

# International Communication Strategy

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# Steps to create international communication strategy

This slide exhibits steps to develop international communication strategies to achieve business goals and increase business revenue. It include five steps: future plans, segment contact database, organize activities, set KPIs, review and track

## Step 01

### Future plans

- Conduct extensive research to understand target market and expansion scope
- Develop action strategies with timeline
- Text Here



## Step 02

### Segment contact database

- Select ways to sort contact details in proper segments
- Use software to keep organized database
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## Step 03

### Organize activities

- Create single global scheduler to keep track of multiple purposes
- Provide flexibility and assure proper coordination among activities
- Text Here



## Step 04

### Set KPIs

- Develop measurable standards to create effective strategic plan
- Gather accurate data from authentic sources for comparison
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## Step 05

### Review and track

- Assure consistent monitoring of strategy performance to have valuable insights
- Prepare detailed reports to understand improvement scope
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# International communication strategy best practices

This slide shows tips for developing international communication strategy that assure smooth interaction between people and company in different locations. It includes four points: accept cultural differences, regular communication, quality content and avoid over diversification

## Quality content

- Assure accurate and authentic content translation
- Focus on relevancy and transparency while communicating message
- Text Here



## Accept cultural differences

- Acknowledge and respect diversity while formulating policies
- Organize marketing campaign with broader perspectives
- Text Here

## Foster and regular communication

- Execute translation strategy to avoid language barrier
- Establish content calendar and SEO expert to engage with foreign audience
- Text Here

## Avoid over diversification

- Conduct social listening and try proper language translation services
- Formulate limited but effective and achievable objectives
- Text Here



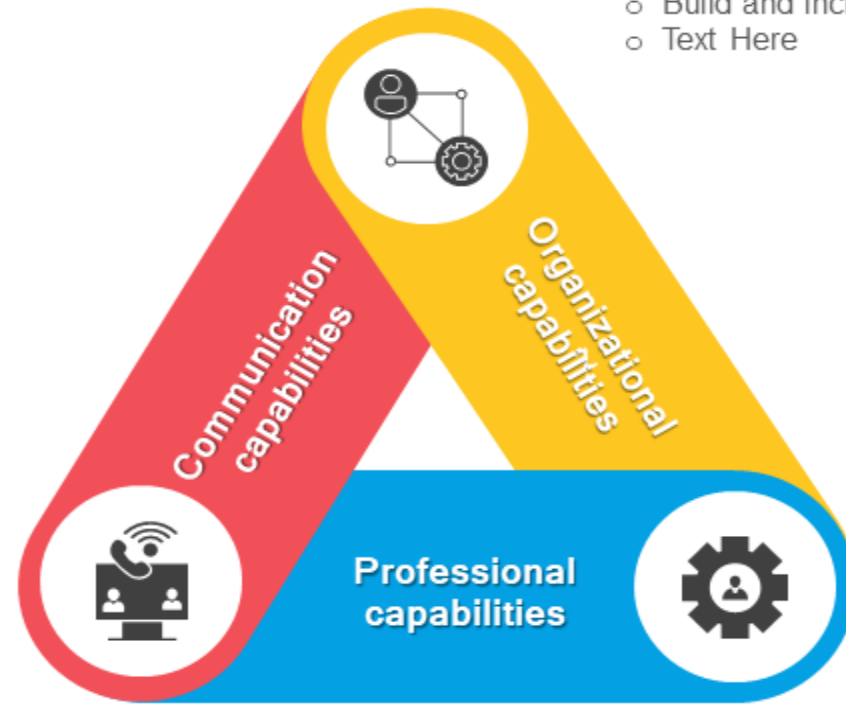
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# International capability framework for communication management

This slide exhibits global capability framework that helps in personal relation and communication management. It includes various capabilities under three categories: communication, organizational and professional.

- Determine communication issues and solutions
- Align strategies with company goals and values
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- Develop confidence and trust relationship with stakeholders
- Build and increase company goodwill
- Text Here

- Organize training and sessions for professional learning and growth
- Offer valued counsel and leadership
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# International communication strategies approach of company

This slide shows global communication strategic approach to achieve competitive advantage and to reach international customers. It includes four strategies: global standardized, transnational, international and localization based on cost reduction and local responsiveness



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# International communication strategies for cultural improvement

This slide shows tips for effective intercultural interaction to assure business expansion through proper communication strategies. It includes four tips: educate employees, intercultural communication, research, mindful and learn written communication



## Educate employees

- Provide trainings to understand different culture and needs
- Organize team building exercises to have necessary background information
- Text here



## Intercultural communication

- Learn and understand basic introductory phases
- Assure correct body language as per cultural needs
- Text here



## Research and be mindful

- Conduct extensive market research to understand cultural behavior and needs
- Assure to have basic knowledge of cultural diversity to avoid misunderstanding
- Text here



## Learn written intercultural communication

- Learn requirements to engage through emails and phones
- Establish appropriate way to address client/partner
- Text here



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# Key barriers for international communication strategies

This slide exhibits barriers of international communication to address cultural diversity and differences. It include various barriers such as psychological, geographical distance, language, cultural and conflicting values

## Psychological barriers



- Difficult to change natural preferences
- Diverse state of mind and perception create adaptation challenge
- Text here

## Geographical distance



- Lack of interaction can create mistrust
- Difficult to share information due to different locations
- Text here

## Language and cultural barriers



- Difficult to adapt and target people with different languages
- Diverse perception and mindset leads to difficulty in influencing customers
- Text here

## Conflicting values



- Cultural disputes and belief can become hurdle to create awareness
- Selection of one way for diverse audience is biggest challenge
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# Thanks you

## Address

# Street number, city, state



## Contact number

0123456789



## Email address

Email address123@gmail.Com



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