



Marketing Strategies for Local Products in Global Markets: Insights from Ghana's Experience

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Abstract

Marketing strategies for local products have gained significant attention in global markets due to their potential to enhance economic development and preserve cultural heritage. The study reviews existing literature and conducts case studies on selected product sectors in Ghana, including agriculture, handicrafts, and traditional medicine, analysing the success factors and challenges faced by producers and marketers. A notable finding is the significant increase of 20% in export revenues for Ghanaian cocoa products after implementing targeted marketing campaigns that focused on enhancing product quality and branding strategies. The research underscores the importance of aligning local product characteristics with global market demands, emphasising the need for sustainable marketing practices to maintain cultural integrity while maximising economic benefits. Producers should prioritise building robust brand identities and diversifying their customer base through continuous innovation in product development and marketing strategies. Marketing Strategies, Local Products, Global Markets, Ghana, Cultural Heritage

Keywords: *Sub-Saharan, Cultural Heritage, Sustainability, Ethnographic, Qualitative Analysis, Community Engagement, Value Chain*

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