



Marketing Approaches to Local Products in Global Markets: Insights from Ghana's Context

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Abstract

Local products in Ghana's global markets face challenges such as low visibility and limited market penetration due to inadequate marketing strategies. A survey research method was employed, gathering data from 150 local businesses across different regions of Ghana. The survey utilised a structured questionnaire to collect information on marketing strategies and outcomes. The analysis revealed that the use of digital marketing platforms significantly increased product visibility by over 30% compared to traditional methods alone. The study underscores the importance of integrating digital strategies into local business marketing efforts in order to effectively reach global markets. Local producers should prioritise investing in digital marketing tools and training their sales teams on these platforms to improve market penetration.

Keywords: *Geographic, Sub-Saharan, Marketing, Localization, Consumer Behaviour, Ethnography, Globalization*

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