This all means that you have several pricing strategies available:

- **Static pricing** – charging the same price to all customers.
- **Flexible pricing** – adjusting prices for different types of customers.
- **Full cost-based pricing** – covering both fixed and variable costs of the export sale.
- **Marginal cost** – covering only the variable costs of production and exporting, while you pay overhead and other fixed costs out of domestic sales.
- **Penetration pricing** – keeping your price low to attract more customers, discourage competitors and gain quick market share.
- **Market skimming** – pricing the product high to make optimum profit among high-end consumers while there is little competition.

After you've determined your costs and chosen your pricing strategy, establish a competitive price for your product or service that gives you an acceptable profit margin.

Promotion

The outcome of your promotional strategies can make or break your export venture. In this context, promotion refers to all the communications tools you use to convince people to buy your product or service. They are:

- **Advertising** – carefully select the media that have a wide circulation within your target audience. If few people have televisions, is radio a better bet? Or print?
- **Promotional materials** – you may need to redesign your marketing materials and packaging to remove elements that are inappropriate, offensive or meaningless in the target market. You'll also need to translate these materials into the native language, so be prepared to hire a professional translator with experience in commercial and business writing. And before you use the translation, have it double-checked by a native of the country.
- **Direct mail** – a targeted direct mail campaign can be very effective. Research and experience in your target market will help you build a base of potential buyers and clients to whom you can direct your company's message.
- **Media** – publicity via the media is a good way to establish awareness, profile and credibility. Prepare a media kit that introduces a profile of your company, new products/ services or newsworthy activities. Include copies of any articles published about your company.
- **Personal visits** – personal contact with potential clients is perhaps the best means of promotion. Many cultures value such contact in their business relationships. Your attention to it can impress your foreign contacts.
- **Trade shows** – attending or participating in international trade shows is an excellent promotional method. It also allows you to check out the competition and do market research. If it's difficult for your company to take part in a trade event, consider teaming up with other Canadian companies, or joining a federal or provincial delegation.
- **Internet** – it's generally assumed nowadays that a business will have a Web site. A well designed site can help your export venture in many ways, from promotion to customer service. Be prepared to commit time and money to keeping the site up-to-date, though – an outdated site can do your enterprise more harm than good.

TIP

Business people and customers in most foreign markets will appreciate your efforts to learn about their culture. Such efforts will probably result in them becoming more interested in doing business with you.