



Cindy King's International Business Marketing Newsletter

www.cindyking.biz - Bringing Europeans and North Americans Together

Multi-cultural Marketing

September 2007:
The Power Of English-Language Newsletters Today In International Business

English-Language Newsletters Are Key To International Markets

A Vital Tool for European Companies Today.

International markets are reacting to the high Euro against the American dollar. Today the European companies are hit the hardest. They are experiencing a sharp decrease in American dollar sales.

What can European companies do? Given the high costs of getting new clients and how quickly client data-bases lose their value, it would be foolish to let their international client base go cold.

An easy way to keep an interactive relationship going is through content rich newsletters. Relevant information

and consistency is the key. Providing content clients look forward to reading effectively keeps business relationships active. This also provides European companies with time to evaluate any opportunity to adapt to market changes.

A one page, double-sided English-language newsletter, provides European companies with a great cost-effective tool to create, build and maintain relationships in their international markets.

Before Opening Your Offices Abroad

Before committing to international expenses, get to know your markets abroad.

An English-language newsletter is also a great tool for local companies, in any country, wanting to test international markets. An English easy to understand will get you better results.

An English-language newsletter is also an ideal starting block to help define a multicultural sales campaign.

Markets do fluctuate with changing exchange rates. With a little thought and basic marketing tools you can maintain your international business and find new ones with little investment in time and money.

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The Power Of English-Language Newsletters Today In International Business

In this issue:

- English-Language Newsletters Are Key To International Markets
- Content Rich Newsletters Are flexible Marketing Building Blocks
- Rich Content Gives You Best SEO Value
- Good Content Starts With Your Clients

Content Rich Newsletters Are Flexible Marketing Building Blocks

A content-rich newsletter is a very cost effective marketing tool for targeting international markets from your local country.

A monthly English-language newsletter in black & white, like this one is easy to print out quickly, only as needed. You can include it with all your correspondence, emails, press releases and invoices.

This is a great way to create

an ongoing relationship with your international clients.

Limiting your newsletter to a single double-sided paper is cost-effective in providing valuable content to your clients.

Newsletter content can also be repackaged and used in different ways:

- Email campaigns;
- Articles;
- How-to articles

- Press releases;
- SEO web content
- Podcasts;
- Speeches
- PowerPoint presentations
- Case studies

With high-value content, this provides you with valuable tools for an effective integrated marketing campaign. The cost is minimal.

For examples of how this newsletter was repackaged, check out www.cindyking.biz

Advantages Of A One-Page Content Rich Newsletter

Focus. A shorter newsletter forces you to provide value content without fluff for greater customer readability.

Practical. Multiple use of content. Easy to print. Can be used as a PDF to download online.

Cost effective. Inexpensive to print. Provides several avenues for lead generation and building client relationships.

Newsletters are a key element of an integrated marketing strategy for overseas markets.

Newsletter Content:

Once you know what your clients want to read about, it is easy to write your informative newsletter. You can vary the way you deliver information with:

- Problem-solvers
- Buying information
- How To Use
- Purchase Reinforcement.
- Opinions
- Case Studies

And don't forget, each newsletter should end with an appropriate call to action to build your relationship further.

First Step

Don't forget to start by creating targeted keyword themes for your international clients. Use them throughout all of your marketing materials to create great SEO.

Sign up for Cindy King's International Business Marketing Newsletter at www.cindyking.biz and get a **free Integrated Marketing Guideline** for your next steps.

Paris, France

+33 6 98 91 86 11

cindy@cindyking.biz

www.cindyking.biz

Rich Content Gives You Best SEO Value

The key to good organic search engine optimization is in the content. Search engines do not understand pictures. They LOVE content.

Informative content relative to your ideal client base will increase your search engine optimization naturally.

There are the keys to good SEO content:

1 - Content must be valu-

able, something your target readers really want to read. This is true no matter what language you write in.

2 - For maximum results, new content should continually be added to your website. Web spiders love it.

There is one other key especially critical for international businesses:

3 - Good writing. Translations are often poor and just

do not do the job. Have everything online written by a mother-tongue marketing professional. Your online image depends on it.

Investing in well-written web copy often pays for itself in a very short time.

A simple place for foreign companies to start is to optimize monthly English-language newsletters online.

Good Content Starts With Your Clients

The first step in creating strong effective content is defining your ideal clients mindset.

This is where two things come to play: marketing expertise and good writing skills.

A straightforward translation of your local documentation will not do the job well.

There are easy ways to start off your international marketing campaign.

For example, a regular newsletter written in an easy-to-understand English could cover your global market. And a local email campaign, in local languages, could support timely events.

An integrated marketing strategy online can easily be

measured, tested and improved.

A seasoned marketing professional who understands your business in your local market as well as your targeted market abroad can help you create effective content quickly. This saves you time and money building your business abroad.

Bringing Europeans And North Americans Together

Multicultural Marketing

Cindy King is a marketing consultant specialized in bringing businesses into international markets using all of the marketing tools available today. She has over 20 years experience in multicultural and cross-cultural business in a wide range of companies from start-ups to leading multi-nationals.

Cindy grew up in North America and has lived in various places in Europe all of her professional life. She has dual nationality, French and North American, and now lives in the Paris area.

Perfectly at ease in both French and North American cultures. She is English mother-tongue with native level French language skills. She also speaks fluent German, some Spanish, once dabbled in Italian and has some remnants of Malay.

Her multicultural experience also extends to having worked in predominately Catholic, Jewish, Islamic and Agnostic environments at different times.

Cindy offers a wide range of international communication services: SEO web copy, PowerPoint presentations, sales letters, press releases, newsletters, articles, case studies and white papers.

Her main clients today fall in two main categories:

- European companies expanding and maintaining international markets with English-language marketing.
- American copywriters and info-marketers looking for a more diversified role with European clients.

Visit www.cindyking.biz for more details.

For inspiration in multicultural marketing visit her multilingual blog at www.internationalbusinessideas.com.

Cindy can be reached at cindy@cindyking.biz.