streamline operations, personalize customer experiences, and uncover data-driven insights at scale. Artificial intelligence (AI) has impacted nearly every aspect of the business world. Marketers have been especially receptive to incorporating AI into their efforts. According to MarTech, 61.4% of marketers have utilized AI for their activities, and 88% believe their businesses need to use AI and automation more to maintain competitiveness. Last year, many marketers leveraged generative AI for content creation. This trend is expected to continue, but AI will also improve other aspects of marketing. For instance, researchers predict marketers will use generative AI and algorithms to analyze customer data that's increasing in volume and complexity. The insights AI-powered data analytics provides will enable marketers to create more personalized content in real-time (Marcom (2024) Global Marketing Trends). Another prominent application of AI in international marketing is the deployment of intelligent chatbots and virtual assistants. Companies can leverage AI-powered chatbots across their websites and social media channels to provide round-the-clock customer support and service in multiple languages. This not only enhances the user experience for global consumers, but also helps to optimize internal operations and increase efficiency.

In addition, advanced AI algorithms can analyze vast troves of customer data to generate highly personalized product recommendations, content, and advertising for internationally diverse audiences. Innovative brands are harnessing the power of AI to power predictive analytics and hyper-personalization, delivering tailored experiences that resonate with customers across global markets. By strategically integrating AI capabilities into their international marketing operations, organizations can drive greater efficiency, responsiveness, and customer centricity - crucial competitive advantages in

today's fast-paced, globalized business landscape. As the adoption and sophistication of AI technologies continues to evolve, their transformative impact on international marketing will only become more pronounced (Locaria. Global Marketing and Localization Trends in 2024).

Furthermore, video content marketing is super powerful when it comes to international marketing. Brands can use it to tell cool stories and show off their products in a really visual, engaging way. The Locaria article says video content is going to keep being a huge part of global marketing strategies - companies are using it to build awareness and connect with customers all around the world (Locaria. Global Marketing and Localization Trends in 2024). One interesting video approach is user-generated content, where brands encourage their customers to create and share their own videos featuring the company's products. This lets them tap into social media influencers, which is a big trend, and create content that feels authentic and relevant to local markets. The MarCom article gives the example of GoPro company, where they've built this massive global following by curating and sharing all these crazy user videos of people using their cameras (Marcom (2024) Global Marketing Trends). Live-streaming is another cool video marketing tactic that's on the rise. Top global brands are starting to do live-streamed demos and virtual events to connect directly with customers in new ways. If marketing teams want their messaging to stick with target audiences, video is the way to go. Research finds that consumers retain 95% of the content they experience while watching a video, compared to only 10% when reading text. On the other hand, marketers must be aware of consumers' incredibly short attention spans. Research from Omnicom Media Group, Yahoo, and Amplified Intelligence revealed astonishing insights into how much consumers pay attention to ads. While 53% of all ad formats met the study's standards for viewability (how and where loads appear on screens), the same percentage received less than 1 second of active attention from consumers.

The rapid growth of social media platforms has also given rise to the emerging trend of social e-commerce, where brands are integrating shopping functionality directly into social media channels. Social commerce will continue to be a key focus for



international brands, providing new avenues for driving sales and building customer loyalty across global markets.

Social media platforms and e-commerce sites are increasingly melding together. Popular sites like TikTok, Instagram, and Facebook have already incorporated e-commerce elements on their sites, with new software and apps being developed that integrate with social media. Social e-commerce promises to simplify the online shopping experience and boost product discovery. Brands also rely on it to drive social proof. Social e-commerce has already delivered on these promises — 53% of consumers worldwide claim they want to shop more on social media platforms in the future, with 67% having done so already.

A great example of social e-commerce is Instagram's "Shoppable Posts". Designed for image-based posts, this social media site was primed for e-commerce. Originally, Instagram only allowed users to follow a link from a post to a page on an e-commerce site. Now, users can click on clothing, home décor, and other items featured in posts and check out directly from Instagram. This convenient tool creates a great experience for the customer (Locaria. Global Marketing and Localization Trends in 2024).

INFUSEmedia leverages innovative approaches and solutions to effectively manage marketing services in today's competitive environment. One such approach is the application of the Ansoff matrix, which helps identify growth opportunities and devise strategies aligned with INFUSEmedia's international marketing objectives. The Ansoff matrix serves as a powerful tool for evaluating growth strategies by considering existing products and target markets. By utilizing this matrix, INFUSEmedia can pinpoint expansion opportunities and navigate the complexities of international marketing. The Ansoff matrix comprises four quadrants: market penetration, market development, product development, and diversification. Each quadrant represents a distinct growth strategy, providing INFUSEmedia with different approaches to maximize success in international marketing.

Table 3.3

## Ansoff growth matrix of INFUSEmedia company

		Products	
Markets	Existing	Existing	New
		<b>Market Penetration</b>	<b>Product Development</b>
		<ul style="list-style-type: none"> <li>Developing targeted marketing campaigns for specific client segments within the existing base;</li> <li>Expand ABM services to capture a larger share of the high-value client segment.</li> </ul>	<ul style="list-style-type: none"> <li>Offering content creation services focused on lead nurturing and thought leadership;</li> <li>Marketing technology services to advise consulting clients on marketing automation tools.</li> </ul>
	New	<b>Market Development</b>	<b>Diversification</b>
		<ul style="list-style-type: none"> <li>Develop industry-specific case studies and marketing materials showcasing INFUSE's success in similar verticals;</li> <li>Attend industry conferences to build brand awareness and network with potential clients.</li> </ul>	<ul style="list-style-type: none"> <li>Focus and target new industry offering customized B2B demand generation solutions;</li> <li>Provide training programs or certifications on B2B marketing strategies and tactics.</li> </ul>

Source: compiled by the author based on data of INFUSEmedia <https://infusemedia.com>

In previous chapters, I highlighted INFUSEmedia's current offerings, which mainly include lead nurturing and marketing services such as Account-Based Marketing (ABM) and future content marketing solutions. These offers illustrate INFUSEmedia's competence in providing efficient B2B marketing solutions while also recognizing the unique demands and issues that these firms deal with.

Market penetration strategies aim to increase INFUSEmedia's market share within their existing client base. This can be achieved by introducing new features or integrations with marketing automation tools, as well as developing targeted marketing campaigns for specific client segments. Market penetration has two key benefits. Firstly, by enhancing

their offerings and adding value for existing clients, INFUSEmedia can foster stronger relationships and increase customer satisfaction. Secondly, capturing a larger market share within their current client base can lead to economies of scale, improved profitability, and a competitive advantage.

Market development involves reaching new customer segments with INFUSEmedia's existing services. To accomplish this, INFUSEmedia can offer industry-specific ABM packages and showcase successful ABM implementations through compelling case studies. Exploring new markets brings several advantages. It diversifies INFUSEmedia's client portfolio, reduces reliance on a single market segment, and expands their sources of revenue. Additionally, targeting new customer segments allows INFUSEmedia to widen their market reach and establish themselves as industry leaders in specific sectors, thereby enhancing their reputation and attracting new clients.

Product development strategies focus on enhancing INFUSEmedia's existing offerings to provide greater value to current clients and attract new ones. This can involve creating marketing automation workflows tailored for ABM campaigns and offering content creation services that emphasize lead nurturing and thought leadership. Pursuing product development offers several benefits. Firstly, by continuously improving their offerings, INFUSEmedia can meet the evolving needs of their clients and stay ahead of competitors. Secondly, specialized services position INFUSEmedia as a trusted partner capable of delivering comprehensive solutions, leading to increased client loyalty, repeat business, and positive referrals.

Diversification strategies involve venturing into new markets or services to broaden INFUSEmedia's capabilities and revenue streams. Examples include providing public relations or influencer marketing services to complement content marketing efforts, or offering marketing technology consulting. Diversification provides multiple advantages. It reduces dependency on a single line of business, mitigates risks associated with market fluctuations, and expands INFUSEmedia's client base and sources of revenue. Furthermore, diversification sets INFUSEmedia apart from competitors who offer a more limited range of services, enhancing their competitive advantage.

Throughout the implementation process, INFUSEmedia must include data from industry publications, market trends, and competition analysis. Leveraging data-driven insights allows for more informed decisions about growth plans, target markets, and effective customization of solutions to match client demands. To guarantee successful execution, INFUSEmedia's growth initiatives must be aligned with overall corporate objectives and target markets. This guarantees that the implemented solutions are consistent with the company's long-term strategy and address the unique demands and preferences of the target audience, increasing the effect of their creative solutions and achieving long-term success. Once the growth initiatives are executed, INFUSEmedia should set up procedures for ongoing monitoring and assessment. This entails periodically analyzing the success of established solutions, receiving customer feedback, and remaining current on market trends. INFUSEmedia uses active monitoring and assessment to find areas for improvement, iterate tactics, and keep a competitive advantage in the international marketing. INFUSEmedia may become a leader in global marketing management by putting innovative suggestions based on the Ansoff matrix analysis into practice. By implementing market penetration, product development, diversification, and market development strategies that are specifically customized to INFUSEmedia's strengths and target markets, the organization may leverage new growth potential clients, broaden its customer base, and establish a competitive edge in the international business field.

## CONCLUSIONS AND RECOMMENDATIONS

In conclusion, marketing management plays a pivotal role in the success of businesses by guiding the planning and execution of marketing activities. It allows companies to focus on relevant market segments and develop effective marketing campaigns that resonate with their target audience. This leads to increased sales, stronger brand reputation, and customer loyalty, while optimizing resource allocations. Marketing management also helps businesses gain a deeper understanding of customer needs and preferences, allowing them to create products and services that effectively meet those requirements.

Implementing a profitable marketing strategy establishes a framework for overall company operations. This involves setting marketing objectives, identifying market opportunities, selecting target markets, designing marketing programs, and organizing, implementing, and controlling marketing efforts. By following this framework, companies can sustain and grow their business in a healthy and productive manner. Developing an effective marketing management strategy for global business presents its own set of challenges. It requires expanding into new markets, establishing a competitive advantage, optimizing operations and logistics, complying with domestic and international regulations, and adapting to cultural differences and market fluctuations. These efforts are crucial for managing risks associated with unpredictable economic and political conditions in foreign countries. International business knowledge, cultural insights, and a structured approach to developing targeted marketing strategies are essential for achieving business objectives in a global context.

INFUSEmedia serves as a projecting example of an effective marketing management strategy. This international company operates in the media and advertising industry, assisting clients in reaching their target audience through strategic content promotion across multiple channels. By leveraging digital technology and first-party data, INFUSEmedia optimizes its approach to enhance demand programs and achieve marketing goals.

The aim of this study was to illustrate the framework for understanding and implementing successful international marketing management practices in the modern business environment, using INFUSEmedia case as an example and evidence. The findings offer observant data on crucial topics like performance evaluation, cultural adaptation, brand communication, and market research. Ultimately, this research assists students in understanding of the implementation marketing management within enterprises, operating domestically and internationally. This work not only contributes to the existing body of knowledge in international marketing but also serves as a practical guide to navigate the complexities of operating in diverse and dynamic international landscapes.

To achieve the aim of the study, several tasks were set, including developing a theoretical and methodological foundation for understanding international marketing management, exploring legal and ethical frameworks in managing international marketing agencies, studying and analyzing INFUSEmedia's performance strategies and frameworks, evaluating innovative approaches to enhance performance management, and examining the implementation of strategic solutions in INFUSEmedia's global operations. The research object includes theoretical, methodological, and practical approaches aimed at identifying effective management practices within an international marketing agency. The research subject focuses on the effective and successful strategies of managing international marketing in the current business landscape, with a specific emphasis on INFUSEmedia as a case study.

The obtained results hold both theoretical and practical value. Theoretical contributions include enhancing the general understanding of international marketing management, broadening the scope of international marketing research, and validating and improving existing theoretical frameworks. On the practical side, the results reveal crucial elements and innovative approaches that can improve international marketing performance. They offer valuable information and perspectives for businesses to make strategic choices and serve as a reference for students learning about the implementation of marketing management practices.

The main sections of this study consist of three chapters. The first chapter explores the legal and economic foundations of managing marketing agency operations, including the legal and ethical frameworks related to international marketing initiatives. It also discusses management strategies for media and technology companies operating on a global scale. Effective international marketing management is vital for success in this dynamic landscape. It demands a deep understanding of customer needs, the ability to adapt marketing plans to diverse cultural aspects, and adept navigation of legal and regulatory frameworks.

Marketing management serves as the foundation for achieving business success by coordinating strategies and establishing a strong market position. It involves understanding customer preferences, conducting comprehensive market analysis, and crafting strategic marketing plans. Moreover, compliance with legal frameworks is essential to prevent legal issues, while methodological approaches provide a structured framework for managing marketing strategies across international markets.

Ethical considerations hold significant importance in international marketing. Companies must navigate cultural sensitivities, ensure responsible advertising practices, and uphold fair trade principles. Upholding ethical standards is crucial for maintaining a positive reputation and attracting socially conscious individuals. Ethical decision-making requires striking a balance between the interests of various stakeholders and integrating ethics into decision-making processes at all organizational levels.

The second chapter focuses on INFUSEmedia's operational strategies and frameworks for utilizing marketing management, showcasing the company's strategic approach in the industry. INFUSEmedia's specialization in B2B demand and lead generation sets them apart in the industry. By offering services like lead flow dashboards, event promotion, intent-driven marketing, and content marketing, they serve specifically to the unique needs and objectives of B2B organizations. This expertise allows them to create targeted campaigns that generate high-quality leads and drive business growth for their clients.

INFUSEmedia's matrix organizational structure is another factor that contributes to their success. This structure allows them to tap into the diverse expertise of their global

team of over 800 employees, ensuring that they can adapt quickly to changing market demands and deliver exceptional results to their clients. The company's culture of innovation further supports this agility, as they continuously seek out new approaches, technologies, and strategies to stay at the forefront of the industry. When it comes to revenue generation, INFUSEmedia employs a strategic focus on data-oriented solutions. By leveraging their expertise in B2B multichannel marketing, they help their clients optimize their revenue streams and achieve efficient revenue increases. This emphasis on measurable results and continuous improvement ensures that INFUSEmedia remains dedicated to delivering tangible value and driving the success of their clients' businesses.

Furthermore, INFUSEmedia embraces advanced AI technology as a powerful tool to enhance their marketing capabilities. By integrating AI into their operations, they can personalize content delivery, segment audiences, create engaging content, perform predictive analytics, and automate marketing processes. This utilization of AI technology enables INFUSEmedia to deliver highly targeted and effective campaigns while continuously exploring emerging trends such as generative AI for demand generation.

The third section delves into INFUSEmedia's current performance and projects in marketing management, suggesting innovative approaches and solutions to enhance international marketing performance. Through a SWOT analysis, we can identify INFUSEmedia's key strengths, such as their strong reputation in the field, client-focused culture, and innovative approach. These strengths allow them to deliver effective solutions and continuously improve their offerings. They leverage technology and automation to streamline operations and optimize marketing efforts, while also recognizing the importance of human expertise and creativity in engaging audiences.

The Ansoff matrix provides a practical framework for INFUSEmedia to identify growth opportunities and strategies aligned with their international marketing objectives. By employing market penetration, market development, product development, and diversification strategies, they maximize their success in international markets. This approach helps them enhance relationships with existing clients, capture new customer segments, improve their offerings, and explore new markets or services.



To ensure ongoing success, INFUSEmedia incorporates data from industry publications, market trends, and competition analysis to make informed decisions. They monitor and assess the implementation of their strategies, gather customer feedback, and stay current on market trends. It allows them to identify areas for improvement and maintain a competitive advantage in international marketing.

In the end, managing an international marketing agency in today's globalized economy offers significant potential for business growth and success. Agencies like INFUSEmedia leverage technology, expertise, and innovative strategies to reach more customers and drive expansion. These agencies create personalized content and optimize campaigns by combining AI tools with human creativity. By analyzing their strengths and staying attuned to market trends and competitor actions, they deliver tailored solutions that meet client needs. To expand their reach and offerings, international marketing agencies employ strategies such as market penetration, market development, and diversification. Managing an international marketing agency requires flexibility, awareness, and constant improvement. These agencies navigate cultural differences, language barriers, and global changes while helping clients achieve their goals. By embracing technology, innovation, and proven methods, they generate demand, foster growth, and help businesses thrive worldwide. In the ever-changing field of international marketing, these agencies remain at the forefront, ready to adapt, seize emerging opportunities, and deliver excellent results. Through their adaptability and forward-thinking approach, they continue to drive success for their clients in the global marketplace.

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