

Marketing goods or services: How they're different

The following table outlines some of the differences between marketing services and marketing goods in an export environment.

FACTOR	GOODS	SERVICES
Demonstrations	Sample product	Presentation of capabilities
Initial marketing by	Sales representatives	Firm's principals
Stages of marketing	Marketing your product AND your service	Marketing your firm
Local market presence	Sales/distribution facility	Office or virtual office in target market
INFORMATION NEEDS		
Cultural factors	Product design and packaging	Interpersonal dynamics
Local associations	Distributors, marketers	Service industry
Local events	Trade shows	Conferences (as speaker)
Media	Product advertising	Press coverage
Local partners	Production/distribution firms	Other service firms
Government procurement	Goods acquisition	Services contracts

Pricing checklist

Use this handy checklist to track your costs and develop your pricing strategy.

Marketing and promotion

- agent/distributor fees
- advertising, media relations
- travel
- communications
- materials (brochures, business cards)
- trade fairs and exhibitions

Production

- unit cost of manufacture
- product or service modification

Preparation

- labelling
- packaging
- packing
- marking

Documentation

- inspection
- certification
- document preparation
- cargo insurance
- freight forwarder's fees

Transportation

- lading and related charges
- carriage
- warehousing and storage
- insurance

Customs

- customs and others duties at port
of entry
- customs brokerage fees

Financing

- Costs of financing
- interest charges
- exchange rate fluctuations
- export credit insurance

Source: Forum for International Trade
Training, Going Global.