



# Marketing Strategies for Local Products in Global Markets: Insights from Ghana

Kofi Ampomah<sup>1</sup>

<sup>1</sup> Department of Advanced Studies, University of Professional Studies, Accra (UPSA)

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**Correspondence:** [kampomah@aol.com](mailto:kampomah@aol.com)

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## Author notes

*Kofi Ampomah is affiliated with Department of Advanced Studies, University of Professional Studies, Accra (UPSA) and focuses on Business research in Africa.*

## Abstract

Marketing strategies for local products in global markets have become increasingly important as countries seek to boost their exports and diversify their economies. A survey was conducted among 150 randomly selected local product manufacturers and distributors in Ghana. The questionnaire included questions related to their marketing strategies, challenges faced, and success metrics. The findings indicate a strong preference for social media marketing (68%) over traditional advertising channels such as TV and radio. However, only 42% of respondents reported significant improvements in sales due to these efforts. Despite the growing emphasis on digital marketing, there is room for improvement in leveraging these strategies effectively to enhance local product visibility and market penetration globally. Local producers should invest more resources into targeted social media campaigns and collaborate with influencers. Distributors are advised to create localized content to better connect with potential buyers.

**Keywords:** *Sub-Saharan, Ethnocentrism, Cultural Competence, Cross-Cultural Marketing, Export Strategies, Globalization Impact, Market Adaptation*

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