



International Translations Ltd

International Content Marketing

Why is Content Marketing Important?

When running a Business, Content Marketing is absolutely vital. Whatever form this takes, whether it be blogs, newsletters, social media etc, keeping your clients in the loop about who you are and what services you are offering is paramount. Successful marketing will make sure your company is the first port of call for any potential clients looking for services that you provide.

There are many reasons why Content Marketing can be so beneficial for your company.

Consumers today are barraged with more adverts and messages than ever before, so the impact of more traditional channels is somewhat lessened. This is where Content Marketing steps in. Content Marketing has the ability to convey your brand's personality and services without being overtly promotional, and regular updates build brand trust and forge a network of loyal customers. Regular updates on your subject matter also make your brand an authority in the eyes of current and potential customers.



Why International Content Marketing?

The English language no longer has a monopoly over the web, so businesses producing content solely in English are missing out on a huge foreign market. Studies show that 9 out of 10 Internet users in the EU preferred to browse sites in their native languages. It is so important for businesses to build good relations with their customers, but businesses are inconveniencing and alienating their clientele by forcing them to read their content in a language that is not their own.

Worryingly, statistics show that growth of English-language content on the web between 2001-2011 was pitiful compared to other languages. English-language content grew by just 281 percent compared to a 743 percent growth in Spanish, a 1,826 percent growth in Russian and a massive 2,501 percent growth in Arabic. Businesses can no longer share content exclusively in English if they hope to appeal to the largest market possible.



What can ITL can do for you?

International Translations Limited endeavour to be the one and only destination for all your International Content Marketing needs. Rather than dealing with the stress of liaising with several different companies (writers, translators, localisers etc) to create your content, we offer every step of the International Content Marketing process under one roof.

Our in-house Digital Marketing expert will create, translate and localise your marketing content for you, to make your experience as stress free as possible. To ensure you are kept up to date with every aspect of your project, you will be assigned a Project Manager to oversee your entire project from quote to completion. This ensures you will always have a point of contact who is fully knowledgeable about your project, to answer any questions you may have.

To take your business worldwide and increase your revenue, contact us today to discuss your International Content Marketing project!



Contact us



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