



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

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## Abstract

Marketing strategies for local products in global markets have become increasingly important as consumers seek authentic and culturally significant goods. A comparative analysis was conducted using secondary data sources such as academic journals, industry reports, and case studies of selected Ghanaian companies operating in international markets. Ghanaian companies have successfully leveraged social media platforms to connect with niche global audiences interested in authentic African products. The proportion of these companies that reported increased sales through digital marketing was notably high at 75%. The findings suggest that effective marketing strategies for local products include leveraging digital channels and understanding consumer preferences globally. Companies should focus on building brand authenticity, engaging with global influencers, and conducting market research to tailor their product offerings and marketing messages effectively.

**Keywords:** *Sub-Saharan, globalization, cultural marketing, SWOT analysis, export management, indigenous knowledge, niche markets*

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