



## International Online Marketing

Online marketing can be a powerful and cost effective means of promoting your products and services to an international target market.

There are several facets to setting up a successful international online presence and performing ongoing targeted campaigns. We can provide a full solution tailored to your needs, incorporating some or all of a range of online marketing options.

### How ISS can help you:

- Tailor your online marketing to suit a specific international market
- Ensure your existing UK online marketing reaches a wider international audience
- Improve your website visibility in your international target market
- Develop your international brand promotion by social media marketing tailored to the local market
- Take care of your international email marketing campaigns
- Develop other innovative means of promoting your products or services through electronic media, such as video marketing

### International Strategy Solutions has a built an exemplary reputation on offering:

- Innovative solutions
- Pragmatic approach
- Extensive international commercial experience
- Insightful research



### What to do next:

- 1** Consider what you want to achieve from the range of benefits described above
- 2** Consider what international markets you want to target
- 3** Contact us to discuss your requirements



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We provide bespoke solutions designed to either set up your online marketing offering from scratch or develop your existing solutions to make them more effective in front of an international audience. Our team of specialists are experienced in web design, social media marketing and other innovative electronic media marketing techniques across a wide cross section of business sectors and international markets.

### Services we provide:

- International web landing pages – a simple and cost effective first step in reaching an international audience for your products which can be very powerful when applied in conjunction with your existing UK site
- Top level domain names tailored to target country and international website hosting
- International Search Engine Optimisation (SEO) – a proven method for driving visitors to a website and will result in more conversions and completed calls to action
- International social media marketing – promoting your brand to an international market through social media channels such as Facebook, Twitter, LinkedIn and many others
- Video production – very effective at quickly describing your brand and products / services and particularly compelling in an international context where translation of text alone may not go far enough to getting your message across
- International email marketing – we can design and manage regular outbound email campaigns



**Our services work for you if you are just starting out on your international online marketing journey or want to develop your existing solution to have more of an impact in an international market**

**Contact ISS to discuss your requirements**

+44 (0)1423 506129

info@international-strategy.com